

## City of Sacramento General Plan Update Fruitridge/Broadway Community Plan Area Meeting

### Project Overview

The 2040 General Plan is the City’s blueprint for how and where Sacramento will grow over the next 20 years. It contains policies that guide everything from transportation, to the type of homes available, to jobs, entertainment, public safety and much more.

In 2018, the City initiated an update to the General Plan to ensure it remains responsive to the challenges of the coming years. In parallel, the City will also be preparing an ambitious Climate Action Plan that outlines a community-wide framework for reducing greenhouse gas emissions and establishes Sacramento as a climate leader.

### Meeting Purpose, Format and Location

The Sacramento General Plan includes 10 community plans that identify and address local issues and opportunities in our neighborhoods. Community members were invited to provide input to refine the Fruitridge/Broadway community plan to ensure that it reflects local priorities.

The community meetings are structured in a small working group format, beginning with a welcome/ice breaker and a brief presentation.

In addition to providing feedback through the working groups, community members were also encouraged to provide comments through comment cards.



*Vice-Mayor Eric Guerra speaks during the opening presentation*

The Fruitridge/Broadway Community Plan Area meeting was held on Thursday, August 15, 2019 at Oak Park Community Center from 5:30 p.m. to 7:30 p.m. Around 18 community members attended the meeting.

To start the meeting, participants engaged in a quick activity to get them thinking about their neighborhood. Through a live-polling exercise, participants responded to “In one word or phrase, describe what you’d like your neighborhood to be like in 2040.”

Below is an image depicting their responses:



Matt Hertel, Senior Planner from the City of Sacramento, presented an overview of the General Plan Update process and provided in-depth information about the Fruitridge/Broadway Community Plan including previously identified assets, issues, and priorities. Community members were then introduced to the break-out group activity.

### Small Working Groups

Working in groups of 5-7 participants were asked to complete a map-based activity answering a series of questions that built upon one another.

The questions around the community plan are described below in the table:

Question	Providing input for
What places in your neighborhood make the biggest contribution to livability and community character?	Community assets map
What areas would you like to see change over the next 10-20 years?	Land use designations; policies/actions that address local issues/opportunities

What barriers or obstacles are there to getting around your neighborhood?	Policies/actions that address local issues/opportunities
What headline should describe the Fruitridge/Broadway Community Plan Area on the cover of “Sacramento Magazine” in 2040? What images would accompany the article.	Vision statement

A table facilitator and recorder captured the conversation and input provided by participants.

At the end of the group activity, one representative from each group reported out to the full group on the key points of the discussion at their table.

Below are the responses collected by the table recorder and facilitators:

### Key Themes

Throughout the small group session several key themes emerged. The benefits of public resources like the schools, community centers, and local parks were highlighted, but community members would like to see these resources better maintained and funded. Community members were very enthusiastic about the unique shops, farmers markets, and other small businesses that the Fruitridge/Broadway area has to offer.

While some group members consider the UC Davis Medical Center an asset to their community, many are wary of the new development and see it potentially dividing their community. There was a consensus between all groups that the traffic along Stockton Boulevard and other large corridors is a barrier to getting around their neighborhoods. Many of the groups agreed that significant improvements are needed in the Fruitridge/Broadway Community Plan Area to better serve cyclists, pedestrians, and public transit users.

### Group 1

Group 1 found the main contributors to livability and community character are: Tahoe Park, Colonial Heights Library, Oak Park Community Center, transit stops (particularly the 51<sup>st</sup> St. bus stops and University/65<sup>th</sup> St. Light Rail Station), the UC Davis Medical Center Farmer’s Market, and the elementary schools. Group 1 also identified the proximity to CSU’s Sacramento campus, Old Soul Coffee on Broadway, Oak Park Little League, and the Greenfair Apartments as additional contributors to the area’s overall livability. Group 1 noted that the area on 34<sup>th</sup> and Broadway has a lot of potential for future development. Community members in this group also mentioned that they like the many gathering places in the area, specifically the Fruitridge Community Collaborative and the “Gather” event in Oak Park.

When Group 1 was asked what they would change about the Fruitridge/Broadway area, many community members spoke about concerns related to transit, pedestrians' and cyclists' safety, the lack of public resources, and the amount of vacant or defunct properties.

Florin Perkins Road and 14<sup>th</sup> Ave were mentioned several times as being unsafe for all modes of transportation. Community members noted that these roads could be made safer by lowering the speed limit, adding stop signs, improving the bike lanes, adding a sidewalk, or using other traffic calming measures. Some group members also noted that adding a bus route along 14<sup>th</sup> Ave., 12<sup>th</sup> Ave. and Sutterville Road would be helpful for those traveling to the Sacramento City College campus.



*Group 1 identifies assets on the table map*

Other concerns that Group 1 would like to see addressed are: the lack of street lighting in Tahoe Park, the amount of homeless people in Lawrence Park, more grocery stores, more farmers markets and retail in the entire area. This Group would also like to see the redevelopment of vacant land in Depot Park, New Brighton, Power Inn, and the 59<sup>th</sup> St. station.

When asked about barriers to getting around in the Fruitridge/Broadway area, community members in Group 1 brought up challenges for pedestrians, cyclists, motorists and transit riders. There was a lot of criticism directed towards Stockton Blvd. being too automotive oriented and many people in this Group want to see a redesign of the road. There was also a suggestion to create better light rail connections to the UC Davis Medical Center, in order relieve some of the traffic congestion on Stockton Blvd.

Community members discussed the lack of stop signs at three-way intersections in Tahoe Park, the need for traffic calming measures on major roads, and the consistent gridlock at T St and 59<sup>th</sup> St. Group 1 also brought up the issue of access to public transit. The limited parking at the 65<sup>th</sup> St. Station, the lack of frequency and destinations on the Light Rail, absence of wheelchair accessibility at transit stops, and the lack of signage and enclosures for bus stops are all barriers to using public transit. Lastly, the group discussed improving safety for cyclists by creating protected bike lanes on every street in the area.

When Group 1 was asked about their vision for what the Fruitridge/Broadway area should look like in twenty years, they said that they wanted a diverse community with an urban food forest and drought tolerant, edible landscaping. They would like the area to become a hub for innovations in medicine, sustainability, and wildlife preservation.



## Group 2

Group 2 found that the main contributors to livability and community character are the UC Davis Medical Center, Sacramento Food Bank & Family Services, Lawrence Park, Oak Park, Little Saigon, the Colonial Theater, the Fruitridge Community Collaborative, Hiram W. Johnson High School and West Campus High School. This group also identified Broadway Coffee and Old Soul Coffee, the number of grocery stores, Colonial Heights Library, traffic calming measures on Broadway, McClatchy Park and the 21<sup>st</sup> Avenue Parkway, as other contributors to livability and community character.

When Group 2 was asked what they would change about the Fruitridge/Broadway area, many community members spoke about the high rate of human trafficking on Stockton Blvd., the need for improved resources for disadvantaged communities, the UC Davis Aggie Square project at the Medical Center, and the desire for more mixed-use and residential development, along Stockton Blvd. Community members pointed out that McClatchy Park has restricted access, as several gates and entrances have been locked or closed.

Group 2 wants to see more infrastructure that support new developments, pedestrian connections for schools along Martin Luther King Jr Blvd., crosswalks along Stockton Blvd., a



*Group 2 discusses the Fruitridge/Broadway Community Area Plan*

reduction in fatalities on the 65<sup>th</sup> expressway, and better pedestrian amenities on major streets. This Group is concerned about displacement and the increased traffic congestion on Broadway associated with new development.

After discussing what they would like to change about their area, Group 2 was asked to speak about the barriers they experience when getting around their community. Residents discussed the unsafe walking and biking conditions on the 65<sup>th</sup> expressway, the

poor infrastructure on Martin Luther King Jr Blvd. and the lack of public transit connections in their area. Other barriers mentioned were poor bike lanes on major streets, congestion on T St., due to new development at the UC Davis Medical Center, and the lack of a pedestrian and cyclist connection to Granite Regional Park from the nearby Power Inn Station.

Finally, Group 2 was asked about their vision for the Fruitridge/Broadway area in twenty years. The group said that they wanted to see an affordable, diverse, and walkable community by 2040.

### Group 3

Group 3 found that the main contributors to livability and community character are Tahoe Park, the residents and history associated with multiple generations living in this area, the historical architecture, as well as the retail and restaurants along Stockton Blvd. and Broadway.

When Group 3 was asked what they would change about the Fruitridge/Broadway area, community members said they want to see a farmers market in Tahoe Park, better accessibility to the Oak Park Farmer’s Market, a higher ratio of green space and parks compared to buildings and traffic calming measures on Broadway and Stockton Blvd. Group 3 would also like to see safer conditions for pedestrians and cyclists on 14<sup>th</sup> Ave., Stockton Blvd., Broadway, and 65<sup>th</sup>, as well as better walkability throughout the entire area. Community members from this Group were concerned with the UC Davis Medical Center and how disconnected the development is from the surrounding community. Group 3 also pointed out how housing costs are rapidly rising as a result of the new Aggie Square development, and many current residents will be displaced from their homes.

Group 3 wants to see more resources allocated for housing, transit options and accessibility for seniors. With respect to future development, community members showed concern for the City preserving the unique aesthetic of the buildings. One community member pointed out how many disadvantaged residents in the Fruitridge/Broadway area are still affected by redlining of the past and want to see this change.



*Group 3 identifying issues in their neighborhood*

After discussing what they would like to change about their area, Group 3 was asked to address the barriers they experience in getting around their neighborhoods. Community members spoke about the lack of safety and accessibility for pedestrians and cyclists, the volume of traffic on Broadway, Route 51, and the 65<sup>th</sup> St. intersection. Residents also identified the lack of Park & Rides resulting in commuters using their cars more for transportation.

Finally, Group 3 was asked about their headline for the cover of “Sacramento Magazine” in 2040. They said that their ideal headline would be: “Development Without Displacement.”

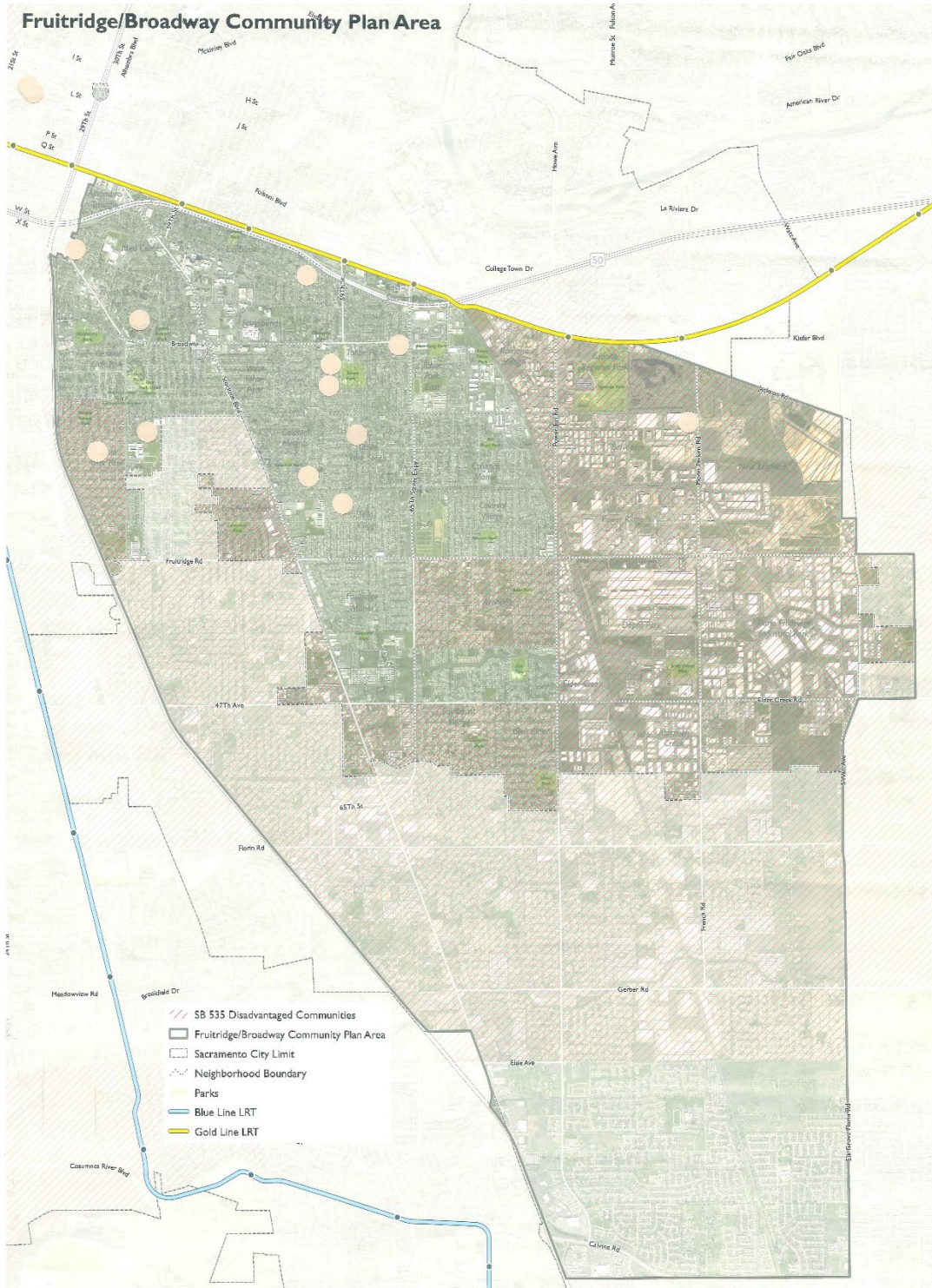
## Comment Cards

Community members had the option to fill out a comment card to submit to the project team after the meeting was over. No comment cards, however, were received after the Fruitridge/Broadway Community Plan Area Meeting.



## Welcome Table Map

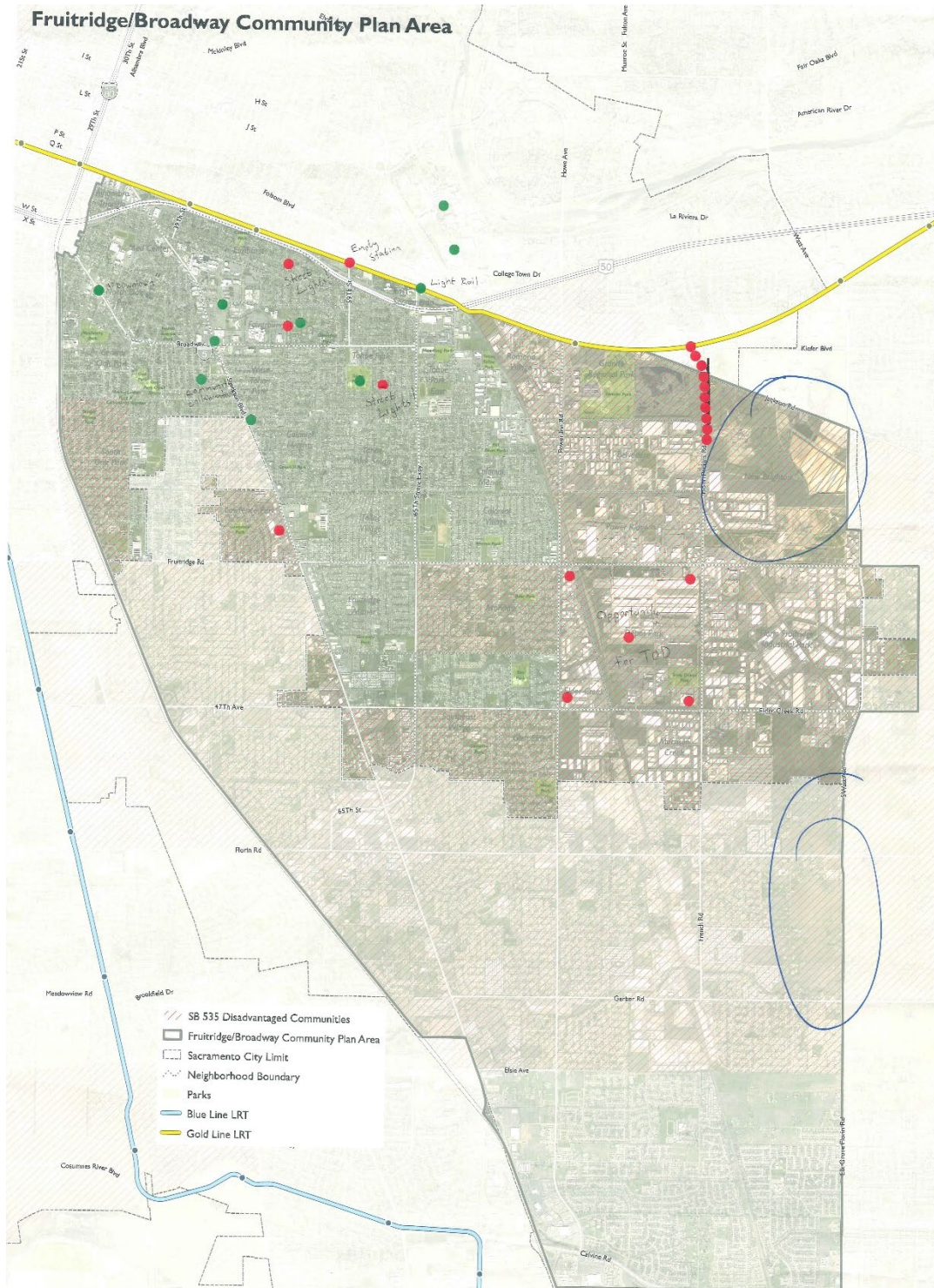
This map was posted at the welcome table as community members signed into the meeting. Attendees had the option to put a sticker indicating where they live in the Fruitridge/Broadway area.





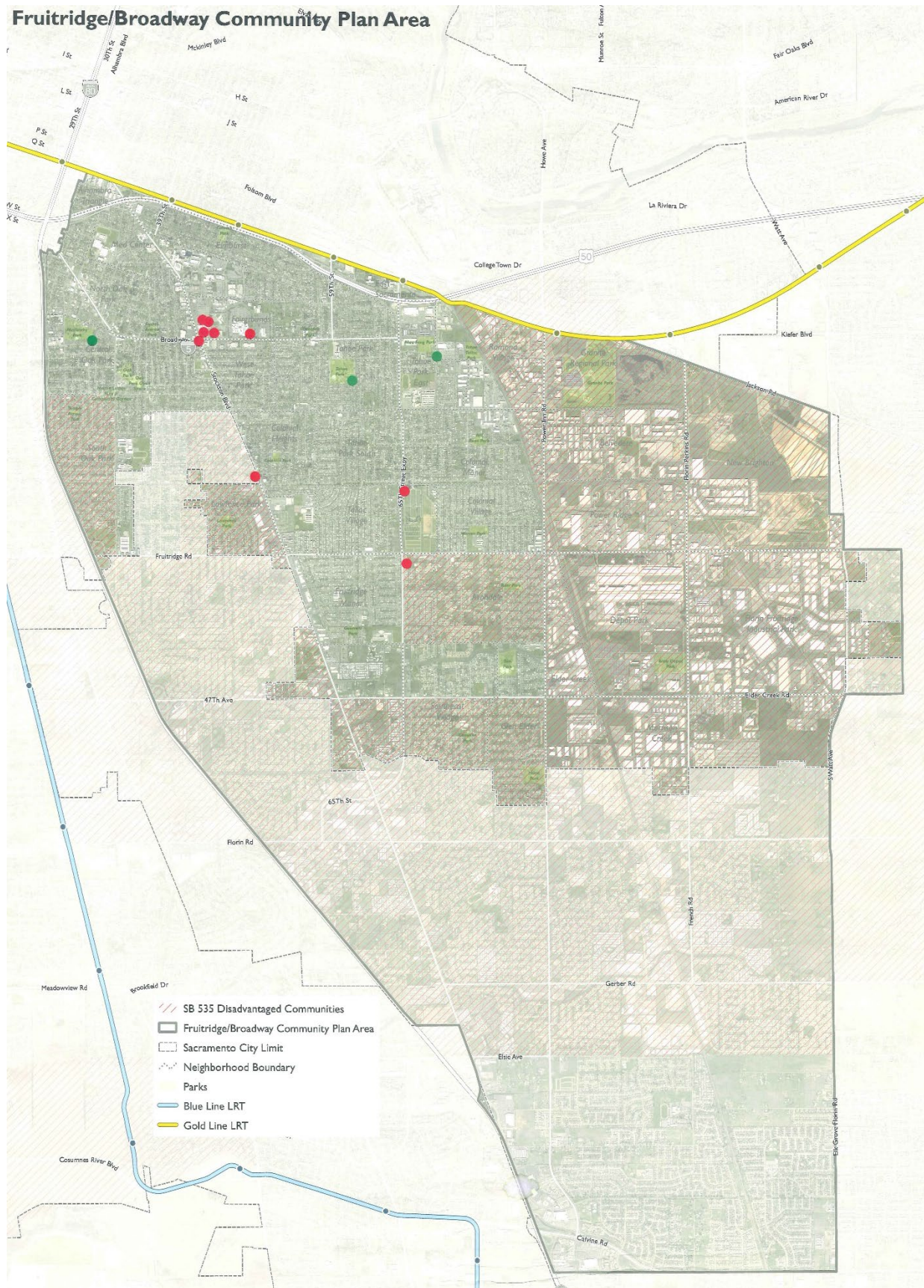
## Marked Table Maps

The below maps were used in the small group discussions. Attendees were asked to place green dots on assets in their community, such as parks, coffee shops, community gathering spaces, or place red dots on areas that need improvement. For example, areas where it is unsafe to cross the street.



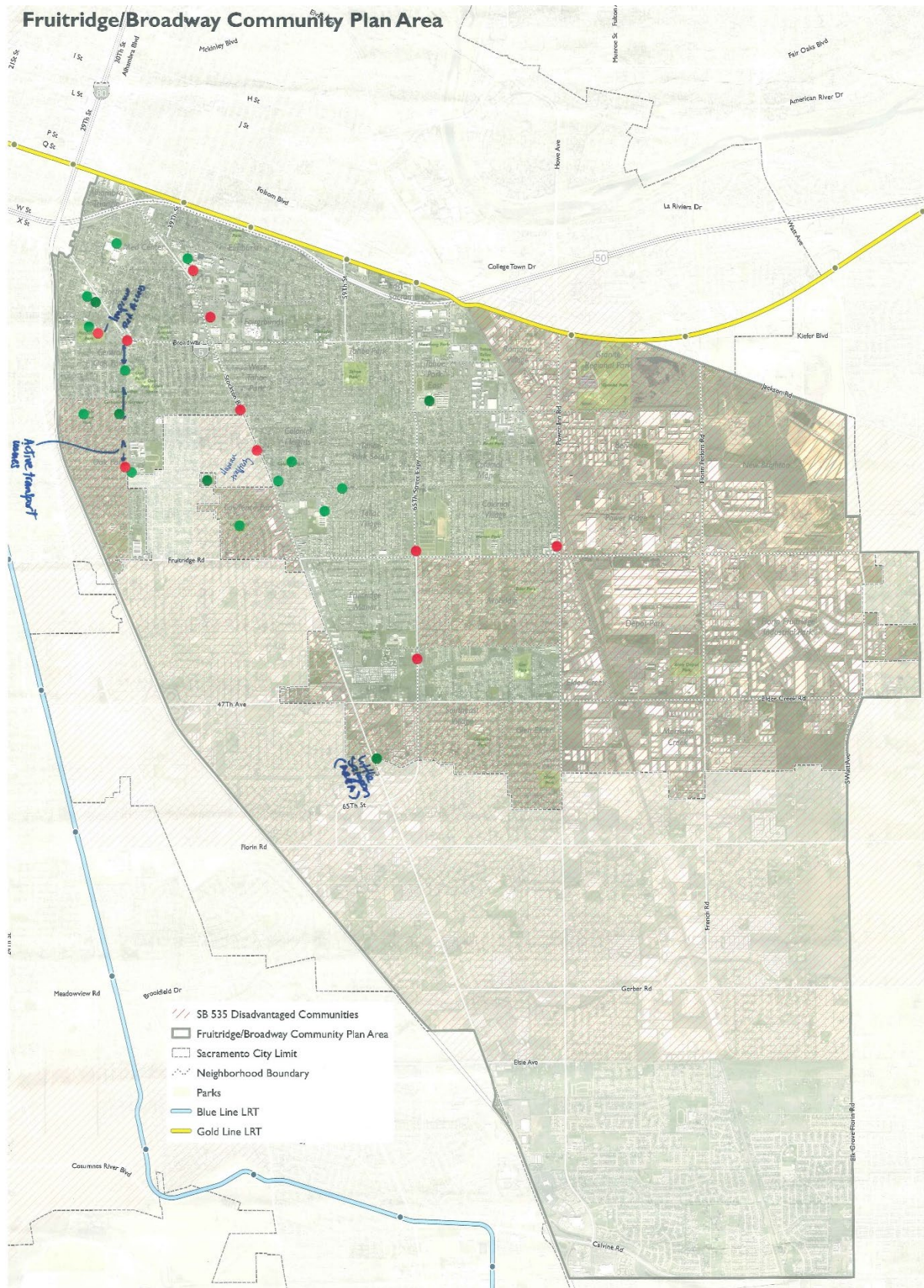


# Fruitridge/Broadway Community Plan Area





# Fruitridge/Broadway Community Plan Area



## Notification

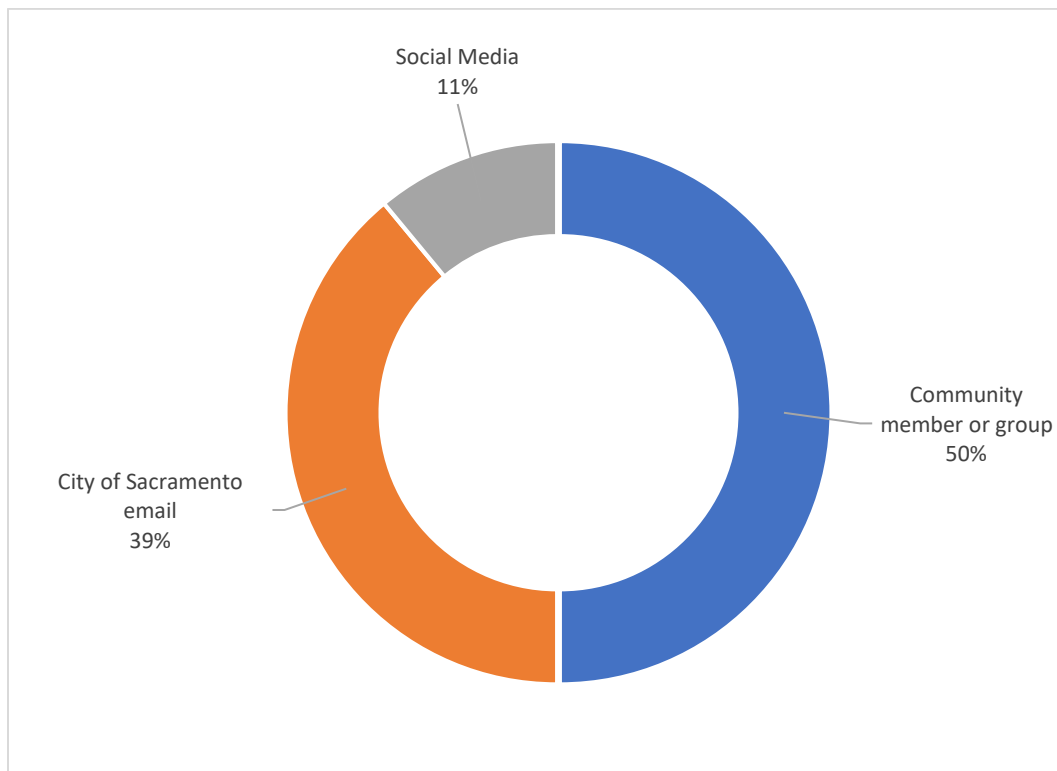
An email notification and subsequent reminder email were sent to more than 69,000 community members.

Below are some of the community leaders, community-based organizations, neighborhood associations, and local agencies who shared the workshop information on their media platforms or through e-newsletters:

- City of Sacramento Councilmember Jay Schenirer’s Social Media
- Oak Park Community Center Flyer Post
- Elmhurst Neighborhood Association E-Bulletin
- Southeast Village Neighborhood Association Facebook Post

A news release including information about the workshops was sent to the City of Sacramento’s media distribution list.

Attendees were asked to share how they heard about the events. Below is a summary of their responses:



## Appendix

- Notification flyer
- Presentation
- Comment card





# Help Shape the Fruitridge/Broadway Plan

## Thursday, August 15, 2019

5:30 - 7:30 p.m.

Oak Park Community Center | 3524 Martin Luther King Jr Blvd, Sacramento

The Sacramento General Plan includes 10 community plans that identify and address local issues and opportunities in our neighborhoods.

We need your input to refresh the community plans and ensure they reflect local priorities. Join us for a community workshop to help shape the Fruitridge/Broadway on Thursday, August 15.

Be sure to arrive by 5:30 p.m. and plan to stay until 7:30 p.m. Food will be provided at this family-friendly event.

### Meeting agenda

5:30 p.m. Welcome + live polling exercise

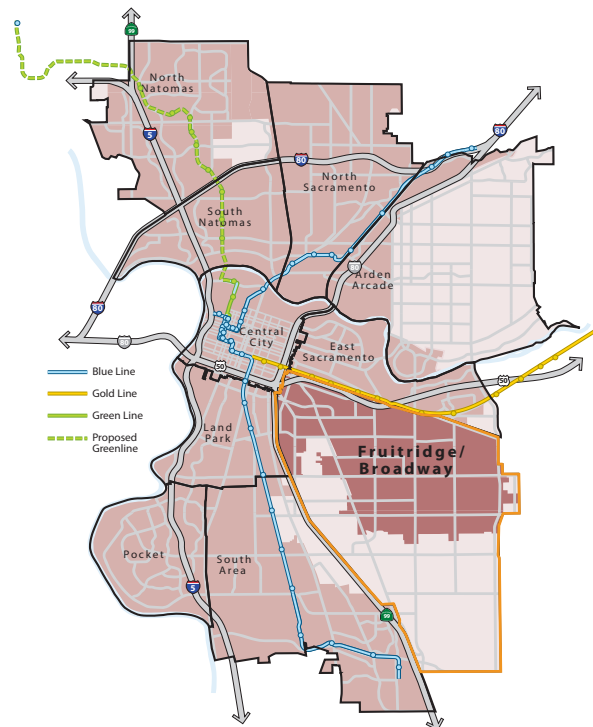
5:40 p.m. Presentation

6:10 p.m. Group activity

7:10 p.m. Wrap-up

### Please RSVP

<http://bit.ly/fruitridgebroadwaycpa>



Fruitridge/Broadway Plan Area, highlighted in orange

For reasonable accommodation needs due to a physical disability that may hinder your participation, please contact the City's ADA Coordinator directly at (916) 808-8795.

Do you require translation to another language? Please let us know at least one week before the meeting.

**CALL 311** 我們講中文 · Hablamos español · Мы говорим по-русски · ພວກເຮົາເວົ້າພາສາລາວ · Peb hais lus Hmoob · Chúng tôi nói tiếng Việt

More information can be found online at [www.sac2040gpu.org](http://www.sac2040gpu.org)

**Questions?** Contact [kdurham@aimconsultingco.com](mailto:kdurham@aimconsultingco.com)



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# FRUITRIDGE BROADWAY

## COMMUNITY PLAN AREA WORKSHOP

sacramento | 2040



# ICE BREAKER

[www.menti.com](https://www.menti.com)

Enter code: 75 06 78

In one word or phrase, describe how you'd like your neighborhood to be in 2040.



# AGENDA

- Welcome / Ice Breaker
- Opening presentation
  - What is Sacramento | 2040 ?
  - What are Community Area Plans?
  - Fruitridge Broadway Assets, Issues, and Priorities
  - Activity Introduction
- Table activity
- Report Back
- Next Steps

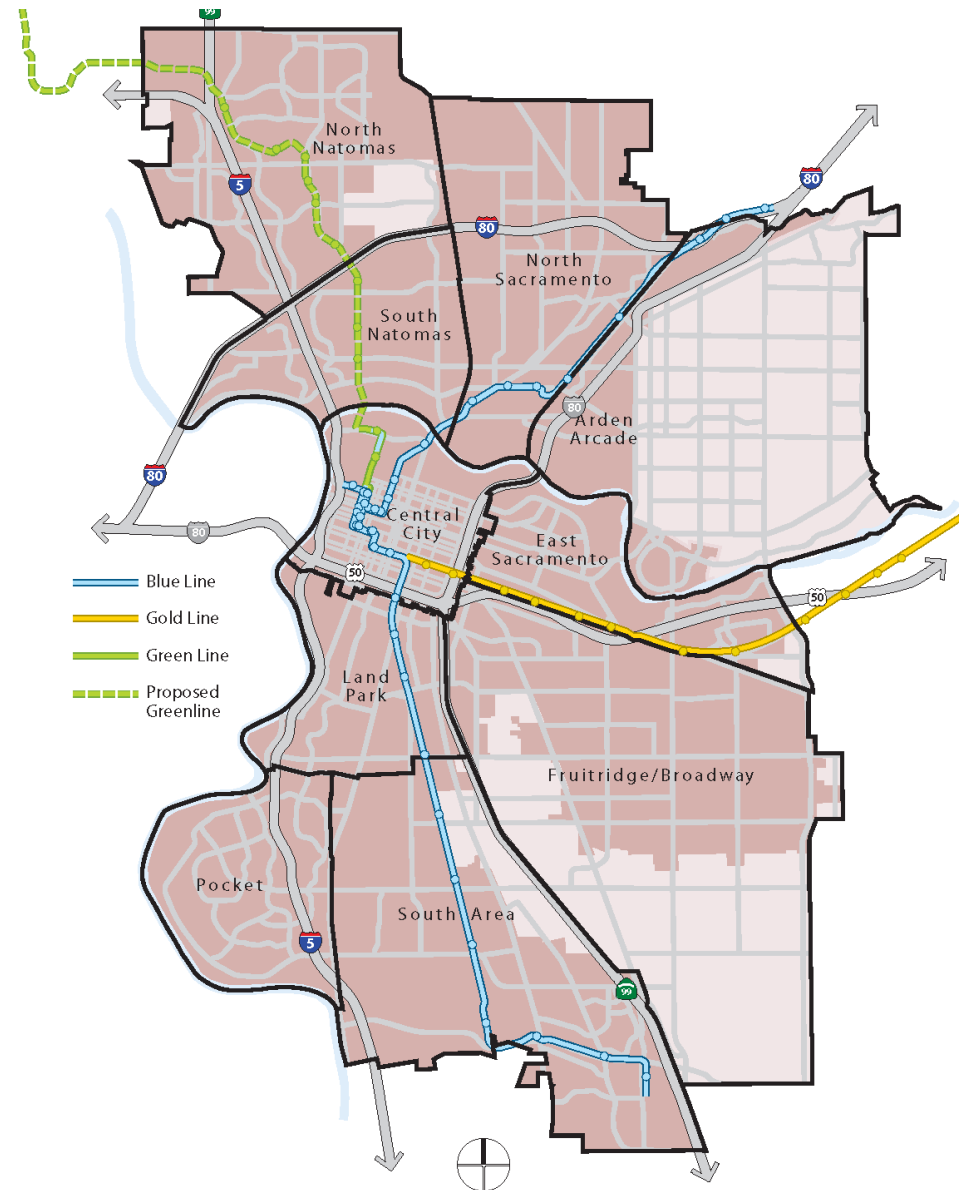




# WHAT IS SACRAMENTO | 2040?

# WHAT IS SACRAMENTO | 2040?

- Updates for key long-range planning documents:
  - Climate Action Plan
  - General Plan
    - Community Plans





## WHAT IS A GENERAL PLAN?

- Blueprint for urban development and preservation
- Provides a 20-year framework for Sacramento's future

## Sacramento's General Plan will address:

- Land Use & Urban Design
- Historic & Cultural Resources
- Economic Development
- Housing
- Mobility
- Utilities
- Education, Recreation & Culture
- Public Health & Safety
- Environmental Resources
- Environmental Constraints
- Environmental Justice

## WHAT IS A CLIMATE ACTION PLAN?

- Roadmap for reducing a city's GHG emissions and adapting to climate change

Sacramento's Climate Action Plan will include:

- Inventory of current emissions
- Greenhouse gas targets and forecasts
- Greenhouse gas mitigation measures





# WHAT ARE COMMUNITY PLANS?

# WHAT IS A COMMUNITY PLAN?

- Community Plans include specific policies that are localized and unique to Sacramento's different community areas

**NORTH NATOMAS**



**NORTH SACRAMENTO**



**ARDEN ARCADE**



**SOUTH NATOMAS**



**CENTRAL CITY**



**EAST SACRAMENTO**



**LAND PARK**



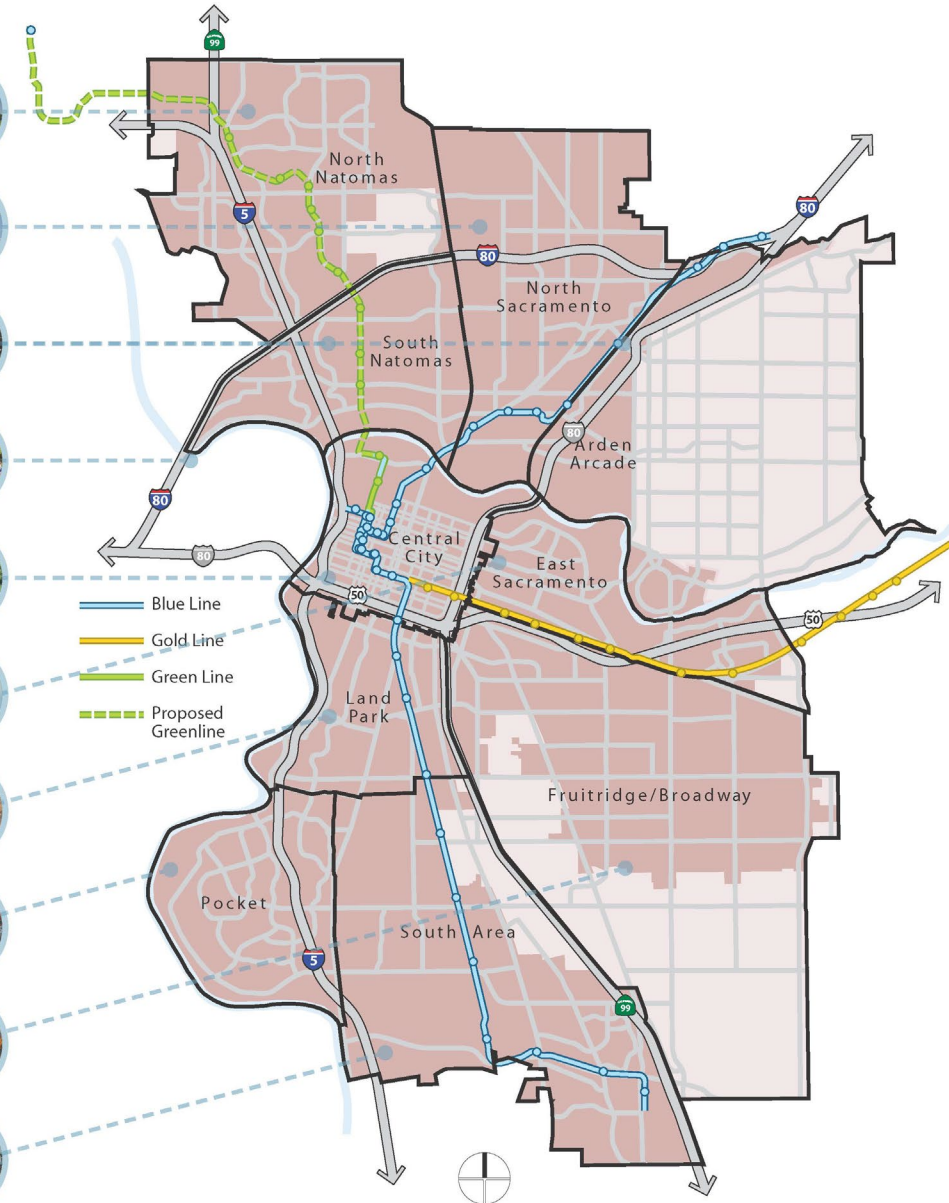
**POCKET**



**FRUITRIDGE/BROADWAY**



**SOUTH AREA**









# WHY ARE WE UPDATING THE PLANS?

- Many of the Community Plans are outdated, and have different levels of detail
- The updated plan will reflect community priorities identified through the engagement process

## FRUITRIDGE BROADWAY COMMUNITY PLAN

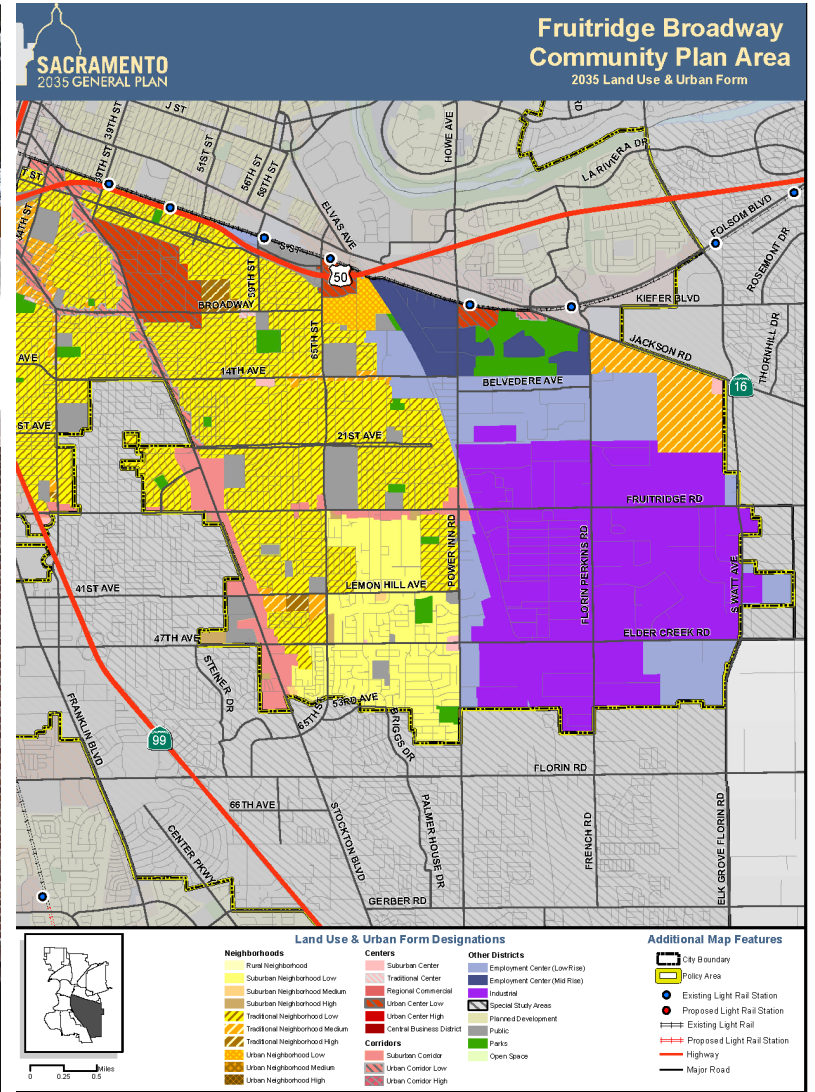
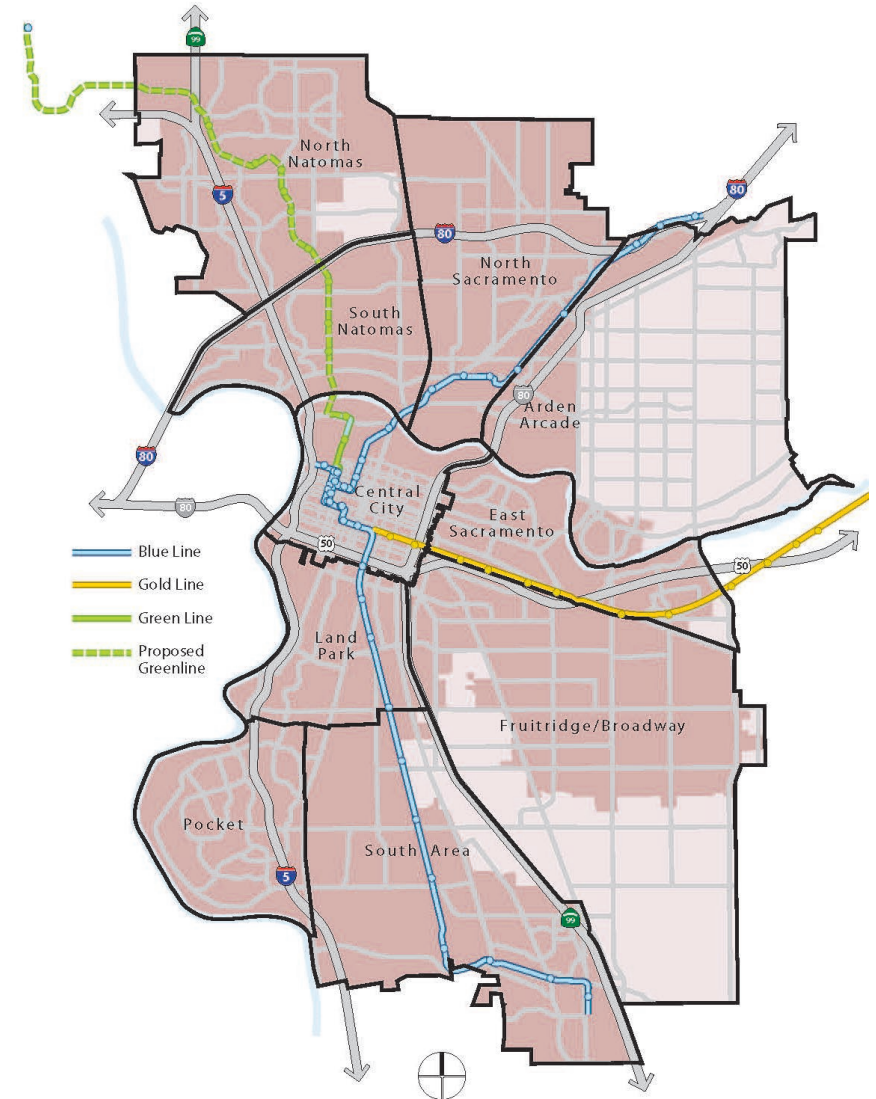


Figure FB-2  
2035 General Plan Land Use & Urban Form Designations  
for the Fruitridge Broadway Community Plan Area

# WHAT IS IN A COMMUNITY PLAN?

Each Community Plan will include:

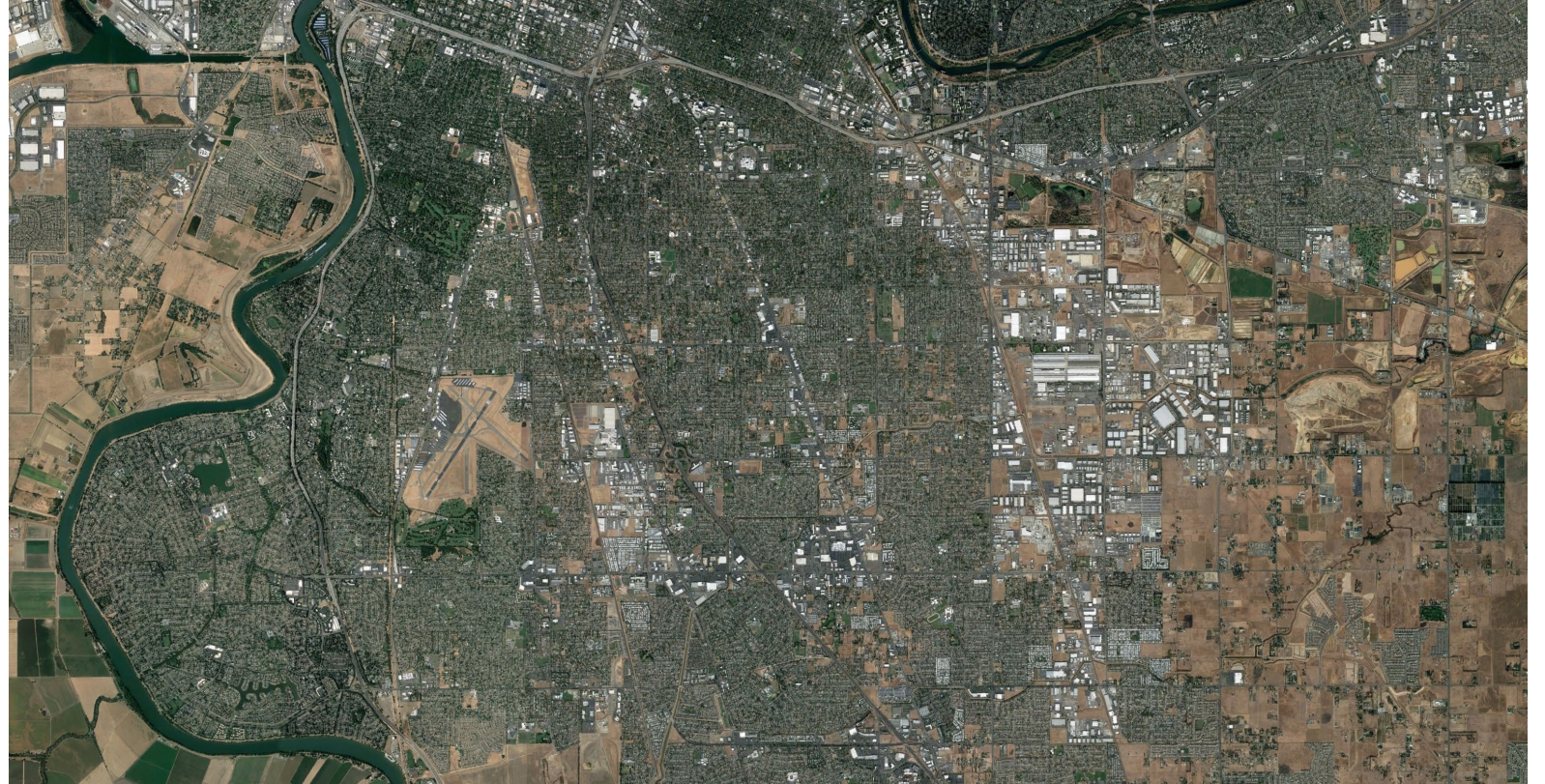
- Community Vision
- Community Profile
- Community Issues
- Land Use Designations
- Community Policies
- Opportunity Areas





# WHAT WILL THE PLAN BE BASED ON?

- Demographic, geographic, and economic data
- Input from the community





# PROJECT SCHEDULE

2020

2021

Feb Mar Apr May June July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec Jan Feb

**WE ARE HERE** →

Master Environmental Impact Report Scoping Meeting



Community Outreach Round 1: Vision, Issues, Opportunities

Community Plan Area Workshops



Citywide Survey



Community Outreach Round 2: Options & Alternatives

Community Plan Area Workshops



Community Open Houses



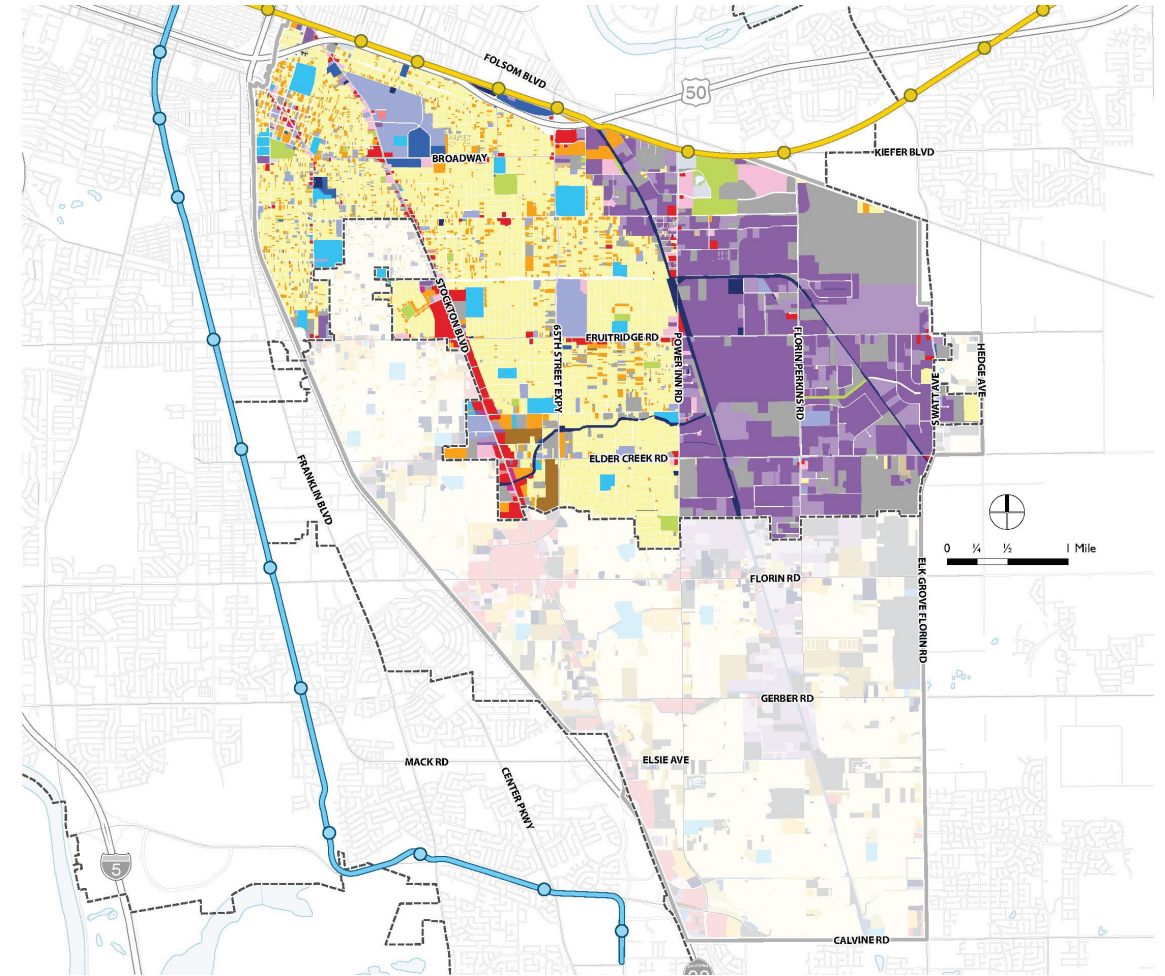
Public Hearings



# FRUITRIDGE BROADWAY HAS:

- Housing (yellow and orange)
- Some commercial corridors (red)
- Large industrial area (purple)
- Vacant land (grey)

## Existing Land



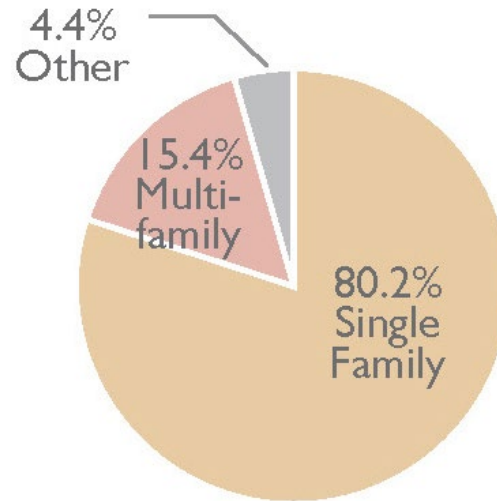
Existing Land Use		Blue Line		Blue/Gold Line		Gold Line	
Agricultural	Retail/Commercial	Industrial	Blue Line	Blue/Gold Line	Gold Line	Sacramento City Limit	Community Plan Area Boundary
Single Family	Office	Public	Miscellaneous	Utilities/Infrastructure	Vacant		
Multi-family	Mixed Use	School	Parking				
Mobile Home	Light Industrial	Institutional	Open Space/Recreational				
Hospitality							

# FRUITRIDGE BROADWAY HAS:

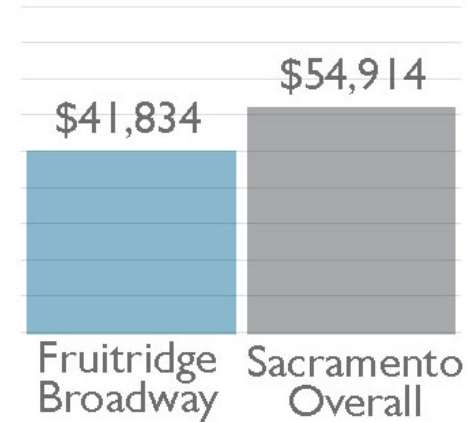
- A mix of single family and multi-family housing
- Median incomes and home prices slightly below the city-wide medians
- More jobs in trade/transportation/utilities and education/health

## Economic Data

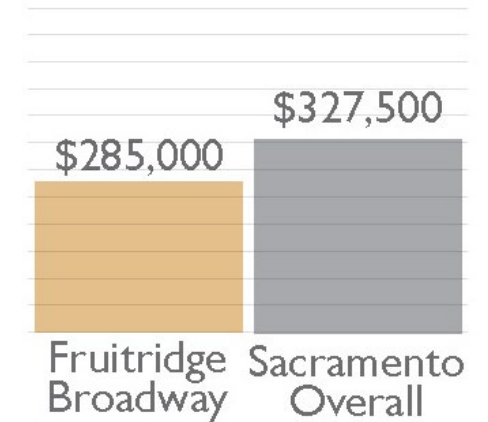
### HOUSING TYPES



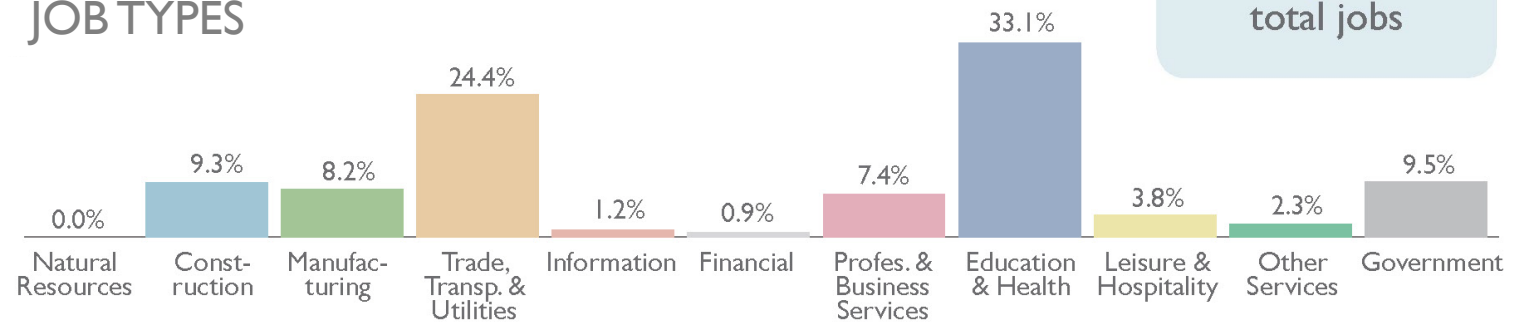
### 2018 MEDIAN ANNUAL HOUSEHOLD INCOME



### 2018 MEDIAN HOME SALE PRICE



### JOB TYPES



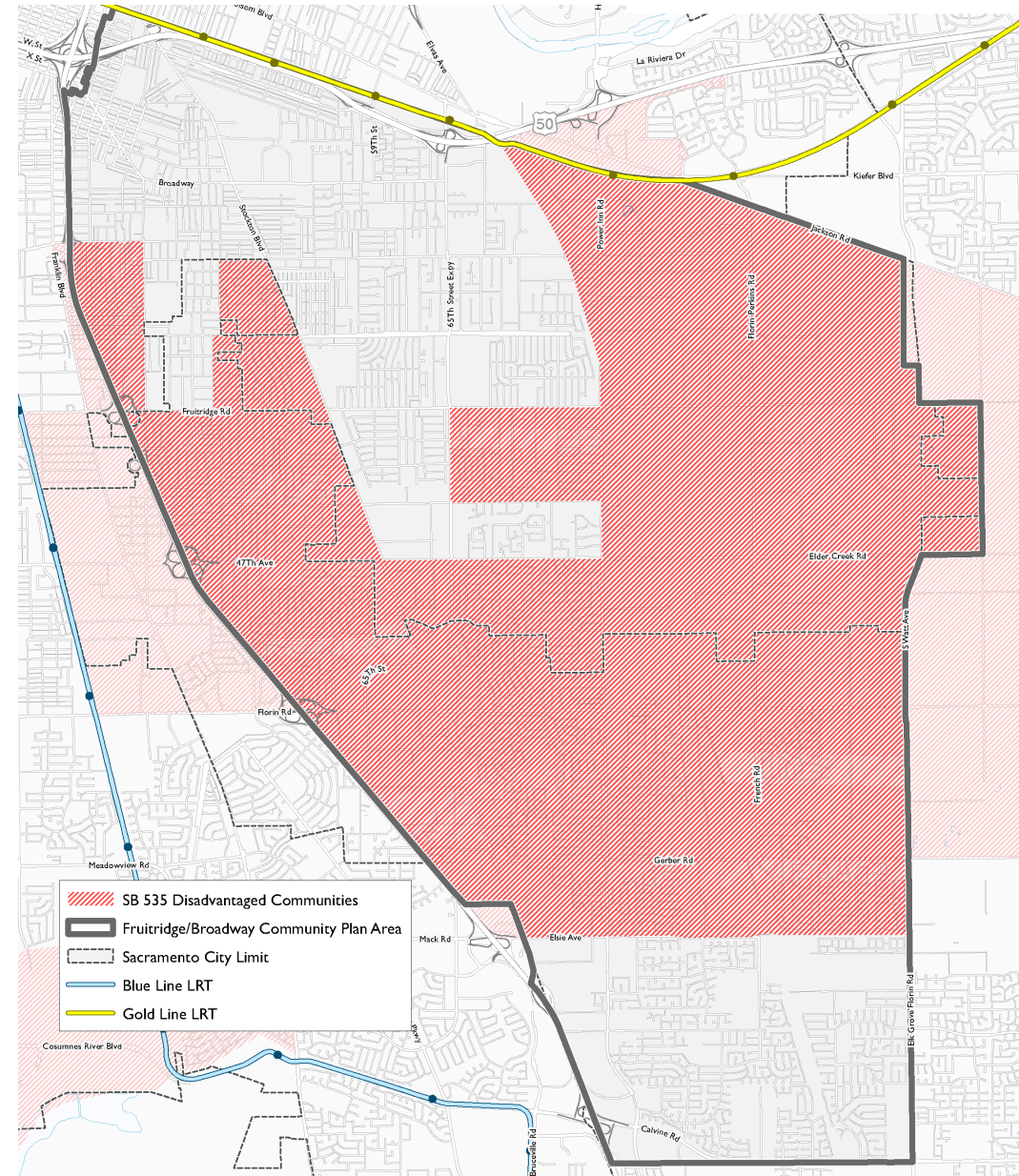
  
**42,018**  
total jobs





# EXPOSURE TO ENVIRONMENTAL PROBLEMS

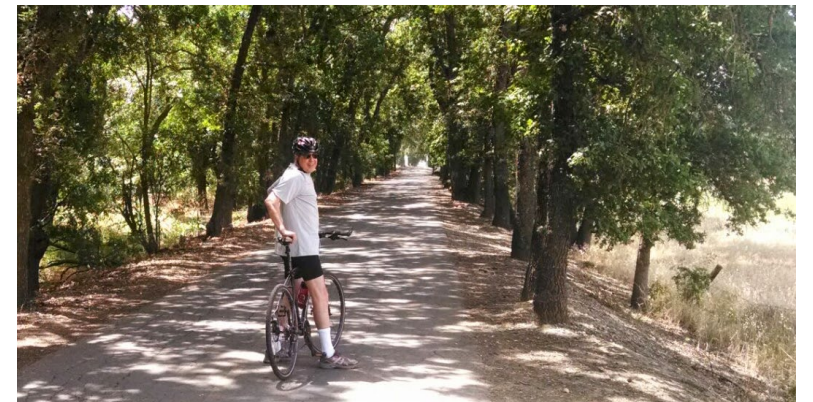
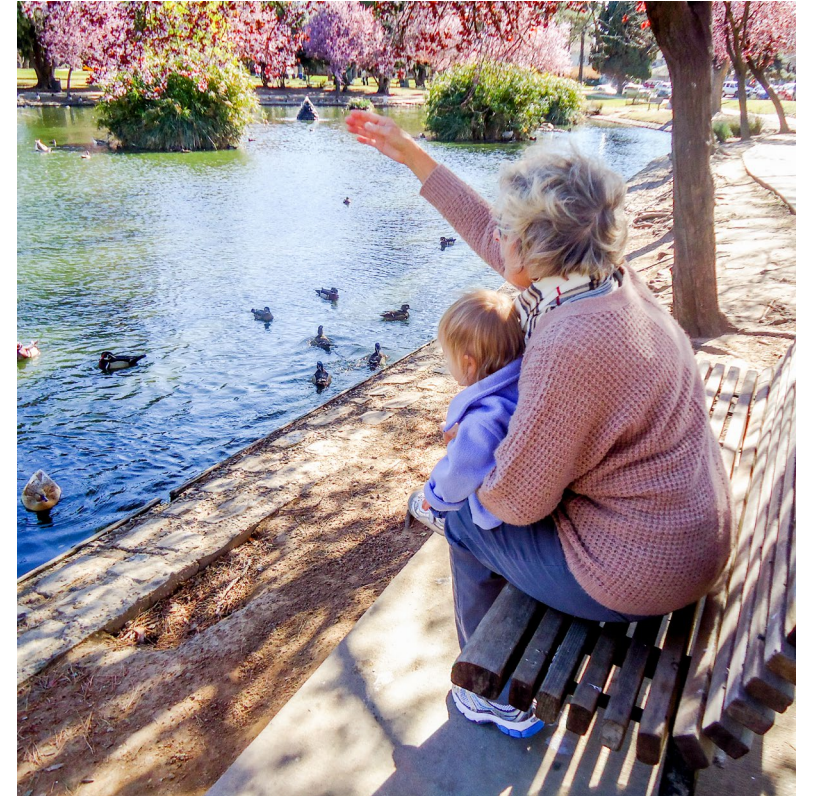
- Air quality
- Pollution
- Health risks
- Poverty





# AGE-FRIENDLY COMMUNITIES

- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community and Health services



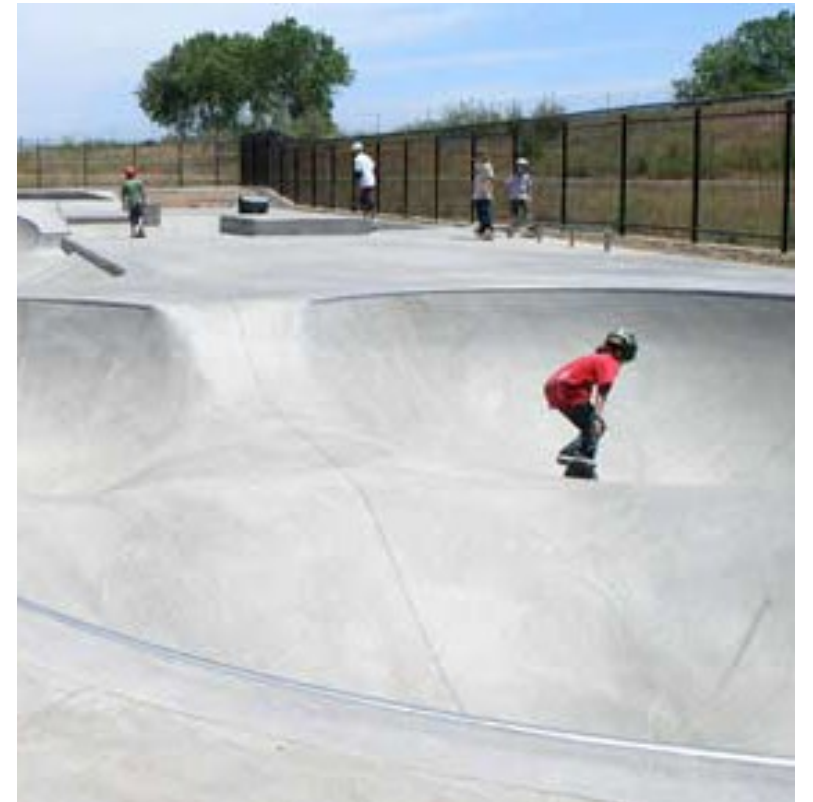




# WHAT ARE THE ISSUES AND PRIORITIES FOR THE FRUITRIDGE BROADWAY COMMUNITY PLAN AREA?

# WHAT COMMUNITY ASSETS SHOULD WE BUILD ON?

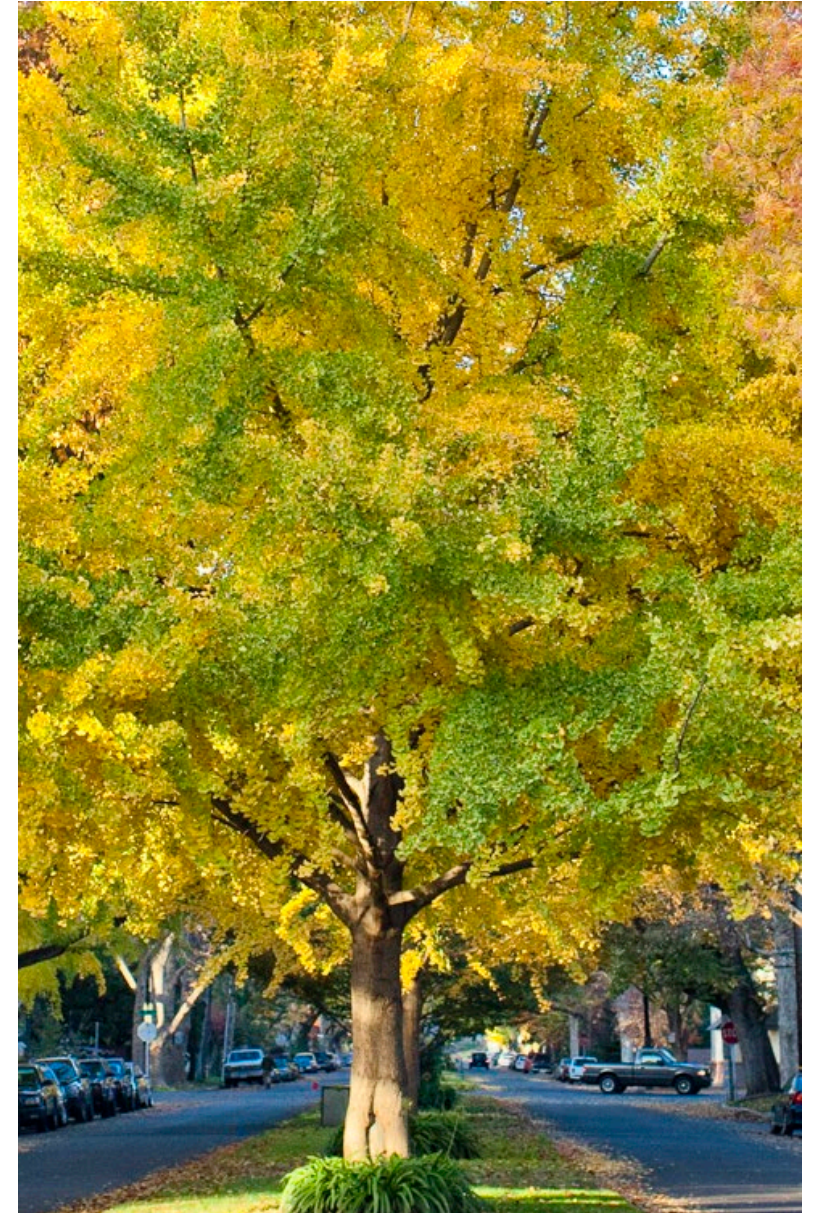
- Gathering spaces?
- Local businesses?
- Community qualities?





# WHAT WOULD YOU LIKE TO SEE CHANGE? WHAT'S MISSING?

- Housing?
- Food access?
- Green spaces?
- Safety?
- Climate action?
- Inclusiveness?
- Economic opportunities?





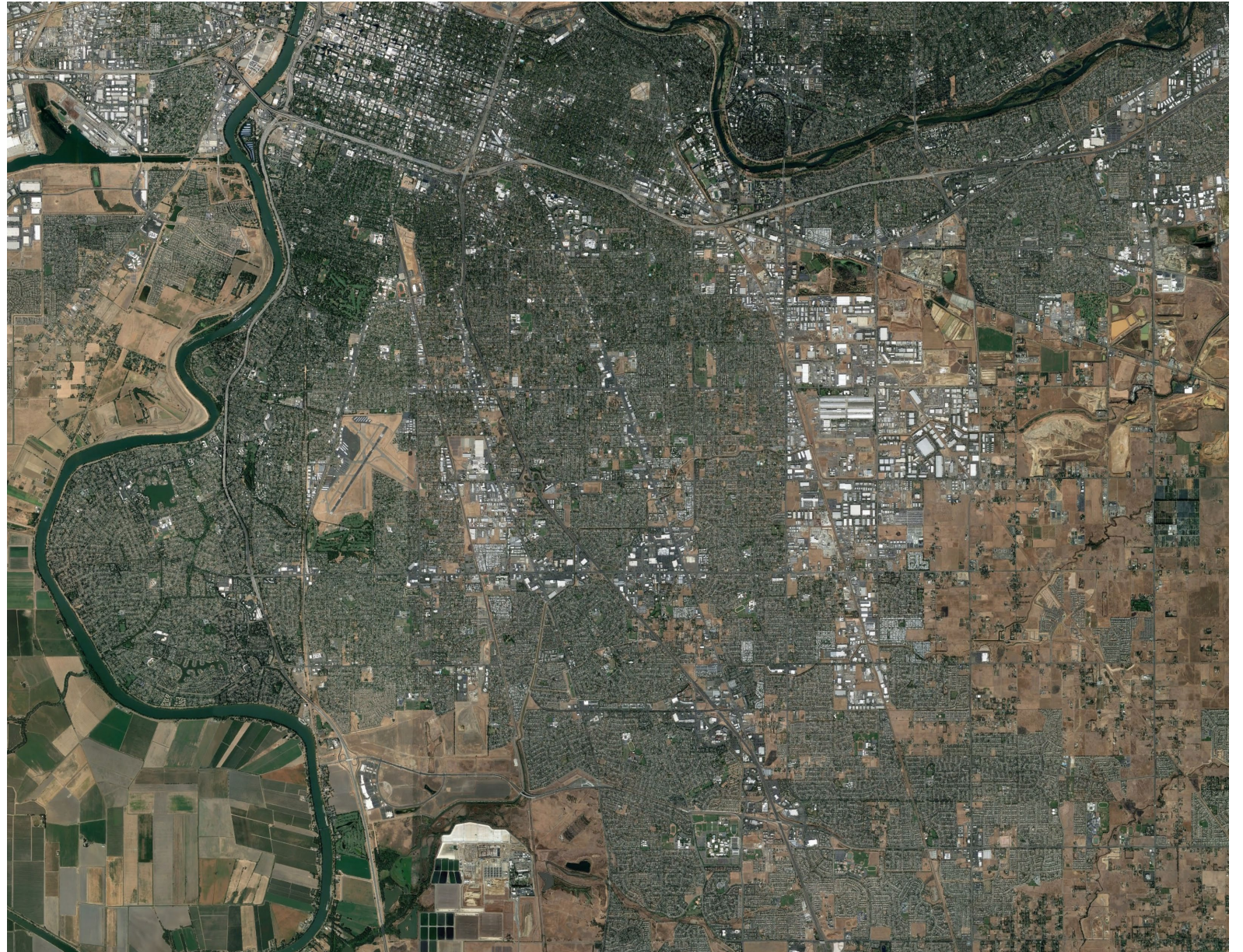
# ARE THERE BARRIERS TO GETTING AROUND?

- Transit access?
- Walking and biking infrastructure?
- Safety for all ages and abilities?





WHAT'S YOUR  
VISION FOR THE  
FUTURE OF  
FRUITRIDGE  
BROADWAY?







# TONIGHT'S ACTIVITY



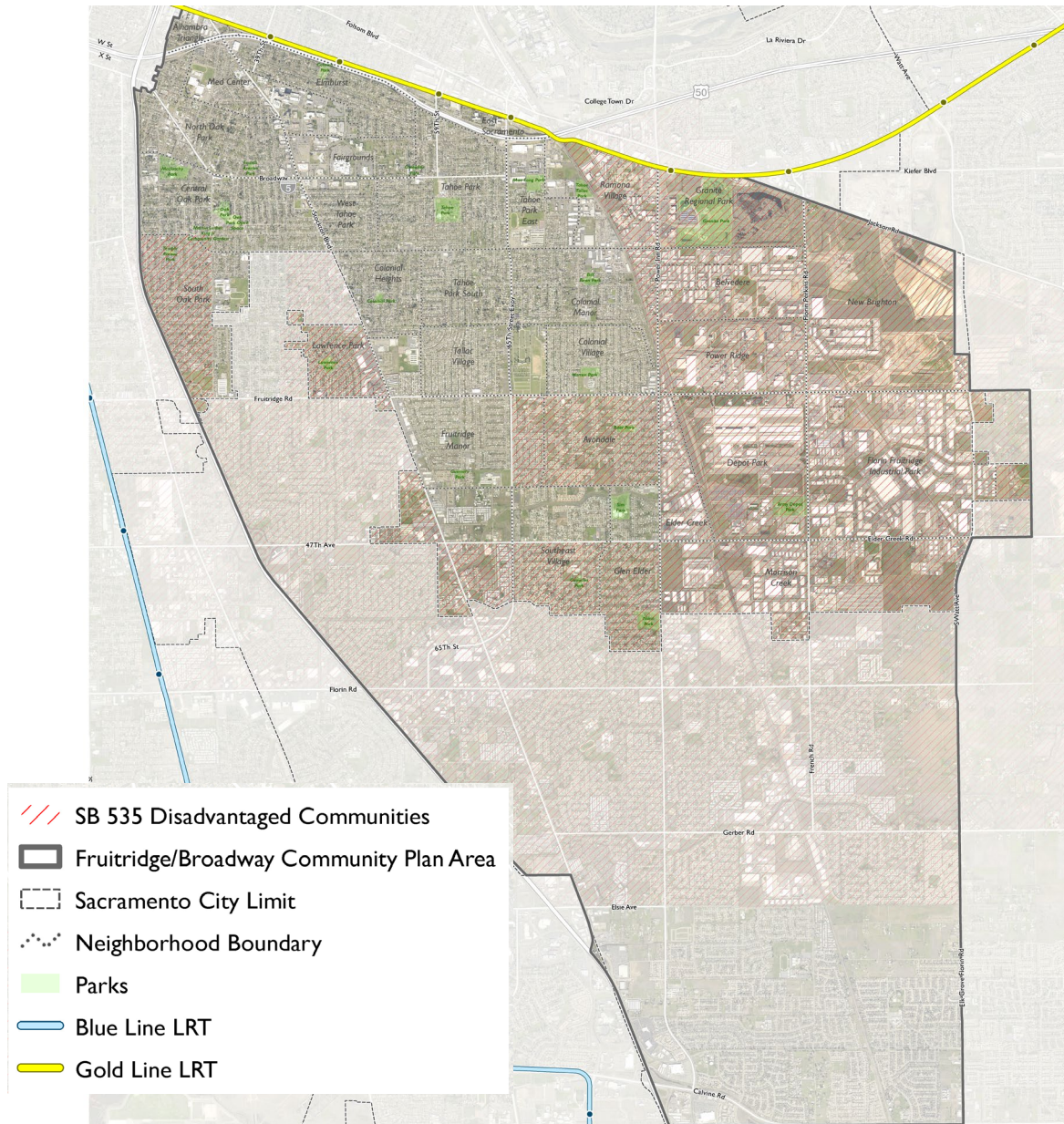
## WE WANT TO HEAR FROM YOU:

- What are the issues and opportunities for Fruitridge Broadway?

1. Which places in your neighborhood make the biggest contribution to the community?
2. Which areas would you like to see change over the next 10-20 years?
3. What barriers or obstacles are there to getting around in your neighborhood?
4. What headline should describe the Fruitridge Broadway Community Plan Area on the cover of Sacramento Magazine in the year 2040? What images would accompany the article?

# REPORT BACK:

- What were the key points of discussion at your table?





# WHAT ARE THE NEXT STEPS?



# STAY ENGAGED

- Subscribe to our mailing list tonight or online at: [sac2040gpu.org](http://sac2040gpu.org)
- Contact:  
Matt Hertel, Senior Planner, City of Sacramento  
(916) 808-7158  
[mhertel@cityofsacramento.org](mailto:mhertel@cityofsacramento.org)





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