The Fruitridge/Broadway Community Plan Area is to the southeast of Central City, encompassing 28 square miles of land in both the City of Sacramento and in unincorporated Sacramento County. As shown in Map CP-FB-1, the Plan Area is bounded by State Route 99 to the west; the Sacramento Regional Transit (SacRT) Gold Line light rail tracks and Jackson Road to the north; Elk Grove, Florin Road, and South Watt Avenue to the east; and Calvine Road in unincorporated Sacramento County to the south. The incorporated part of the Plan Area covers more than half of the total area (15 square miles) and terminates at the City Limit just north of Florin Road. Notable landmarks and neighborhoods in the community include the UC Davis Medical Center, Tahoe Park, Granite Regional Park, Sacramento Center for Innovation, and the Oak Park neighborhood.

Fruitridge/Broadway’s earliest development history is linked to Sacramento’s streetcar line, which ran from 1890 to 1943. Connected to Downtown by streetcar, agricultural areas southeast of the Central City’s grid developed into residential “streetcar suburbs,” where commuters lived. These new suburbs, including Oak Park and Elmhurst, were developed in phases during the first half of the twentieth century. As private automobiles overtook streetcars as the primary form of transportation, the development in Fruitridge/Broadway expanded further.
away from streetcar lines. By 1947, Sacramento’s streetcars were removed, and most of the housing and commercial development, including The Army Depot (now the Depot Business Park) and Proctor and Gamble, were auto-oriented. In the 1950s, the construction of State Route 99 and Highway 50 further shaped the urban design of the community, separating neighborhoods and limiting access, such as between Oak Park and Central City. Today, Highway 99 marks the western edge of the Fruitridge/Broadway Community Plan Area.

The Community Plan Area contains seventeen residential neighborhoods, home to over 153,000 residents, 67,000 of whom live within the city of Sacramento. The area has approximately 42,000 jobs, the majority of which are in education and health; trade, transportation, and utilities; and government. Of the 23,504 housing units within incorporated Fruitridge/Broadway, 80 percent are single unit, and 15 percent are multi-unit, with relatively lower home sale and rental prices than the city of Sacramento as a whole. Fruitridge/Broadway also hosts Sacramento’s
largest concentration of industrial space, including the 2,500-acre Florin-Perkins Industrial Area, Depot Business Park, and Granite Regional Office Park; extensive auto-oriented retail and commercial space; and a variety of open spaces, including Granite Regional Park, McClatchy Park, and Tahoe Park. The Community Plan Area is the future home of Aggie Square, a planned innovation hub on the UC Davis Sacramento Campus for which the first phase of construction began in 2022.

In 2013, the City adopted the Sacramento Center for Innovation Specific Plan (SCI SP). The SCI SP was developed in partnership with Sacramento State (CSUS), the Power Inn Alliance, and SMUD in an effort to transform the SCI area from an industrial, underutilized, eclectic mix of uses to a hub of innovative, employee-intensive and supportive uses that would take advantage of the area’s proximity to Sacramento State University.

### MAJOR TRANSPORTATION ROUTES

Regional access is provided by Highway 50, State Route 16, and State Route 99. Major thoroughfares include Fruitridge Road, 47th Avenue/Elder Creek Road, Florin Road, Stockton Boulevard, Florin Perkins/French Road, and 65th Street. The SacRT Gold Line is also an important mode of access to Downtown and the greater city, with stations in the north of the Plan Area at 39th Street, 48th Street, 59th Street, 65th Street, and Power Inn Road. Stockton and Broadway are also important transit corridors with higher frequency bus service.
COMMUNITY VISION

In 2040, Fruitridge/Broadway is a dynamic, family-friendly community where a range of economic opportunities contribute to a high quality of life. Fruitridge/Broadway is one of Sacramento’s major job centers, with thriving medical, research, and industrial areas that are connected seamlessly by light rail, high-quality bus routes, low-stress bikeways and comfortable walkways. The transportation system is efficient, safe, and accessible for travelers of all modes, with low-speed local streets that are easy to cross and pleasant to walk along. Broadway, Fruitridge Road, and Stockton Boulevard are vibrant mixed-use corridors that are exciting both to visit and to live in. Other nodes with shops, restaurants, and gathering places are embedded in Fruitridge/Broadway’s clean, tree-lined, walkable neighborhoods. Community-serving businesses like grocery stores and farm stands thrive on a strong sense of identity in the area’s diverse neighborhoods, which integrate a wide range of affordable and inclusive housing options, including higher density development and smaller homes designed for residents at all stages of life. Anti-displacement measures ensure that residents can live in the community their whole lives. Parks and green spaces are within easy walking and biking distance of many homes, and community gardens, abundant fruit trees, and edible landscapes bolster community health and bring neighbors together. Active engagement and citizen involvement ensure that all development is fundamentally community-oriented, fostering regionally-recognized hubs of culture, innovation, and economic activity and contributing to the prosperity and pride of Fruitridge/Broadway.
Community Issues and Opportunities

The following local planning issues and opportunities are synthesized from community input gathered over the course of the planning process, which included an in-person Community Plan Area meeting in August 2019, a virtual open house conducted in October 2020, community-led “meetings in a box,” and ongoing correspondence from individuals and neighborhood organizations as well as citywide outreach activities. The colored dots next to each paragraph and shown in the legend below indicate where readers can find policies and information related to each community issue and opportunity.

- **Addressed in this Community Plan**
- See Element 3: Land Use and Placemaking
- See Element 4: Historic and Cultural Resources
- See Element 5: Economic Development
- See Element 6: Environmental Resources and Constraints
- See Element 7: Environmental Justice
- See Element 8: Mobility
- See Element 9: Public Facilities and Safety
- See Element 10: Youth, Parks, Community, and Recreation
- See the Housing Element

- **First Mile/Last Mile Connectivity** - Although Stockton Boulevard has some of the most frequent bus service in the city and the Gold Line light rail service is accessible from stations just north of Plan Area, transit is still not readily accessible from all neighborhoods of Fruitridge/Broadway. Residents would like to see improved connectivity within the Plan Area, including better walking and bicycling connections and “feeder” bus service to provide better access to schools, jobs, and other destinations, especially during peak commute hours. Residents also believe that transit service could be enhanced with more signage, enclosures for bus stops, wheelchair accessibility, and Park-and-Ride parking lots.

- **Transit-Oriented Infill Development** - The Fruitridge/Broadway area has many well-established residential neighborhoods, but vacant and underutilized commercial properties along several key commercial corridors—Broadway, Stockton Boulevard, and Fruitridge Road—present opportunities for infill development. These corridors are already important transit routes, and promoting a more intense mix of housing, jobs, and commercial uses along them can support more frequent, reliable transit service, help foster walkable environments, and reduce the need for driving. Residents also cited Depot Park, New Brighton, Power Inn, 59th Street Station, and the 34th Street and Broadway intersection as other potential opportunities for transit-oriented redevelopment.

- **Housing Affordability and Displacement** - Fruitridge/Broadway has some of the more affordable neighborhoods in Sacramento. Although average home sales prices and rental rates are lower in than citywide averages, they are rising quickly, and many residents are concerned about displacement as a result of new development, particularly given that many neighborhoods in Fruitridge/Broadway are at risk of or are currently experiencing gentrification. Homelessness is also an increasingly visible issue. A critical challenge will be integrating new development that can bring new jobs, housing options, and quality of life improvements for area residents while maintaining the existing social fabric of the community and family-friendly character of Fruitridge/Broadway.
- **Park Access and Amenities** - The variety of parks in Fruitridge/Broadway, including Tahoe Park, Granite Regional Park, Oak (Community Center) Park, and C.K. McClatchy Park, are important contributors to community identity and livability in Fruitridge/Broadway. Although not all residents live within a short walking and biking distance of a park, there are opportunities to improve park access by addressing barriers such as fencing and discontinuous sidewalks. Many residents expressed desire for a linear park, potentially along Morrison Creek or the 21st Avenue median. Residents valued tree-shaded walking paths throughout the Community Plan Area where they can exercise, play, or travel to work, school, or shopping areas. Residents also noted that existing community pool facilities are closed most of the year, presenting an opportunity to broaden access to pools by expanding open hours.

- **Healthy Food Access** - While Fruitridge/Broadway is relatively well-served by healthy food retailers, there are also corridors within the Plan Area that are oversaturated with unhealthy food retail such as tobacco, fast food, and alcohol. Because unhealthy foods are often less expensive than healthy foods, residents who live in areas with higher concentrations of fast food tend to have higher rates of obesity, diabetes, and other chronic disease. Fruitridge/Broadway community members would like future development to include more healthy food retailers that are affordable to low-income residents, including grocery stores, farmers’ markets, and community-oriented solutions such as community gardens and edible landscaping.

- **Air Quality** - Flanked by freeways and containing several major arterial roadways as well as industrial activities, a focus on air quality is a priority for residents. Residents of many census tracts in the area experience elevated rates of asthma and cardiovascular disease. Citywide policies to reduce sources of air pollution and incorporate mitigation measures into new projects are addressed in the Environmental Resources and Constraints Element. On a neighborhood level, identifying areas to plant trees and place electric vehicle chargers can address air quality impacts and provide co-benefits such as shade and mobility options. There are opportunities for tree planting at some large institutions, including the UC Davis Medical Center and Sacramento County offices near Granite Regional Park, where there are currently large parking lots with limited shade near disadvantaged communities or near important transit routes.

- **Inclusive, Accessible Outreach** - Fruitridge/Broadway residents care about their neighborhoods and seek wider opportunities to participate in planning for new development and quality-of-life improvements. Outreach should include input from a variety of voices within the community, including linguistically isolated residents, and draw clear links between the planning decisions and local quality-of-life considerations to encourage participation.
LAND USE AND PLACEMAKING

In Part 2 of the General Plan, the Land Use and Placemaking Element includes a land use diagram as well as maps that show maximum floor area ratio (FAR), minimum FAR, and minimum density standards across the city. Together, these maps provide direction for land use and development intensities citywide. Development in the Fruitridge/Broadway area is subject to these citywide development standards, and close-ups of these land use designations and development intensities for the Fruitridge/Broadway Community Plan Area are provided in Maps CP-FB-2 through CP-FB-5 for ease of reference.

These maps seek to promote mixed-use development along transit corridors and major thoroughfares in Fruitridge/Broadway to incentivize multi-unit housing and employment generating uses in proximity to transit and support more frequent/reliable service. In the eastern part of the Community Plan Area, land use and FAR regulations seek to promote a mix of employment-oriented uses, including industrial-sector growth within the Army Depot Special Planning District. New development is envisioned primarily on vacant and infill sites such as large surface parking lots. In established residential neighborhoods, there are fewer sites available for development and the land use and intensity regulations allow for a range of smaller scale housing.

The Housing Element, published under separate cover, contains policies and programs addressing homelessness, ensuring affordable housing choices for people of all ages and income levels, and preventing displacement, which are important community priorities. See the Land Use and Placemaking Element for land use designations that describe allowed uses, as well as for goals, policies, and actions that promote the development of a wider variety of more affordable housing types.
Sacramento Center for Innovation (SCI) Specific Plan

The Sacramento Center for Innovation (SCI) Specific Plan (SP) area is comprised of 240 acres, located southeast of California State University Sacramento and west of Granite Regional Park Development Area. This area is a key potential infill and redevelopment area of the Fruitridge/Broadway Community Plan. Under the plan, the area is intended to be a well-designed center of innovation with retail, office, flex space, research and development, and advanced manufacturing that attracts innovative businesses such as clean technology and bio-technology enterprises.

The following recommendations for the SCI SP area have been shaped and supported by community involvement and input and are meant to guide future development toward further implementing the vision and guiding principles of the 2040 General Plan and Community Plan.

- In the SCI SP area, encourage the replacement of low intensity industrial uses, commercial uses, and vacant land with higher-intensity development that supports job creation and workforce development.

- In the SCI SP area, provide for large mixed-use office and employment centers that include support retail and service uses, in addition to residential uses.

Implementation of the SCI specific plan will assist the City in achieving the plan’s vision to transform the area from an auto-oriented industrial area into a multi-modal, intensive employment center that maximizes opportunities for walking, bicycling, and transit use.

South 65th Street Transit Village Plan

The South 65th Street Transit Village is envisioned as a mixed-use district which provides direct bicycle and pedestrian connections to the 65th Street Transit Center, CSUS, and the 65th Street/University Transit Village area (located north of Hwy 50), by way of improvements to Redding Avenue and 65th Street. The South 65th Street Transit Village is less urban in scale, less dense, and more residential than the 65th Street/University Transit Village. At the same time, the design of the Transit Village will emphasize more convenient pedestrian connections for shoppers, employees and residents to the surrounding community, university, and station. In the future, the Transit Village is envisioned to transition from an auto oriented commercial and industrial district to Transit Oriented Development. Financial and regulatory incentives may be provided to encourage development of transit supportive and sustainable development consistent with the Transit Village Plan in a manner that avoids conflicts with existing industrial and service-oriented uses. The South 65th Street Transit Village Plan serves as the transit village plan for the South 65th Street Transit Village Development District. See Appendix FB-A for South 65th Transit Village street cross sections and figures.
Map CP-FB-5
Fruitridge/Broadway Minimum Residential Density

Source: City of Sacramento, 2023; Dyett & Bhatia, 2023
MOBILITY

Improving walking and bicycling connectivity, transportation safety, and transit access are major priorities for the Fruitridge/Broadway community. Segments of Stockton Boulevard and Broadway are Vision Zero Top 5 Corridors, which are streets in the city with the highest numbers of fatal and serious crashes involving people walking, bicycling, and driving. Vision Zero is guided by the recognition that speed is the most significant factor in traffic crashes, and therefore slowing driver speeds is critical to improving roadway safety. The City of Sacramento’s Vision Zero Top 5 Corridor Plan plans for roadway redesigns on Stockton Boulevard and Broadway that will lower driving speeds and improve walking and bicycling infrastructure. Roadway reallocations on the 65th Street Expressway and Fruitridge Road—both of which are critical mobility connectors—may provide for greater access for those walking, bicycling, or using transit. Traffic studies indicated that these streets may have excess vehicle capacity; further study of these proposed roadway reallocations will include opportunities for community input and feedback on street design. Map CP-FB-6 shows the planned roadway reallocations for the Fruitridge/Broadway Community Plan Area, which are street segments throughout the city that have been identified as places where excessive roadway capacity—in other words, too many vehicle travel lanes—could be repurposed as spaces to prioritize walking, bicycling, and transit use. These could take the form of improvements such as wider sidewalks, protected bike lanes, bulb-out transit stops, and bus-only lanes, and will require further community outreach, study, and roadway design.

Improvements and interventions identified in the Mobility Element, Pedestrian Master Plan, Bicycle Master Plan, and the Transportation Priorities Plan will help to address gaps in walking and bicycling networks, including connections to transit, and help achieve community goals for healthy, lower cost, and air-quality-friendly ways of travel.

First mile/last mile mobility solutions—such as bike share and e-bikes, scooters, and on-demand shuttle services—can help people get to/from home, school, parks, or work via transit more easily. Light rail stations at the northern edge of the Community Plan Area and high-frequency bus service along Stockton Boulevard present opportunities for improving walking, scooting, bicycling and transit connections, including through expansions of SacRT’s SmaRT Ride program, to these transit-rich areas.

Additional policies around transportation safety, transit access, and pedestrian and bicycle infrastructure can be found in the Mobility Element.
Map CP-FB-6
Fruitridge/Broadway Roadway Reallocations

Light Rail Station
Existing High-Frequency Bus Route
Existing Light Rail
Future Roadway Reallocation Segment

Vision Zero Top Ten Corridors:
Top 1-5
Top 6-10

Sacramento City Limit
Fruitridge/Broadway Community Plan Area Boundary
Sphere of Influence

Source: Sacramento Regional Transit District, 2023; City of Sacramento, 2023; Dye & Bhatia, 2023

11-FB-14 | Community Plans: Fruitridge/Broadway
Community Plans: Fruitridge/Broadway

PARK ACCESS

Fruitridge/Broadway has 10 community parks, 10 neighborhood parks, and 1 regional park for a total of 218 acres. This represents about 3.2 acres per thousand residents. There are also 26 non-city owned parks in the unincorporated area, primarily operated by the Southgate Recreation and Park District, available for Fruitridge/Broadway residents to use. As shown on Map CP-FB-7, however, there are several residential areas, particularly in the Avondale, South Oak Park, Tahoe Park South, and Tallac Village neighborhoods, that do not have a park within easy walking distance of home. For some residents of the Tahoe Park South neighborhood, for example, the closest park is nearly a mile away. In other areas, barriers to access such as missing crosswalks or fencing prevent residents from accessing their neighborhood green spaces. Removing barriers to access where possible, improving pedestrian and bicycle connections to existing parks such as Granite Regional Park, and creating new parks in underserved areas can help to increase park access. There is also an opportunity to create a linear parkway with shared paths along Morrison Creek, as well as the 21st Avenue median. Collaborations with local Property Business Improvement Districts, including Oak Park Business Association, the Power Inn Alliance, and the Stockton Boulevard Partnership, could help to activate parks with sponsored programming, events, and festivals.

Policies in this Community Plan complement Citywide policies and actions in the Youth, Parks, Recreation, and Open Space Element, which includes policies to improve park/community center access, programming, lighting, and maintenance, including within Fruitridge/Broadway.
Map CP-FB-7
Fruitridge/Broadway Park Access
Community Policies

The policies below address issues specific to Fruitridge/Broadway and supplement citywide policies; many of the issues and opportunities of Fruitridge/Broadway are common to many areas of Sacramento and are addressed at the citywide level.

Land Use and Placemaking

FB-LUP-1 Transit-Supportive Uses. Through zoning and other mechanisms, the City shall promote uses along Stockton Boulevard, Broadway, and the Gold Line light rail that have daily or frequent patronage, such as offices, hotels, shops, services, or high-density residential development and shall discourage auto-oriented and low patronage uses that do not support transit use.

FB-LUP-2 Stockton Boulevard Revitalization. The City shall continue to develop and implement the Stockton Boulevard Plan to extend revitalization programs for Stockton Boulevard to the area between Alhambra Boulevard and Riza Avenue, with the objectives of improving the quality of life and economic opportunity for existing residents and businesses along the corridor, increasing community ownership, and building local capacity.

FB-LUP-3 Light Industrial on Stockton Boulevard. The City shall work with property and business owners to gradually relocate non-conforming light-industrial uses (such as junk yards) from Stockton Boulevard to appropriate industrial areas.

FB-LUP-4 Army Depot Special Planning District. The City should entertain amendments or updates to the Army Depot Special Planning District (SPD) to allow additional industrial and office development to align with the goals of the General Plan.

City/County Coordination. On an ongoing basis, the City shall coordinate land use and transportation planning initiatives with Sacramento County efforts in unincorporated parts of the Community Plan Area to further mutual objectives and optimize the use of public funds. Coordination may involve participation in technical advisory committees, sharing details of pending development projects, and aligning investments and infrastructure improvements.

Historic and Cultural Resources

There are no historic and cultural resource policies specific to Fruitridge/Broadway that supplement the citywide General Plan policies. Please see the Historic and Cultural Resources Element in Part 2 of the General Plan.

Economic Development

FB-ED-1 Development Incentives. Recognizing the importance of the Fruitridge/Broadway area for Sacramento’s economic development, the City shall provide financing options and economic incentives to support development projects in the Community Plan Area. The Community Development Department and Office of Innovation and Economic Development should coordinate to determine eligibility of individual projects for available programs and incentives.

FB-ED-2 Florins-Perkins Industrial Area. The City shall promote the Florin-Perkins Industrial Area for new businesses and industries, particularly those which are labor-intensive and provide job opportunities for local residents.
**Local Business Sponsorship.** The City shall support the Oak Park Business Association, the Power Inn Alliance, and the Stockton Boulevard Partnership in efforts to activate their respective districts through events, festivals, and activities, with an emphasis on programming that reflects the cultural diversity of the Sacramento community.

**Stockton Boulevard Business Participation.** The City shall work with Stockton Boulevard merchants and property owners to identify and implement programs and incentives to support business vitality and economic sustainability along the corridor.

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**Environmental Resources and Constraints**

**Tree Planting and Maintenance.** The City shall encourage anchor institutions such as UC Davis and Sacramento County to increase tree planting, drought-tolerant landscaping, and other interventions to improve air quality and reduce urban heat island effect in Fruitridge/Broadway.

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**Environmental Justice**

There are no environmental justice policies specific to Fruitridge/Broadway that supplement the citywide General Plan policies. Please see the Environmental Justice Element in Part 2 of the General Plan.

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**Mobility**

**SmaRT Rides.** The City should encourage the Sacramento Regional Transit District (SacRT) to explore the feasibility of expanding the SmaRT Ride (microtransit) service area to Fruitridge/Broadway.

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**Pedestrian Environment.** The City shall ensure the pedestrian environment along 65th Street, 4th Avenue, Redding Avenue, and San Joaquin Street east of Redding Avenue is improved by providing separated sidewalks, planters, street trees, on-street parking where feasible, bike lanes, decorative lighting, and street crossing improvements (including decorative and textured paving).

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**Public Facilities and Safety**

**Storm System Impacts.** The City shall work with project applicants in the South 65th Street Transit Village area to identify storm drainage options and practices that will reduce impacts to the existing system.

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**Youth, Parks, Recreation, and Open Space**

**Granite Regional Park Expansion.** The City shall evaluate the expansion of Granite Regional Park, including the possible acquisition of the east basin or the dedication of land in the west basin to parkland.

**Army Depot Park.** The City shall further develop Army Depot Park by developing additional little league fields for active recreation.
RELEVANT PLANS AND STUDIES

The following section lists relevant plans and studies that have been prepared or adopted by local agencies and are directly pertinent to the Fruitridge/Broadway Community Plan:

- Stockton Boulevard Corridor Plan (2021)
- UC Davis Sacramento Campus Long Range Development Plan Update (2020)
- Granite Regional Park Planned Unit Development (2014)
- Sacramento Center for Innovation Specific Plan (2013)
- 65th Street Station Area Plan (2009)
- 65th Street Pedestrian and Bicycle Accessibility Study (2006)
- 65th Street Station Block Development Strategy (2006)
- Tahoe Park Strategic Neighborhood Action Plan (2000)

APPENDIX FB-A: SOUTH 65TH TRANSIT VILLAGE FIGURES

TABLE OF FIGURES

FIGURE FB-1: South 65th Transit Village Boundary

FIGURE FB-2: Two lane street with parking

FIGURE FB-3: Two lane street with bicycle and parking lanes

FIGURE FB-4: San Joaquin Street between Redding Avenue and Business Drive

FIGURE FB-5: Broadway between 65th Street and Redding Avenue

FIGURE FB-6: Circulation Plan for South 65th Transit Village

FB-YPRO-3 Granite Regional Park Pedestrian Access. The City shall improve pedestrian and bicycle access to Granite Regional Park by identifying pedestrian access points on the north and south sides of the park, where applicable.

FB-YPRO-4 George Sim Park Access. The City shall assess options for improving pedestrian access to George Sim Park where pedestrian access from nearby neighborhoods is poor, as citywide priorities allow.

FB-YPRO-5 Morrison Creek Project. The City shall continue the Morrison Creek Parkway Project as citywide priorities allow by installing shared paths, which can promote opportunities for recreation, education, and travel as well as by planting native drought-tolerant vegetation.

FB-YPRO-6 UC Davis Medical Center Events. The City should coordinate with UC Davis to ensure that campus events are accessible to the larger community.
Figure FB-1: South 65th Transit Village Boundary
Figure FB-2: Two Lane Street with Parking

Figure FB-3: Two Lane Street with Bicycle and Parking Lanes
Figure FB-4: San Joaquin Street between Redding Avenue and Business Drive

Figure FB-5: Broadway Between 65th Street and Redding Avenue
Figure FB-6: Circulation Plan for South 65th Transit Village

Legend
- 2 Lanes
- All Modes Tunnel