



FRUITRIDGE BROADWAY COMMUNITY PLAN

UNCLE JEDS CUT HUT

40 ACRES ART GALLERY

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Community Location

The Fruitridge Broadway Community Plan Area is located in the southeastern part of the city of Sacramento. The Plan Area encompasses approximately 28.3 square miles (18,100 acres) and is bounded on the north by the Gold Light Rail line and Jackson Highway, on the south by Calvin Road, on the east by the Elk Grove Florin Road and South Watt Avenue, and on the west by Highway 99. The Plan Area includes property in the jurisdictions of both the city of Sacramento and Sacramento County. The unincorporated portion (8,322 acres) included in the Plan Area is also known as the “Fruitridge Pocket.” Figure FB-1 shows the Fruitridge Broadway Community Plan Area boundary and neighborhoods. The city of Elk Grove is located south of the Plan Area and unincorporated Sacramento County is located on the east. Other city of Sacramento community plan areas that border Fruitridge Broadway include East Sacramento on the north, Land Park on the west, and the South Area to the southwest.

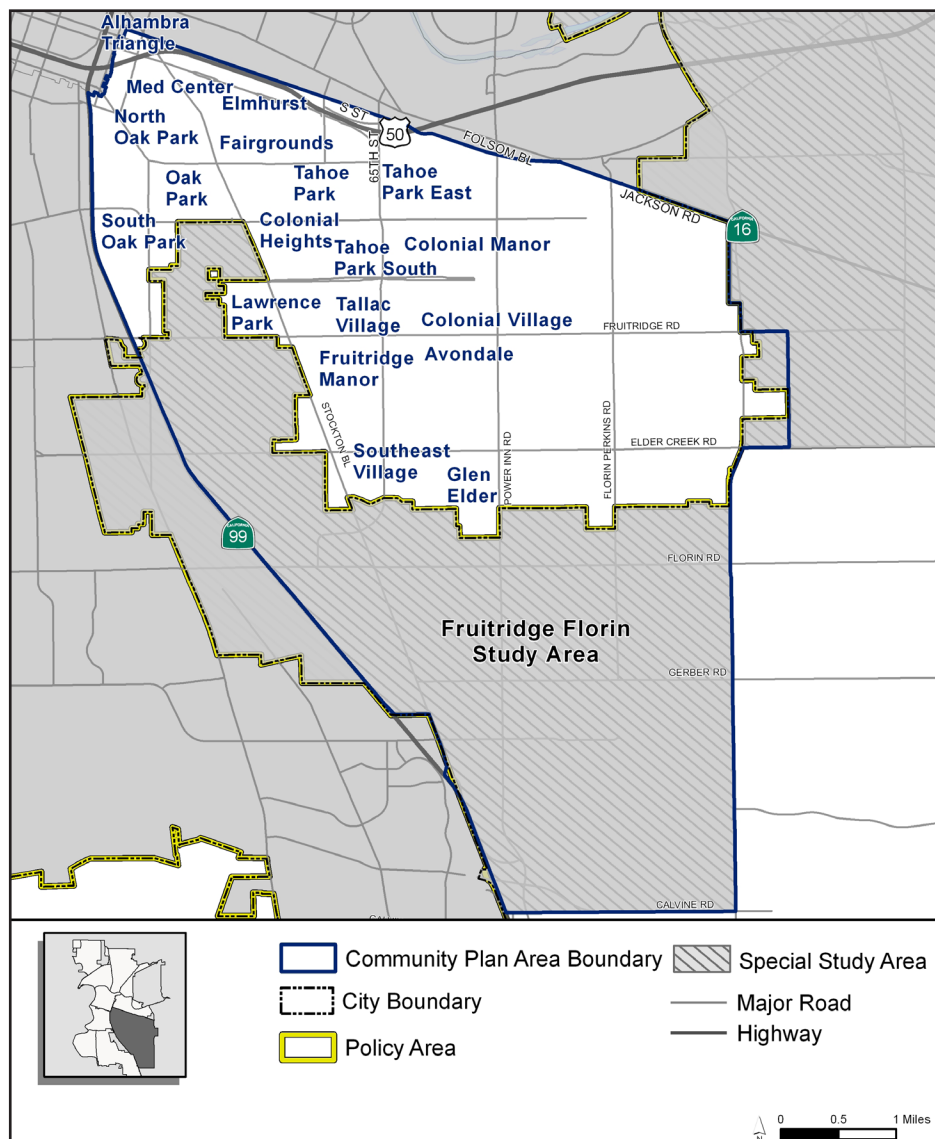


Figure FB-1
Fruitridge Broadway Boundary and Neighborhoods



A community plan vision identifies how each community can contribute to Sacramento's citywide vision of becoming the most livable city in America. The community vision focuses on values and expectations specific to the community that can be accomplished by 2035, and beyond. Where the 2035 General Plan's goals, policies, and implementation programs define the roadmap of strategies to achieve the overall citywide vision, the community plan vision should be specific to each community and support the overall citywide vision. It can address community identity, economic health, neighborhood design and livability, mobility and connectivity, community safety and welfare, historic and cultural resources, access to open space and parks, and sustainability.

Community Vision

Community vision will be developed through a public process when the Fruitridge Broadway Community Plan is updated.

Community Profile

Development and Planning History

The Fruitridge Broadway Community Plan Area encompasses a large area of land with a long history. Prior to development, this area was primarily an agricultural area. In the late 1800s, the area began to urbanize with development occurring south from Downtown Sacramento. Oak Park, now only a small part of Fruitridge Broadway, was one of Sacramento's first suburbs. Originally platted as a separate city in the late 1800s, Oak Park was annexed by Sacramento in 1911. The former State Fair Grounds began in 1908. A trolley line ran from Downtown through Oak Park to Joyland, an amusement park.

Development of other traditional neighborhoods provided housing opportunities and commercial development began extending along Stockton Boulevard and Broadway. Neighborhoods such as Elmhurst began in 1908 and Colonial Heights in 1910. The Tahoe Park neighborhood developed in the 1930s and '40s. The Fruitridge Broadway Area continued to develop after World War II because there was so much open land in the area. Major landmarks such as The Army Depot started construction in 1945 and Proctor and Gamble in 1952. The construction of Highway 99 in the 1950s severed the physical and social fabric of many of the neighborhoods; the highway now marks the western edge of the Fruitridge Broadway community.

The Fruitridge Broadway Community Plan area incorporates northern portions of the city and county's South Sacramento Community Plans from 1986 and 1978, respectively. This new plan area incorporates all of the East Broadway area.

The 65th Street/University light rail station was the focus of two transit village planning efforts. The 65th Street/University Transit Village Plan was adopted in 2002 and the South 65th Street (Transit Village) Area Plan was adopted in 2004. The South 65th Street (Transit Village) Area Plan fell within the boundaries of the Fruitridge Broadway Community Plan. Many of the overarching goals and policies from the South 65th Street (Transit Village) Area Plan became citywide directives with the adoption of the 2030 General Plan in 2009. The vision, goals, and policies that were more specific to the Fruitridge Broadway Community Planning Area have been incorporated here.

Distinguishing Features

Predominant Land Uses

Fruitridge Broadway is largely residential with several major commercial corridors running through the area and has a large concentration of industrial land uses to the northeast. There is a significant amount of vacant land available for development, with vacant parcels located in the northeast and smaller parcels scattered throughout the Plan Area. The Fruitridge Broadway Plan Area encompasses seventeen neighborhoods including: Alhambra Triangle, Elmhurst, Med Center, North Oak Park, Tahoe Park, Fairgrounds, Tahoe Park East, Central Oak Park, Tahoe Park South, Colonial Heights, Lawrence Park, Tallac Village, Colonial Village North, Fruitridge Manor, Avondale, Glen Elder, and Southeast Village. The majority of residential development is single-family houses. Residential neighborhoods in the northern part of the area can be described as pre-World War II traditional neighborhoods. Residential neighborhoods to the south and east in the area are post-World War II suburban with pockets of rural residential uses near the unincorporated areas.

The Fruitridge Broadway Community Plan Area has a higher proportion of employment in industrial and office sectors than most other community plan areas. The Fruitridge Broadway area contains Sacramento's largest concentration of industrial areas including Florin-Perkins Industrial Area, Depot Business Park, and Granite Regional Office Park. The Florin-Perkins Industrial Area (2,500 acres); bounded by Folsom Boulevard on the north, Florin Road on the south, Power Inn Road on the west, and Watt Avenue on the east; is the single largest industrial area within the city of Sacramento. The Depot Business Park (400 acres); bounded on the north by Fruitridge Road, on the south by Glen Elder, on east by Power Inn Road, and on the west of Florin-Perkins; is the former Sacramento Army Depot. The Sacramento Army Depot, which closed in 1995, has been converted to a 1-million-square-foot business park with improved manufacturing, distribution, warehouse, and office space. Granite Regional Office Park (250 acres); bounded by light-rail line on the north, 14th Avenue on the south, Power Inn Road on the west, and Florin-Perkins on the east; includes 120-acre office park with 3 million square feet of office space, supporting retail and light-industrial development and Granite Regional Park. The Florin-Perkins Enterprise Zone, which includes Florin-Perkins Industrial Area, Depot Business Park, and Granite Regional Office Park, provides sales and employee tax credits to employers. The jobs-to-housing ratio in the incorporated area of Fruitridge Broadway is 2.4 jobs for every housing unit.

Major retail and commercial corridors along Florin Road, Broadway, and Stockton Boulevard provide local and regional residents with access to jobs and services. Florin Mall, located in Sacramento County, is a major retail mall that attracts residents from the surrounding community plan areas. Parks and recreational areas are scattered throughout the residential areas and include Granite Regional Park (145.60 acres). The Gold Light Rail Transit (LRT) line runs just north of the Fruitridge Broadway Plan Area and includes stations



at 39th Street, 48th Street, 59th Street, 65th Street, and Power Inn Road. Other key features include the UC Davis Medical Center, McGeorge School of Law, and Sacramento Municipal Utilities District (SMUD) offices.

Major Transportation Routes

Regional access to Fruitridge Broadway is provided by Highway 50 on the north and Highway 99 on the west. Broadway, Fruitridge Road, and Florin Road provide east/west connections, while Stockton Boulevard, Florin Perkins Road, Power Inn Road, 65th Street, and Martin Luther King Jr. Boulevard provide north/south connections to the area. There are no light-rail transit lines that run through the Fruitridge Broadway Plan Area, but the Folsom LRT line is located on the north in the Central City Community Plan Area and the East Sacramento Community Plan Area, and the South LRT line runs through the adjacent Land Park and South Area Community Plan Areas on the west. The Union Pacific heavy rail line runs north/south through the area providing freight transport with several spurs leading to industrial areas.

Community Issues

Community issues will be developed when a future community planning process is undertaken.

Land Use and Urban Form Designations

The Land Use and Urban Design Element in Part 2 of the General Plan includes a diagram and set of designations that combines direction for both land use and urban form. The system includes components that address standards and guidelines for allowed uses, population density, and building intensity, as well as urban form criteria for the different neighborhoods and centers throughout the city. These components work together to define allowed uses and building intensities as well as the overall role of each area of the city, whether it's for living (neighborhoods), gathering and employment (centers), travel and commerce (corridors), preservation (open space), or a unique role (other district) such as a college. The land use and urban form designations for Fruitridge Broadway are illustrated in Figure FB-2. For a detailed explanation of land use and urban form designations refer to the Land Use and Urban Design Element in Part 2 of the General Plan.

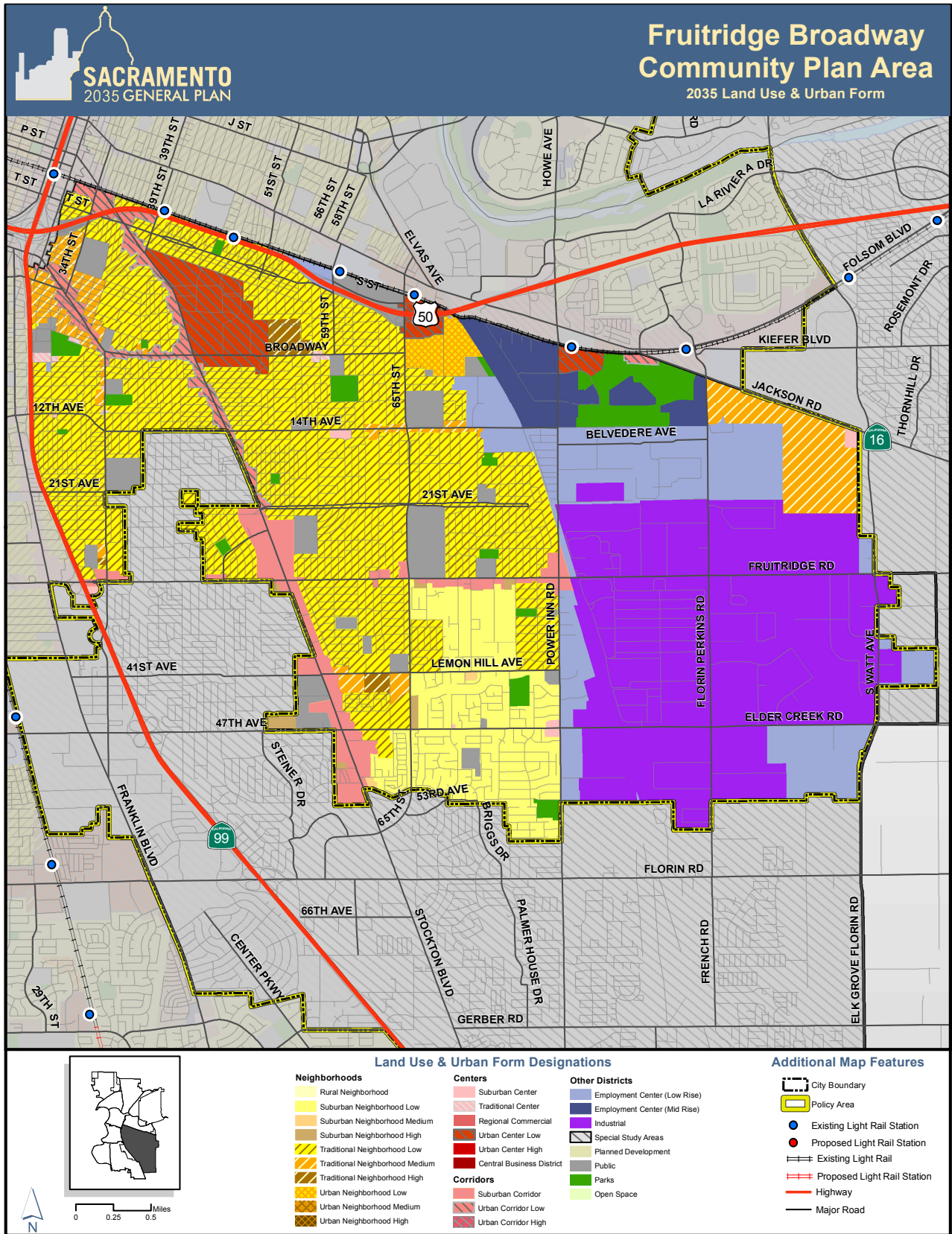


Figure FB-2

2035 General Plan Land Use & Urban Form Designations for the Fruitridge Broadway Community Plan Area



Community Policies

This section includes policies that are unique to the Fruitridge Broadway Community Plan Area. They are intended to supplement, but not repeat, citywide policies contained in Part 2 of the General Plan. The policies contained in community plans are organized to mirror the structure of the citywide General Plan elements. The following policies are taken from the existing South Sacramento Community Plan (1986). Other policies in the existing South Sacramento Community Plan that were outdated or overly general have been deleted. While the remaining policies have been edited slightly for consistency, the content of the policies has not been altered.

Land Use and Community Design

FB.LU 1.1 **Light Industrial on Stockton Boulevard.** The City shall gradually eliminate light-industrial uses (such as junk yards) from Stockton Boulevard and encourage the relocation of these uses to industrial areas rather than commercial streets and residential neighborhoods. *(RDR/MPSP)*

FB.LU 1.2 **Entertainment.** The City shall encourage cultural and entertainment-oriented uses, and inform developers of the community's preference for them to be located in Fruitridge Broadway. *(MPSP/PI)*

Historic and Cultural Resources

There are no 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 1.1 **Florins-Perkins Industrial Area.** The City shall encourage new businesses and industries to locate in the Florin-Perkins Industrial Area, particularly those which are labor-intensive and provide job opportunities for local residents. *(MPSP)*

FB.ED 1.2 **Stockton Boulevard Revitalization.** The City shall extend revitalization programs for Stockton Boulevard to the area between Fruitridge and Elsie Roads; involve local merchants in the improvement program; and utilize, among other techniques, the actions and incentives used by the Franklin Boulevard Business Association. *(MPSP)*

Housing

- FB.H 1.1** **Residential Design Criteria.** The City shall ensure variations in lot size, structure height, and setbacks, and that in lower-density residential subdivisions (4 to 8 dwelling units per net acre or 7 to 15 dwelling units per net acre) at least 25 percent of the structures should have front yard setbacks that are varied from the standard 25-foot setback within a range of 20 to 35 feet from the street right-of-way. Lots that front on major streets should have front yard setbacks that vary between 35 and 45 feet. Multi-family residential uses on major streets will be interspersed with other land use types and should offer a diversity of architectural designs, front yard setbacks, and building orientations. *(RDR)*

Mobility

There are no policies specific to Fruitridge Broadway that supplement the citywide General Plan policies. Please see the Mobility Element in Part 2 of the General Plan.

Utilities

- FB.U 1.1** **Power Line Tower Safety.** The City shall plant vegetation around power line towers that will discourage people from climbing on the towers and request PG&E to place other safety devices on the towers. *(MPSP/JP)*
- FB.U 1.2** **Gas Well Monitoring.** The City shall continue to monitor gas wells in South Sacramento. *(MPSP)*

Education, Recreation, and Culture

- FB.ERC 1.1** **Park Designations.** The City shall designate additional park sites in the Fruitridge Broadway Area. *(MPSP)*

Public Health and Safety

There are no policies specific to Fruitridge Broadway that supplement the citywide General Plan policies. Please see the Public Health and Safety Element in Part 2 of the General Plan.



Environmental Resources

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

Environmental Constraints

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

Transit Villages

South 65th Street Transit Village Plan (Government Code §65460 et seq.)

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 overall goal for the South 65th Street Transit Village is to create a walkable, interconnected, neighborhood mixed-use district and enhance the visual character of the neighborhood. The following policies were taken from the South 65th Street (Transit Village) Area Plan (2004). These policies have been edited slightly for consistency, but the content of the policies has not been altered. This 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 referenced below.

FB.TV 1.1 **Distinct and Safe Retail.** The City shall require active retail or commercial ground level uses within larger residential mixed-use projects along 65th Street, 4th Avenue, and Redding Avenue.

- FB.TV 1.2** **Incompatible Uses.** The City shall discourage uses that might be detrimental to transit ridership such as those with low frequency patronage, or automobile related uses, such as warehouses, self-storage, service stations, drive through restaurants, or car sales lots.
- FB.TV 1.3** **Transit Supportive Uses.** The City shall encourage uses that have daily or frequent patronage, such as offices, hotels, or high-density residential development.
- FB.TV 1.4** **Mixed Income Housing.** The City shall provide opportunities for low and moderate income housing, particularly in the northern quadrants, to serve the large employment population base created by SMUD, CSUS, and the northwest office area.
- FB.TV 1.6** **Development Incentives.** The City shall provide financing options and economic incentives for development and redevelopment projects in the plan area. Work with the Economic Development Department to determine the eligibility of development projects for the incentive programs that are available for developers.
- FB.TV 1.7** **Operation of Existing Business.** The City shall allow existing businesses to continue to operate during their current hours of operation and ensure that they are not forced to modify or limit traffic and/or other operational incompatibilities as a result of this plan.
- FB.TV 1.8** **Expansion of Existing Development.** The City shall allow for minor expansions (up to 10% in floor area) of existing businesses. Existing businesses will also be allowed to replace structures lost to fire, or any other unexpected causes, to equal floor area or an increase of up to 10% existing floor area consistent with the mandates of the City Code.
- FB.TV 1.9** **Density of Uses.** The City shall provide for a mixture of higher density commercial office and employment uses in closest proximity to the 65th Street Station just south of Hwy 50.



- FB.TV 1.10** **Diversity in Open Space.** The City may include as public open space unlinked mini parks, gathering spaces, and courtyards in addition to standard parks and natural open space. The location and forms of these public and semipublic facilities shall be compatible in design and scale with the adjacent development.
- FB.TV 1.11** **Bicycle and Pedestrian Circulation.** The City shall create a greenway buffer and bike trail along the Union Pacific railroad tracks from the Tahoe Tallac Park at San Joaquin Street to Redding Avenue that connects to the sidewalk and on street bike improvements at the Highway 50 underpass. The bicycle and pedestrian improvements will connect with CSUS to the north and provide an alternate route to the University and the Transit Center.
- FB.TV 1.12** **Ground Floor Visibility.** The City shall require windows on the street level as a visual link between business and pedestrians. A minimum of 60% of ground-floor facades facing streets, sidewalks, pedestrian routes and public plazas should be non-reflective, transparent glazing.
- FB.TV 2.1** **Bicycle and Pedestrian Facilities.** The City shall work with Caltrans to implement major improvements to the bicycle and pedestrian facilities on 65th Street under Highway 50. These improvements are needed to facilitate a safe bicycle and pedestrian connection between the South 65th Street Transit Village area and the 65th Street/University Transit Village area (see East Sacramento Community Plan). Types of improvements to be examined include: improved crosswalk conditions, increased crosswalk opportunities, providing separation between vehicles and sidewalks, and providing bike lanes.
- FB.TV 2.2** **Connections.** The City shall ensure the north-south pedestrian/bicycle connection from Redding Avenue at Q Street to CSUS is improved. Options include a pedestrian crossover point for 69th Street at Folsom Boulevard, which would provide access to the existing CSUS entrance on Elvas Avenue, or a pedestrian bridge over Folsom Boulevard adjacent to the UP railroad tracks.

- FB.TV 2.3** **Pedestrian Environment.** The City shall ensure the pedestrian environment along 65th Street, 4th Avenue, Redding Avenue, and San Joaquin Street east of Redding Ave 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). A 65th Street Streetscape Master Plan should be prepared to ensure consistency in the streetscaping efforts in the area.
- FB.TV 2.4** **4th Avenue.** The City shall provide a signal, traffic circle, roundabout, or other traffic management feature, at the new intersection of 4th Avenue and Redding Avenue to slow traffic on both streets and make cut through traffic less desirable. Right-of-way needed for these devices shall be dedicated as development occurs.
- FB.TV 3.1** **Storm System Impacts.** The City shall work with project applicants in the South 65th Street Transit Village area to identify cost effective storm drainage operations and practices that will reduce impacts to the existing system.
- FB.TV 3.2** **Infrastructure Financing.** The City shall require new development to participate in a funding program or pay their fair share for infrastructure improvements prior to construction.



Opportunity Areas

This section includes information about opportunity areas in the Fruitridge Broadway Community Plan Area. Table FB-1 lists each opportunity area that falls completely or partially within the community plan area. Figure FB-3 shows a map of all the opportunity area locations within the community plan area. As part of the 2030 General Plan process urban form concepts were developed for the 65th Street/University Village Opportunity Area in order to illustrate how these sites could potentially develop in the future. Information will be developed and refined for each opportunity area as needs are assessed and development focus shifts throughout the Fruitridge Broadway Community Plan Area.

Table FB-1 Fruitridge Broadway Opportunity Areas	
<i>Opportunity Area</i>	<i>Type</i>
Neighborhoods	
Granite Park ^a	Neighborhood
Lemon Hill	Neighborhood
Centers and New Growth Areas	
Army Depot	Center
UC Davis Medical Center	Center
Power Inn ^a	Center
Gold Line Light Rail Existing Stations	
65th Street/University Village ^a	Transit Center
Commercial Corridor Revitalization	
Broadway ^b	Corridor
Fruitridge Road ^c	Corridor
Stockton Boulevard ^a	Corridor

SOURCE: City of Sacramento 2009

a. Partially located in East Sacramento Community Plan Area

b. Partially located in Central City and Land Park Community Plan Areas

c. Partially located in Land Park and South Area Community Plan Areas

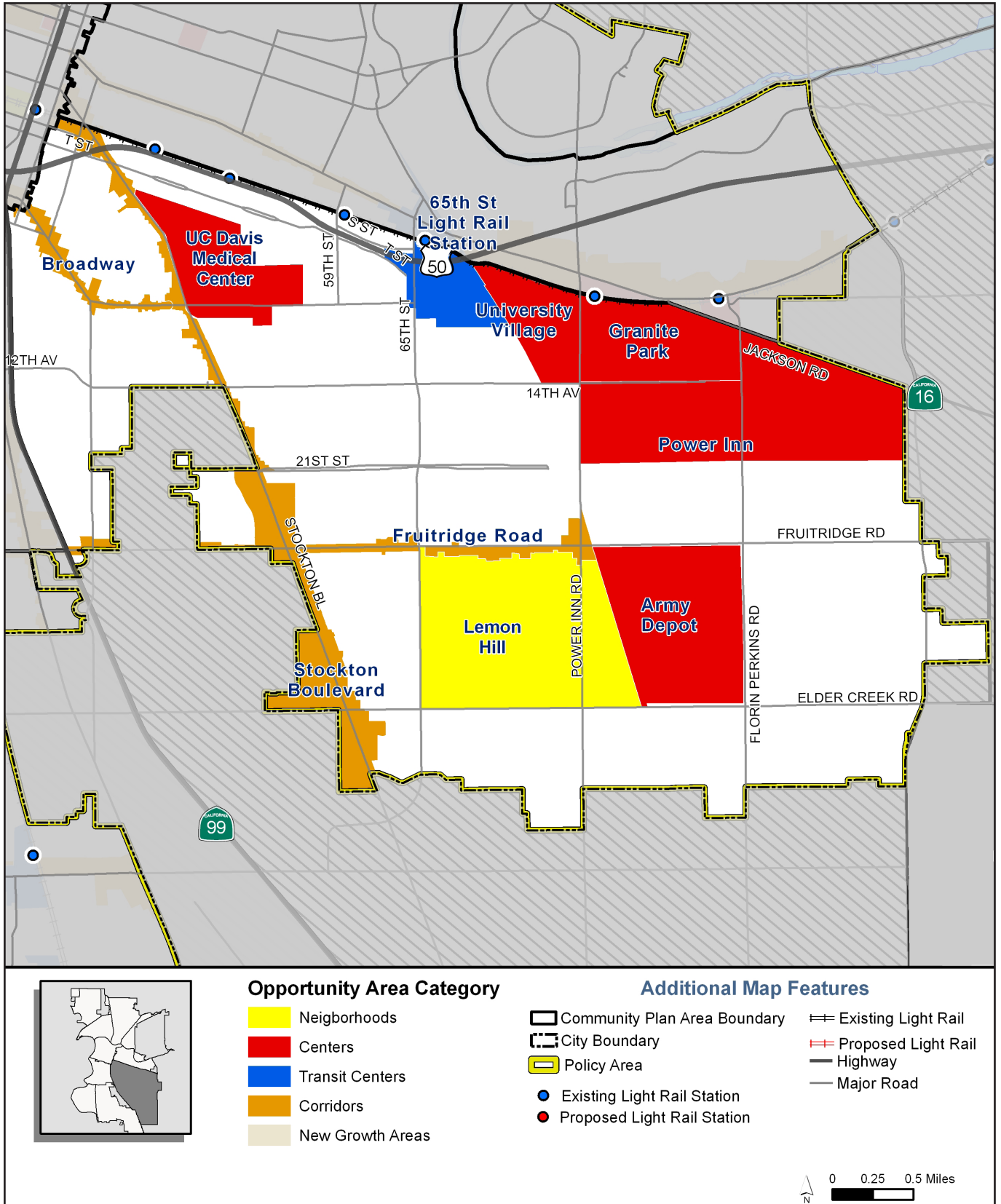


Figure FB-3
Fruitridge Broadway Opportunity Areas



65th Street/University Village

The 65th Street/University Village Opportunity Area has been identified as a key potential infill and redevelopment area of the Fruitridge Broadway and East Sacramento Community Plan Areas. The concepts and recommendations for this 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 2035 General Plan and Community Plans.

Location and Context

The 65th Street/University Village Opportunity Area is generally located south and southeast of Sacramento State and west of the Granite Regional Park Development Area (see Figure FB-4 and Figure FB-5). The area is bordered by Power Inn Road on the east, and San Joaquin Street and 14th Avenue on the south. On the west, the area is irregularly bordered by Kroy Way and 61st, 63rd, 64th, and 65th Streets. The 65th Street/University Village Opportunity Area is located in both the Fruitridge Broadway and East Sacramento Community Plan Areas, and is comprised of approximately 490 acres.

This area is conveniently located near a number of regional amenities. The University/65th Street Light Rail Station is served by trains at 15-minute intervals, and an average of more than 1,750 passengers board trains at this station daily. In addition, the nearby Regional Transit bus transfer facility is the crossing point of seven bus routes where over 1,000 people board daily. Additionally, Sutter Memorial Hospital runs an all-day shuttle at 30-minute intervals to and from the station. Sacramento State's 300-acre campus is located directly north of the Opportunity Area, where a student body of 28,000 enrolled. Directly east of the 65th Street/University Village Opportunity Area is the 260-acre Granite Regional Park Development. This area is home to the Granite Regional Park office complex (3 million square feet), supporting retail, and the 142-acre Granite Regional Park—one of the largest public parks in Sacramento. Another contextual influence on the Opportunity Area is the University of California Medical Center. The medical center is located approximately 1.5 miles to the west and is easily accessible by light rail, US Highway 50, Folsom Boulevard, and Broadway Avenue.

The 65th Street/University Village Opportunity Area also benefits from being located largely within the state-designated Clean Technology Zone. Businesses locating in this zone have access to incentives and benefits to assist in building and expansion efforts. The Opportunity Area is also partially located within the Power Inn Business and Improvement District, an alliance of over 600 property and business owners that are dedicated to the economic development, marketing, maintenance, and beautification of the district.

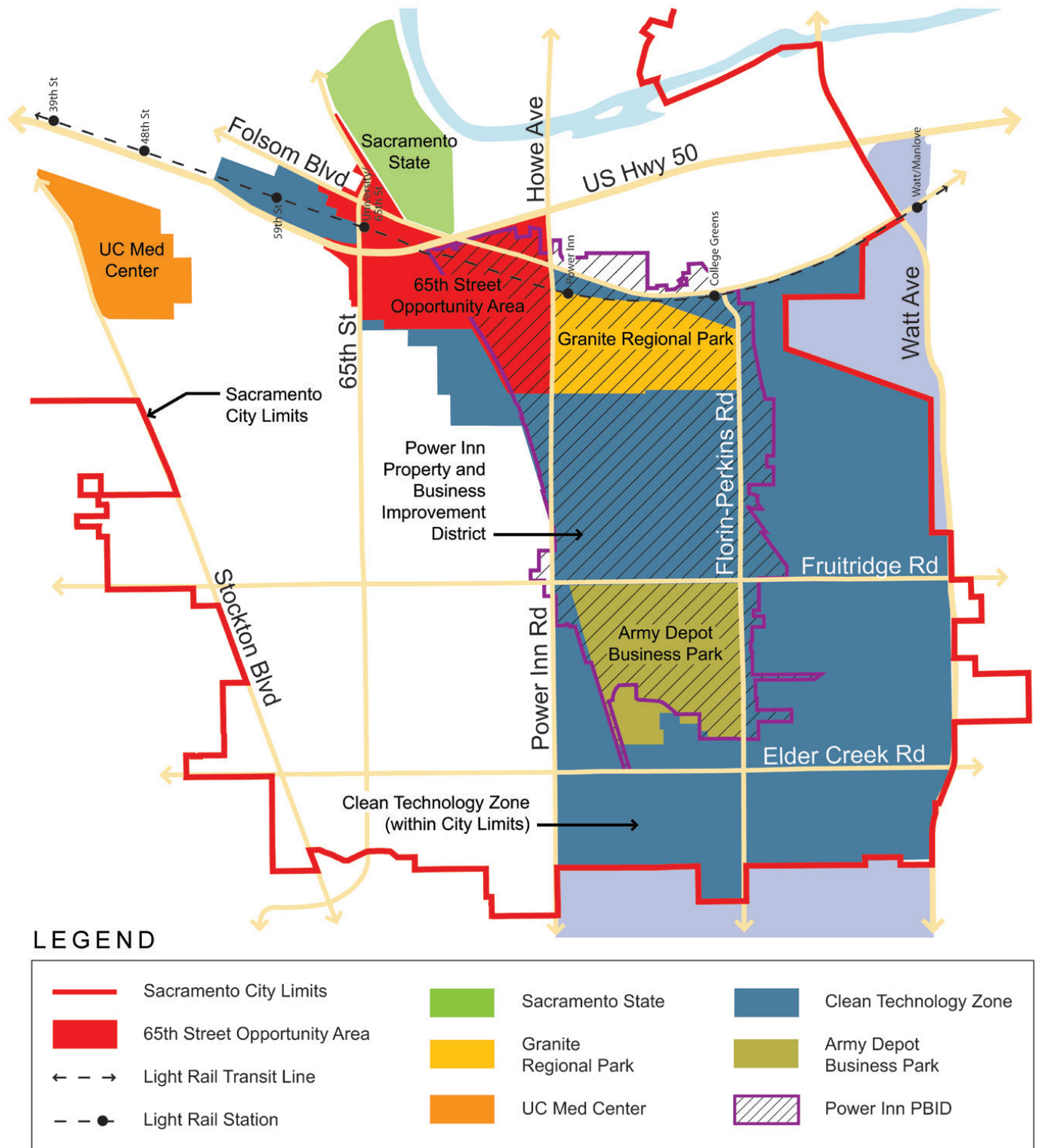


Figure FB-4
Location and Context

Existing Conditions

In the early 1900's, the 65th Street/University Village Opportunity Area was primarily agricultural land, and was sparsely developed with a few homes. The construction of the Southern Pacific Railroad (now owned by the Union Pacific Railroad) and later US Highway 50 found the area situated along a busy industrial corridor. Today the Opportunity Area is centrally located to a variety of transportation facilities and corridors, including the University/65th Street and Power Inn Light Rail Stations, US Highway 50, Folsom Boulevard, Broadway Avenue, and Power Inn Road. Major employers in and around the area include Sacramento State, Sacramento Municipal Utility District (SMUD), and State and County offices located in Granite Regional Park. Surrounding the Opportunity Area are the established residential neighborhoods of East Sacramento, Tahoe Park, Tahoe Park East, Colonial Manor, and College-Glen. Hiram Johnson High School is located just south of the Opportunity Area, at the intersection of 65th Street and 14th Avenue.



Figure FB-5
65th Street/University Village
Opportunity Area Boundary



Figure FB-6
Existing Conditions: Site Photos



Relevant Plans, Studies, Projects, and Districts

As shown in Figure FB-6, the 65th Street area has been the subject of numerous planning efforts. The majority of these plans and studies have resulted in adopted or approved plans that will continue to guide the design and development of each respective study area. The relevant plans, studies, projects, and districts are listed and summarized in further detail as follows:

- 65th Street Station Area Study
- Granite Regional Park Planned Unit Development
- Power Inn Property and Business Improvement District
- 65th Street Pedestrian and Bicycle Accessibility Study (2006)
- 65th Street Station Block Transit-Oriented Development (2006)
- Sacramento State Destination 2010 Initiative (2004)
- 65th Street/University Transit Village Plan Infrastructure Needs Assessment (Repealed 2010)

The Southeast Area Transportation Study (SEATS) provided circulation recommendations that have been incorporated into the 2030 General Plan, the East Sacramento Community Plan, and the Fruitridge Broadway Community. As a result, SEATS has been superseded and should no longer be consulted as a policy document. (65th Street Station Area Transportation Study)

The 65th Street Station Area Study (see Figure FB-7) is a transportation planning project that began in late 2007 and will continue into 2009. The primary goal of the study is the preparation of an overall circulation network that is feasible and supportive of the goals and vision for the 65th/University Transit Village and South 65th Street Area Plans. The challenge for the project is to create a circulation framework that supports transit-oriented development, walking, biking, and the use of transit, while accommodating regional transportation needs. The project specifically will do the following:

- Review previous plans to determine their ability to create a pedestrian-friendly transit village
- Integrate land use and circulation to support transit-oriented development
- Prepare a Smart Growth-oriented circulation plan that accommodates future growth in the neighborhoods east of the UPRR tracks and south of US Highway 50
- Develop an overall circulation plan that integrates and connects the various neighborhoods and destinations in and around the study area
- Prepare a phasing and funding strategy for infrastructure improvements



Figure FB-7
Relevant Plans, Studies, Projects, and Districts

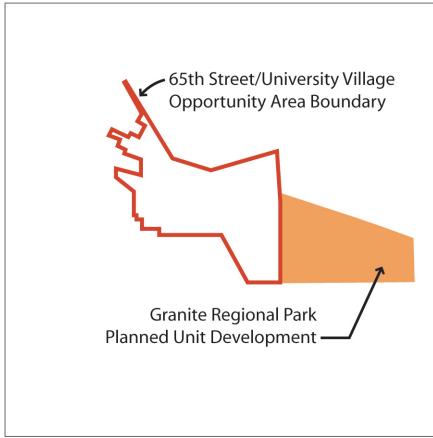


Figure FB-8

Granite Regional Park PUD

GRANITE REGIONAL PARK PLANNED UNIT DEVELOPMENT

Granite Regional Park is a Planned Unit Development (PUD) comprised of approximately 260 acres. The PUD (see Figure FB-8) includes a 120-acre office park with 3 million square feet of office space, supporting retail and light-industrial development, and a 142-acre regional park. Granite Regional Park is served by light-rail and bus service and offers the opportunity for large office development and housing to locate near light rail and the US Highway 50 corridor.

POWER INN PROPERTY AND BUSINESS IMPROVEMENT DISTRICT

The Power Inn Area Property and Business Improvement District (PBID) was formed in 2006 by City Council action to help improve the commercial/industrial corridor along Power Inn Road (see Figure FB-9). The assessment levied on property within the Power Inn PBID will provide funding for advocacy and communications, security coordination, maintenance and beautification, and economic development and marketing services above and beyond those currently provided by the City of Sacramento.

Called the Power Inn Alliance, this PBID is a coalition of over 600 property and business owners in a 6-square-mile area that contains over 2,000 businesses. The Power Inn Alliance also has the largest amount of available office space and buildable land with ready access to freeways, rail, and the Port of Sacramento.

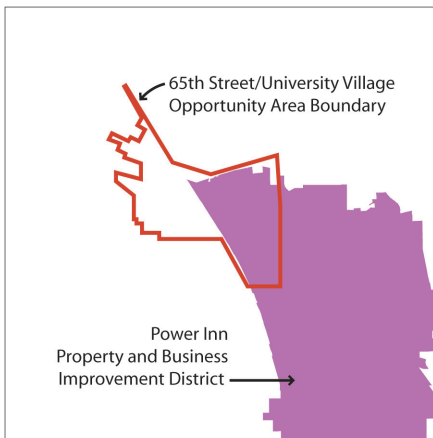


Figure FB-9

Power Inn PBID

65TH STREET PEDESTRIAN AND BICYCLE ACCESSIBILITY STUDY (AUGUST 2006)

This study recognizes that increased development south of US Highway 50 will increase the number of pedestrians and bicycles using 65th Street to travel to the Light Rail Station, the 65th Street/University Transit Village, and/or Sacramento State. The study proposed pedestrian and bicycle improvements for 65th Street from Broadway to just south of the Light Rail Transit Station. Improvements included the construction of separated sidewalks, the provision of bicycle lanes in both directions, and the installation of landscaping.

SACRAMENTO STATE DESTINATION 2010 (2004)

In the spring of 2004, Sacramento State (see Figure FB-10) launched an initiative called Destination 2010. The goal of this initiative is to transform Sacramento State into a premier metropolitan university and destination campus, attracting prospective students and employees throughout the western United States. Sacramento State already directly and indirectly contributes more than \$900 million to the Sacramento region’s economy, so their growing role as a regional partner is critical. The four overarching goals of Sacramento State’s Destination 2010 initiative are discussed below.



Figure FB-10
Sacramento State Campus

Goal: Foster Excellent Academic and Student Programs

Sacramento State will earn a reputation as a destination campus by building a strong academic program, making student welfare a priority, and providing a cherished campus-community experience. The University will aim to foster excellence in academic and student programs by doing the following:

- Recognizing diversity as a vital part of academic and campus community life
- Recruiting and retaining the best faculty
- Assessing and strengthening academic and related student offerings
- Utilizing the latest and best teaching and learning technologies
- Providing comprehensive student services and programs

Goal: Build a Welcoming Campus

Sacramento State will strive to make its campus a source of regional pride and a place frequently mentioned and often visited by a significant portion of the region’s residents. Access to the campus will be easy and enjoyable for visitors, as well as for students, faculty, and staff. The University will build a welcoming campus by doing the following:

- Developing beautiful and inviting grounds and facilities
- Becoming a regional event destination
- Offering public-friendly dining and retail facilities on campus

Goal: Create a Dynamic Physical Environment

Sacramento State will enhance its campus by creating a residential and community feeling on campus; developing affordable housing and daycare opportunities for faculty, staff and students; building state-of-the-art campus-life facilities; providing excellent academic facilities and support centers; planning effectively and improving infrastructure; and creating an open and more systematic connection to areas surrounding the campus.

Goal: Develop Community Support

Sacramento State will raise the bar in communicating its profile of excellence to the public within and beyond the Sacramento region. Sacramento State seeks to strengthen its base of advocates and to continue playing an active role in regional development. A goal is to gain widespread support from a broad spectrum of potential donors, including 180,000 alumni.

65TH STREET/UNIVERSITY TRANSIT VILLAGE INFRASTRUCTURE NEEDS ASSESSMENT

In order to comprehensively assess the future infrastructure needs and associated costs of the 65th Street/University Transit Village Plan, an Infrastructure Needs Assessment report was created. This report analyzes sanitary sewer, storm drainage, water, electrical, telecommunications, natural gas, and street improvement infrastructure, and proposes infrastructure modifications needed to serve the proposed land uses. As of January 2004, the probable estimate of infrastructure construction costs for the build out of the Plan was \$13,420,506. This planning level estimate includes street improvements, combined sewer system, drainage system, water distribution system, joint trench, intersection signalization, and right-of-way acquisition costs.



Figure FB-11

65th Street/University Transit Village Plan

Opportunities and Constraints

The following pages describe the assumptions, opportunities, and constraints that exist for the 65th Street/University Village Opportunity Area.

ASSUMPTIONS

The following assumptions about existing conditions were made in order to develop the design concept and guidelines for the 65th Street/University Village Opportunity Area. Substantial changes to these assumptions would potentially alter the concept and vision for the future of this area.

- The 65th Street Station Area Transportation Study proposes an overall circulation network, ensuring that transportation facilities operate adequately and efficiently and accommodate all modes of transportation in the area.
- Sacramento State will continue to implement their Destination 2010 initiative and campus master plan, re-orienting the front door of campus southward toward Folsom Boulevard and the Ramona Avenue extension, thereby strengthening connections to the 65th Street/University Village Opportunity Area.
- Auto-oriented commercial, industrial, and vacant lands east of the Union Pacific railroad tracks will gradually transition to higher density uses.

- Existing residential neighborhoods to the south and west will retain their current form and character.
- Existing industrial and employment uses in the Clean Technology Zone and Army Depot Enterprise Zone to the south and east will remain or intensify.
- Additional infill development potential exists east of Power Inn Road in the Granite Regional Park Development Area and beyond.

OPPORTUNITIES

The following opportunities are strengths that should be considered and built upon in the 65th Street/University Village Opportunity Area.

- Proximity to Sacramento State's campus creates demand for student housing, faculty/staff housing, retail, as well as office, research and development, and other employment uses that benefit from proximity to a premier university such as Sacramento State.
- Existing and future business development in the Clean Technology Zone and nearby Army Depot Business Park provides synergies with new business development in the 65th Street/University Village Opportunity Area.
- US Highway 50 provides excellent visibility for future development and convenient automobile access from the 65th Street and Power Inn Road exits.
- Future development near Power Inn Road would further strengthen the Power Inn corridor and create a gateway from US Highway 50 into the Power Inn area.
- Granite Regional Park is a tremendous asset to the Opportunity Area, not only providing an existing base of office, retail, and future residential development, but also providing access to the largest regional park in the area.
- The Opportunity Area is well-served by the Regional Transit bus system, and the University/65th Street Light Rail Station provides Light Rail Transit access directly into the area.
- The current configuration of the University/65th Street and Power Inn Light Rail Stations could potentially accommodate a new infill station near the intersection of Ramona and Brighton Avenues.
- Existing low-density development and underutilized properties in the Ramona Avenue area (south of Light Rail and east of the Union Pacific Railroad) provide the opportunity for substantial infill development.
- Established residential neighborhoods surrounding the Opportunity Area provide the population to support new retail and service businesses. These neighborhoods also provide housing options for existing and future students and workforce employees.



KEY ISSUES

The list below identifies key issues that need to be addressed as planning for the 65th Street/University Village Opportunity Area proceeds.

- A lack of housing options in close proximity to the Sacramento State campus forces students, faculty, and staff to drive to campus rather than live nearby and walk or bike.
- Unrealized features of the transportation planning efforts conducted throughout the Opportunity Area should be implemented as development and redevelopment occurs
- There is a shortage of retail and commercial uses to serve local residents and Sacramento State students, faculty, and staff.
- Existing transportation corridors (US Highway 50, the Union Pacific Railroad, and Regional Transit light rail) are potential barriers between various sectors of the Opportunity Area.
- Pedestrian and bicycle travel is difficult due to transportation corridor barriers (such as railroads), large block sizes, and streets and sidewalks that do not amply accommodate pedestrian and bicycle use.
- Unattractive outdoor storage associated with industrial uses discourages new investment in the area.
- Dedicated stormwater detention facilities and additional water, storm, and sewer infrastructure (e.g. pipes) will be needed to serve new development. In selected areas, existing water, storm, and sewer infrastructure will need to be upsized.
- Automobile-oriented commercial uses do not generate ridership for Regional Transit (light rail and bus) in or near the Opportunity Area.

Overarching Vision and Goals

The 65th Street/University Village Opportunity Area is poised to evolve into a vibrant and innovative campus-centered community that will provide a physical, social, and psychological connection to Sacramento State and the surrounding development and communities. The focus for this area will be on people, workforce development, education, jobs, and transit. Sacramento State will continue to attract innovative and creative students and faculty, and will continue to prepare students for a highly competitive workforce aligned with our economy's needs today and in the future. The Opportunity Area will create an environment that fosters the exchange of technical knowledge and expertise between Sacramento State students and faculty and private and public sector business enterprises. Companies located in this area will benefit from the availability of a student workforce and opportunities to collaborate with faculty. Sacramento State will benefit from faculty recruitment and retention and the real-world internship and educational opportunities for students. The specific goals in this Opportunity Area are as follows:

INTEGRATE THE CAMPUS AND COMMUNITY

The concept of a campus-centered community (see Figure FB-11) builds upon the foundation of Sacramento State and creates mutually beneficial mixed-use communities, such as a mixed-use University Village and a mixed-use Technology Village. The boundaries between these areas will blur as development occurs. In the case of Sacramento State and the mixed-use University Village, overlap could occur in the form of student housing off-campus or a Performing Arts Center on campus. In the case of Sacramento State and the mixed-use Technology Village, private business could potentially locate on campus or campus facilities could locate off-campus. Local businesses such as SMUD, the UC Med Center, and Granite Business Park also benefit from the close physical proximity to Sacramento State.

PROVIDE JOBS AND WORKFORCE DEVELOPMENT

The mixed-use Technology Village area south of Light Rail and east of the Union Pacific Railroad (see Figure FB-12) will become a regionally recognized asset as an innovative job center that provides quality jobs and professional development for the creative class of people who are living in and moving to Sacramento. Predominantly, the area will be home to creative and innovative businesses that will provide much-needed higher paying jobs and workforce development that will further attract creative professionals to Sacramento. Businesses attracted to this area might focus on clean, renewable, and efficient energy, or they may specialize in other leading-edge technologies such as biomedical or biotechnical research. Existing and new businesses will benefit from close physical proximity to Sacramento State and access to students and faculty.

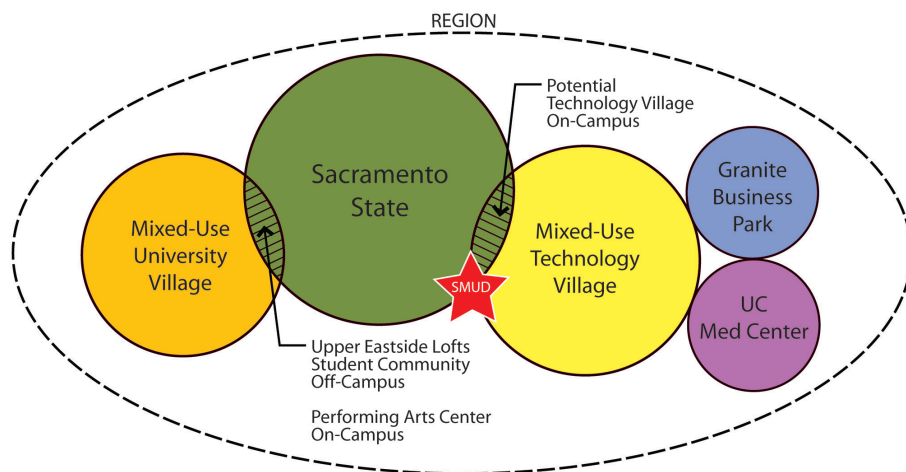
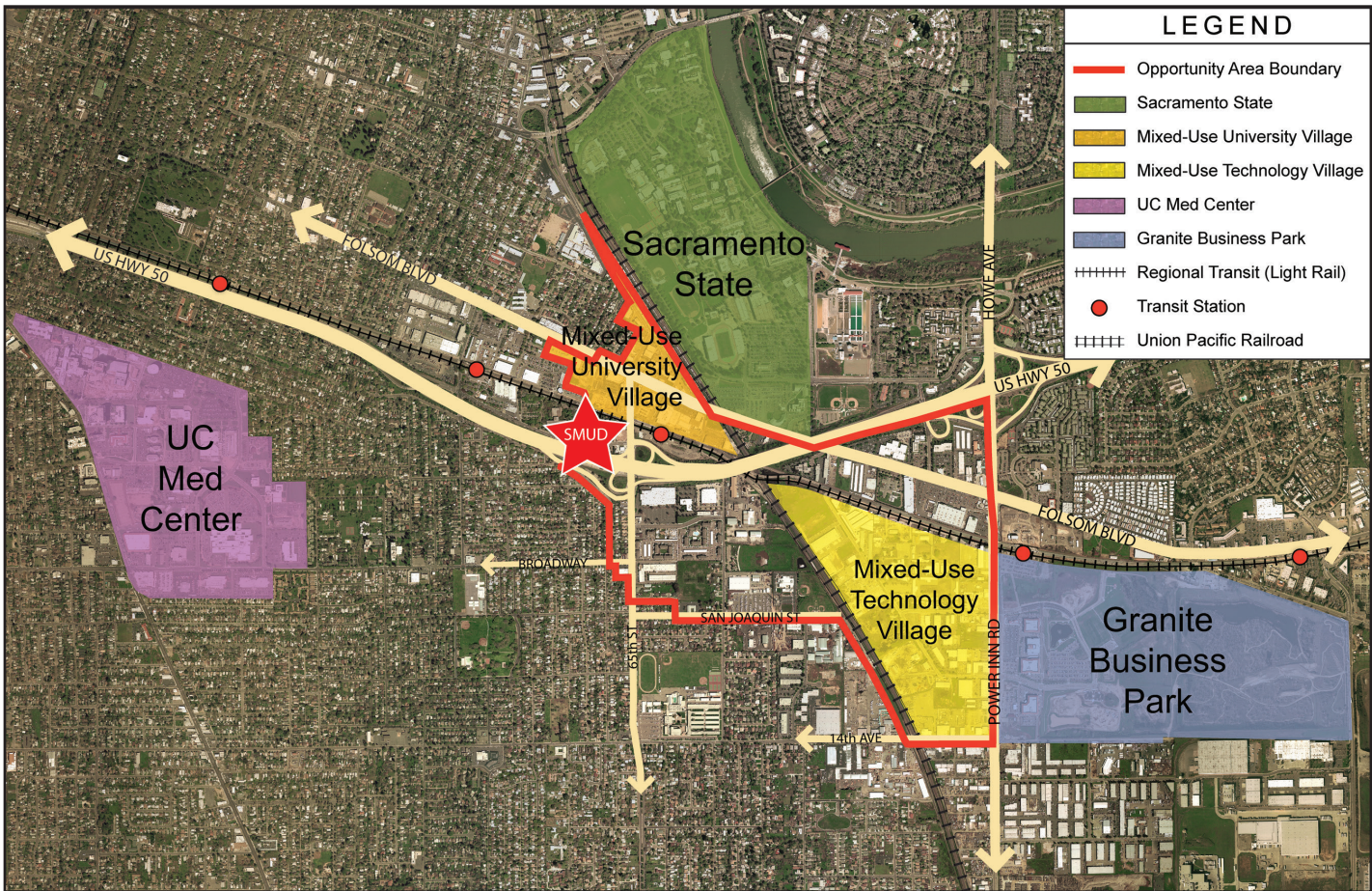


Figure FB-12
Campus-Centered Community
Concept

CREATE A MIXED-USE UNIVERSITY VILLAGE

The University Village will be a social center of mixed-use, high-activity development with housing, retail, and office components. These facilities will serve neighborhood residents and Sacramento State students, employees, visitors, and alumni. The University Village will have a strong identity and sense of place, with active ground-floor uses, picturesque streets, outdoor cafes and plazas, art galleries, and more. The University Village will take advantage of proximity to the University/65th Street Light Rail Station and will provide higher density housing and encourage a culture of walking, biking, and using transit.

Figure FB-13
Campus-Centered Community
Concept Over Aerial Photograph



Recommendations

The following pages include recommendations for the 65th Street/University Village Opportunity Area in the form of a graphic conceptual diagram and written guidelines and recommendations that cover topics including land use, urban design, circulation, development types, building height, open space, and infrastructure. These recommendations represent a possible configuration for development that is based on the Land Use and Urban Form diagram and designations outlined in the Land Use and Urban Design Element. The concepts and recommendations for this 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 General Plan and Community Plans.

LAND USE CONCEPT AND RECOMMENDATIONS

As shown in Figure FB-13, the 65th Street/University Village Opportunity Area has seven General Plan land use designations: Traditional Neighborhood Low, Urban Neighborhood Low, Urban Center Low, Urban Corridor Low, Employment Center (Mid-Rise), Public, and Parks. This array of land use designations allows for a mix of low- to high-density residential, mixed-use commercial and retail, and employment-generating uses that will create a vibrant and balanced mixed-use community. The following recommendations describe the types of uses, locations, and juxtapositions that would be best suited for the 65th Street/University Village Opportunity Area. For more information on these designations, their allowed uses, development standards, and urban design guidelines, see the Land Use and Urban Design Element in Part 2 of the General Plan.

- Establish compact, higher-density, transit-oriented development around the existing University/65th Street light-rail station and the potential future Ramona Avenue light-rail station. This development should yield ground floor retail and services, and upper floor residential and/or office uses.
- Continue to develop a vibrant, mixed-use University Village near the University/65th Street light-rail station. This pedestrian-friendly and transit-oriented area will serve as the commercial shopping and entertainment core for Sacramento State and surrounding neighborhoods.
- Infill development areas on the periphery of the mixed-use University Village and along Elvas Avenue should yield horizontal and vertical mixed-use development with an emphasis on retail, service, office, and residential uses.
- Maintain the area west of Power Inn Road and north of the light-rail tracks (on either side of Folsom Boulevard) for horizontal and vertical mixed-use development with an emphasis on retail, service, office, and residential uses.



- Integrate new moderate-intensity residential development (south of US Highway 50 and west of the Union Pacific Railroad) and neighborhood-support uses that have convenient access to transit and Sacramento State.
- Transition to lower-intensity residential uses, such as townhouses and small-lot single-family residences, west and south of the Opportunity Area adjacent to existing residential neighborhoods.
- In the Ramona Avenue area, provide for large mixed-use office and employment centers that include support retail and services uses, in addition to residential uses.

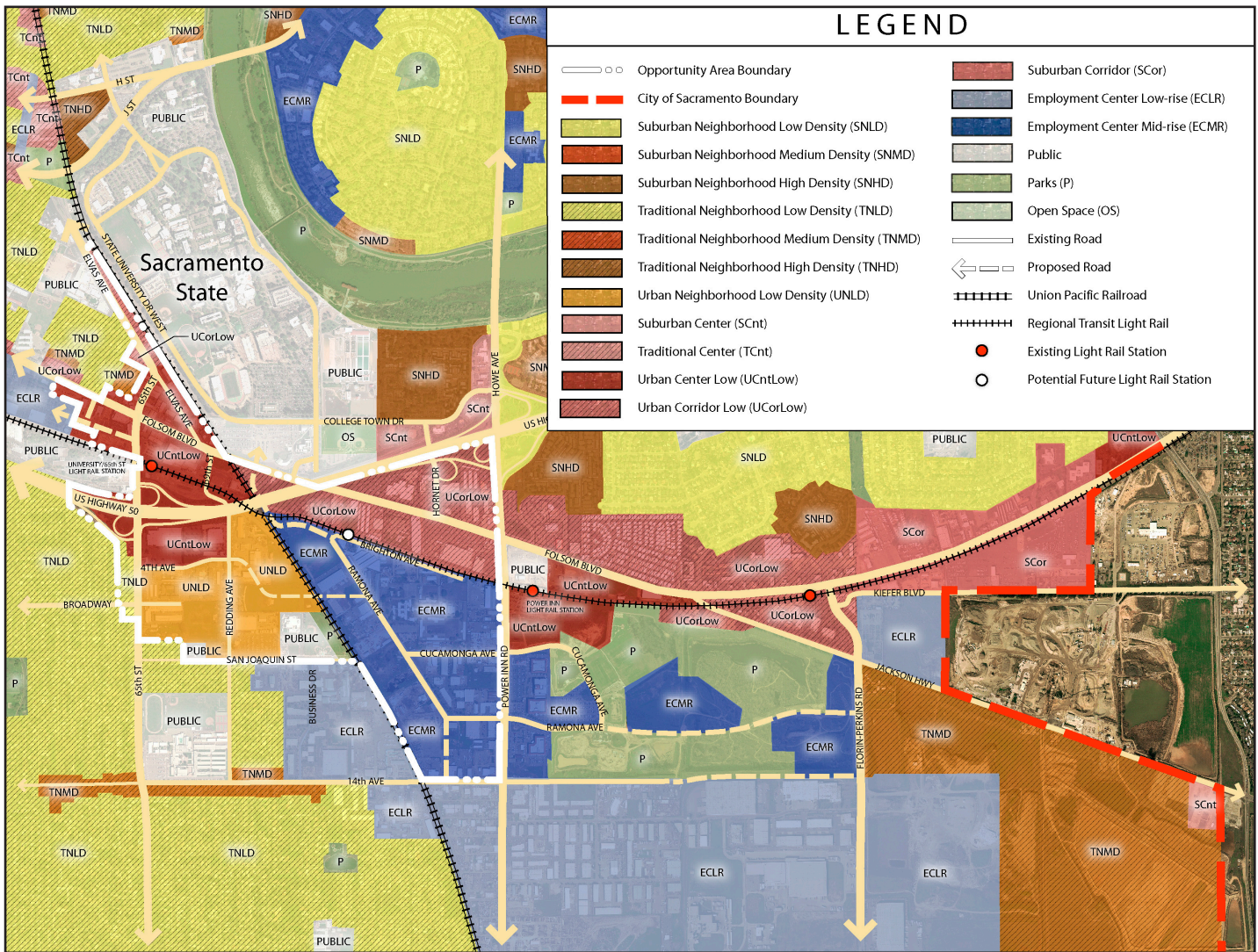


Figure FB-14
65th Street/University Village
Land Use and Circulation
Diagram

URBAN DESIGN RECOMMENDATIONS

Urban design recommendations for the 65th Street/University Village Opportunity Area shall be flexible in order to promote innovative design solutions for projects that support the vision and goals for the area. Developers will be encouraged to build mixed-use projects that take full advantage of proximity to Sacramento State, transit, and existing and future retail opportunities.

The following recommendations will create the physical framework and character that will be the basis for future development in the 65th Street/University Village Opportunity Area. The concepts and recommendations address critical circulation and connectivity issues, and the relationship between development, streets, transit, and open space.

- Extend Ramona Avenue northward in order to physically connect the Ramona/Brighton Avenue area to Folsom Boulevard and Sacramento State, reinforcing the new gateway onto campus.
- In the Ramona/Brighton Avenue area, encourage the replacement of low-intensity industrial uses, commercial uses, and vacant land with higher-intensity development that supports job creation, workforce development, Sacramento State, and Regional Transit.
- Concentrate residential and commercial mixed use development around the two existing light-rail stations: University/65th Street and Power Inn.
- Consider introducing a new light-rail station near Ramona and Brighton Avenues, centered between the existing University/65th Street station and Power Inn station. This station would better serve Sacramento State, the mixed-use Technology Village at Ramona Avenue, and future residential development.
- Create additional connections across existing barriers—US Highway 50, the Regional Transit light-rail line, and the Union Pacific heavy rail line—in order to better connect the Opportunity Area’s districts to each other and to the new campus gateway into Sacramento State.
- Use new construction and redevelopment opportunities within the Opportunity Area to site buildings up to the street right-of-way, creating consistent and well-defined street walls that provide visual interest for pedestrians and encourage pedestrian activity with interesting and attractive street-level activities such as outdoor cafes. This should especially occur along key streets within the area (e.g., Folsom Boulevard, Broadway, 65th Street, Redding Avenue, and Ramona Avenue), and around plazas and park spaces.
- Encourage innovative design concepts, such as live/work units, adaptive reuse of existing buildings, shared-use parking arrangements, and bicycle, pedestrian, and transit-supporting developments.



Existing conditions at the intersection of Folsom Boulevard and 65th Street, looking east on Folsom Boulevard to the left and south on 65th Street to the right.



The addition of landscaping, sidewalk amenities, and crosswalk creates a safe pedestrian zone.



New development should reinforce the pedestrian zone and provide ground floor retail and services with upper floor residential and/or office uses.

Figure FB-15
65th Street/Folsom Boulevard
Development Simulation



- Encourage high-quality architectural design, and the utilization of high-quality materials, detailing, and landscaping. Also, encourage creative architectural solutions that acknowledge contextual design issues.
- Establish an integrated system of circulation with pedestrian and bike connections that facilitate walking and biking to, from, and around the Opportunity Area.
- Integrate the appropriate balance of parks and open space in order to serve new development in the Opportunity Area. Consider neighborhood parks that can also provide sufficient detention capacity for stormwater runoff.

CIRCULATION AND MOBILITY RECOMMENDATIONS

The 65th Street/University Village Opportunity Area shall extend pedestrian and bicycle improvements throughout the area to better connect existing and proposed development within the area, and to Sacramento State and the University/65th Street Transit Center. Circulation throughout the area shall accommodate a balance of pedestrian, bicycle, transit, and automobile movement, and facilitate movement to, from, and through the plan area in a safe and direct manner. At the same time, efforts shall be made to reduce cut through traffic and excess vehicle speeds through traffic management and speed control techniques.

The following circulation recommendations outline key proposed changes to the existing circulation system in the 65th Street/University Village Opportunity Area. These changes will allow for accessibility, movement, and increased transit use. In addition, these recommendations outline ways to promote pedestrian-friendly street patterns that include landscaping and street trees.

- Consider all circulation changes proposed in the 65th Street Station Area Transportation Study. The transportation study boundary fully encompasses the 65th Street/University Village Opportunity Area.
- As the 65th Street Station Area Transportation Study is proposing, enhance north/south circulation by extending Ramona Avenue northward in order to physically connect the Opportunity Area to Folsom Boulevard and Sacramento State, reinforcing the new gateway onto campus.
- Enhance east/west circulation by extending San Juan Street under the Union Pacific heavy rail. This will integrate existing neighborhoods and the South 65th Street Area with the Technology Campus and other future development east of the railroad tracks.
- Extend existing local streets in order to complete the street grid (e.g., Broadway east to Redding Avenue and Ramona South to 14th Avenue), as the 65th Street Station Area Transportation Study

is considering. Extending the street grid will increase pedestrian and bikeway connectivity and provide for better traffic distribution and route flexibility.

- Upgrade existing streets and sidewalks with amenities to enhance pedestrian and bicycle circulation: generous sidewalks, bicycle lanes, ample street lighting, street trees, and pedestrian amenities such as bus stop shelters and waste receptacles.
- Create a fine-grained pattern of walkable blocks, in order to increase connectivity and thereby facilitate better pedestrian, bike, and traffic distribution and route flexibility.
- Capitalize on the proposed tram service between the Sacramento State campus and the University/65th Street light-rail station, and as development occurs, consider route extensions.

BUILDING HEIGHT RECOMMENDATIONS

Because building height can vary depending on the type of use and architectural style of the building, these recommendations are meant to provide direction to ensure that the height of new development is consistent with the vision for this Opportunity Area and compatible with adjacent uses.

- Locate tallest buildings (up to five to seven stories) near the University/65th Street light-rail station and south of the potential Ramona Avenue infill station. These new densities will support light-rail service and take advantage of new connections to Sacramento State.
- Maintain lower building heights (two to four stories) further south of the University/65th Street Station Area, transitioning down to one to two stories immediately adjacent to the existing and planned lower-density residential neighborhoods.
- Allow for building heights up to four stories in the mixed-use University Village area that is bound by the light-rail tracks, US Highway 50, Howe Avenue, and a portion of Elvas Avenue.
- Allow flexible but limited building heights (one to three stories of variable height) in the mixed-use Technology Village area, balancing business needs and the scale of development along Ramona Avenue.

OPEN SPACE RECOMMENDATIONS

The following open space recommendations provide for the integration of a connected system of natural environments, parks, and landscaping in this Opportunity Area that will serve as key features of the area and provide for public gathering places.



- Create a series of parks, plazas, and greenways that serve as focal features that give structure and identity to individual neighborhoods, emphasize key civic locations, and create public gathering spaces.
- Create an urban plaza or green at each of the light-rail stations to provide a central focus for the transit villages and highlight the civic importance of transit.
- Create a series of “green” streets (i.e., streets with enhanced landscaping and pedestrian treatments) that link the area’s parks and serve as primary pedestrian routes from the neighborhoods to the transit stations, commercial areas, and Sacramento State.
- Maximize usable open space areas by developing stormwater detention basins (e.g., the detention basin northwest of San Joaquin Street and Redding Avenue) as dual-use park facilities.
- Connect to and take advantage of the benefits of Tahoe Park, located just west of the Opportunity Area.
- Provide clear and safe pedestrian and bicycle access to Granite Regional Park, located east of Power Inn Road.

INFRASTRUCTURE RECOMMENDATIONS

This section describes key infrastructure findings and recommendations for the 65th Street/University Village Opportunity Area. These recommendations are based on an analysis of the projected growth proposed in the 2035 General Plan. These challenges represent the likely issues related to the provision of infrastructure resulting from the development envisioned in the Land Use designations and the concepts for this Opportunity Area.

- The existing sanitary sewer system in Sub-area 1 (see Figure FB-14) is undersized for the anticipated peak flow from this sub-area. It is recommended that both the existing 10-inch and 12-inch sewer along Folsom Boulevard be upsized to a 15-inch sewer between 64th Street and 60th Street.
- In Sub-area 1 most of the existing sanitary sewer and storm drain systems are separated. The sanitary sewer system in Sub-area 1 discharges to the combined system. Redevelopment of this area may require a separated storm drain system for the area that does not have a separated system.
- Based on the land uses proposed in the 2035 General Plan, the existing sanitary sewer system in Sub-area 2 (see Figure FB-14) has sufficient capacity for future development.
- In Sub-area 2 the existing sanitary sewer and storm drain systems are separated. The sanitary sewer system in Sub-area 2 discharges to the combined system.

- Sub-area 1 and Sub-area 2 are outside of CSD-1 jurisdiction and connect to the combined system. Any development contributing to the system is required to pay the City’s Combined System Development Fee.
- The existing sanitary sewer system in Sub-area 3 (see Figure FB-14) may be undersized for the anticipated peak flow from this sub-area. From Ramona Avenue to 14th Avenue, the existing 18-inch sewer line in Power Inn Road may need to be replaced with a 21-inch sewer, or a parallel 8-inch relief sewer may need to be installed.

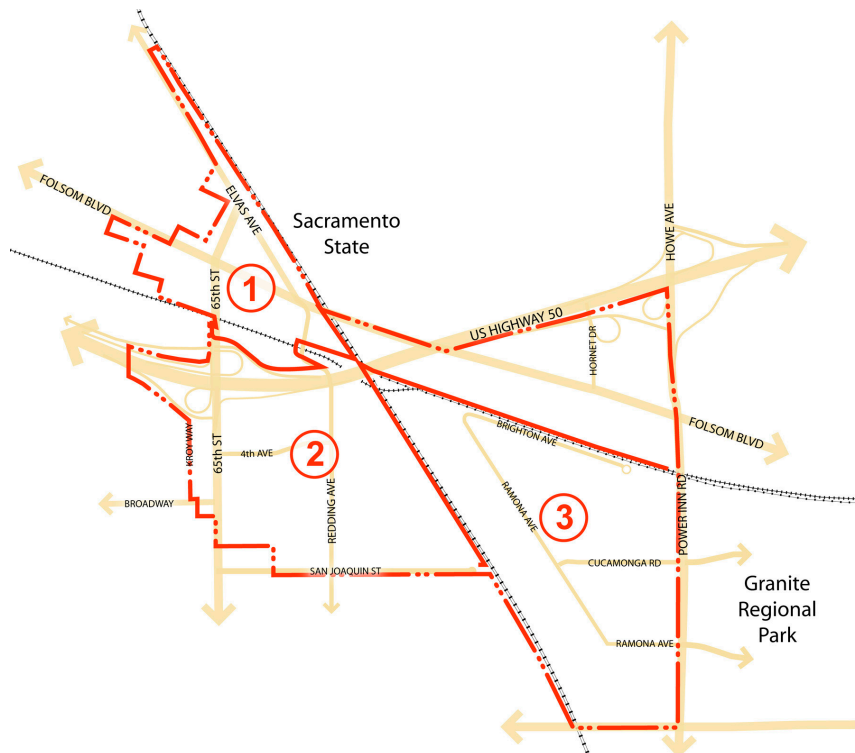


Figure FB-16
Infrastructure Analysis Sub-areas

- Sanitary sewer service for Sub-area 3 (e.g. 18-inch sewer line along Power Inn Road) is provided by County Sanitation District 1 (CSD-1). The City coordinates with CSD-1, but does not have control of the facilities in these areas.
- Based on the land uses proposed in the 2035 General Plan, the storm drainage system for Sub-area 3 is currently undersized. It is recommended that the 18-inch line on the north end of Ramona Avenue be upsized to a 24-inch pipeline and a 6-acre-foot drainage detention basin be constructed on the west side of Ramona Avenue across from the former CYA site.
- In order to provide adequate fire flow service to this Opportunity Area, it is anticipated that selected water mains will need to be upsized and new pipes installed to loop out the existing system. This preliminary recommendation will be followed up with discussions between the City’s Utilities and Fire Departments.



- Regional drainage detention basins and water quality features will be needed for parts of the area. It is likely that the new detention basins for drainage will be joint-use facilities.

To comply with the City's NPDES permit, onsite water quality treatment facilities will be required for new development projects that do not drain to a water quality/flood control detention basin.

Relevant Plans and Studies

This section will outline each relevant plan and study that has been adopted or developed by local, state, and federal agencies or community groups and organizations.

- Tahoe Park Strategic Neighborhood Action Plan
- Oak Park Design Guidelines
- Oak Park Historic Survey
- Martin Luther King Streetscape and Urban Design Plan
- UC Davis Medical Center Long Range Development Plan (in progress as of 2009 with expected adoption in 2010)
- Sacramento State Master Plan
- 65th Street Station Area Study (2010)

Appendix FB-A: South 65th Transit Village Figures

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- Figure 2 Two lane street with parking
- Figure 3 Two lane street with bicycle and parking lanes
- Figure 4 San Joaquin Street between Redding Avenue and Business Drive
- Figure 5 Broadway between 65th Street and Redding Avenue
- Figure 6 Circulation Plan for South 65th Transit Village

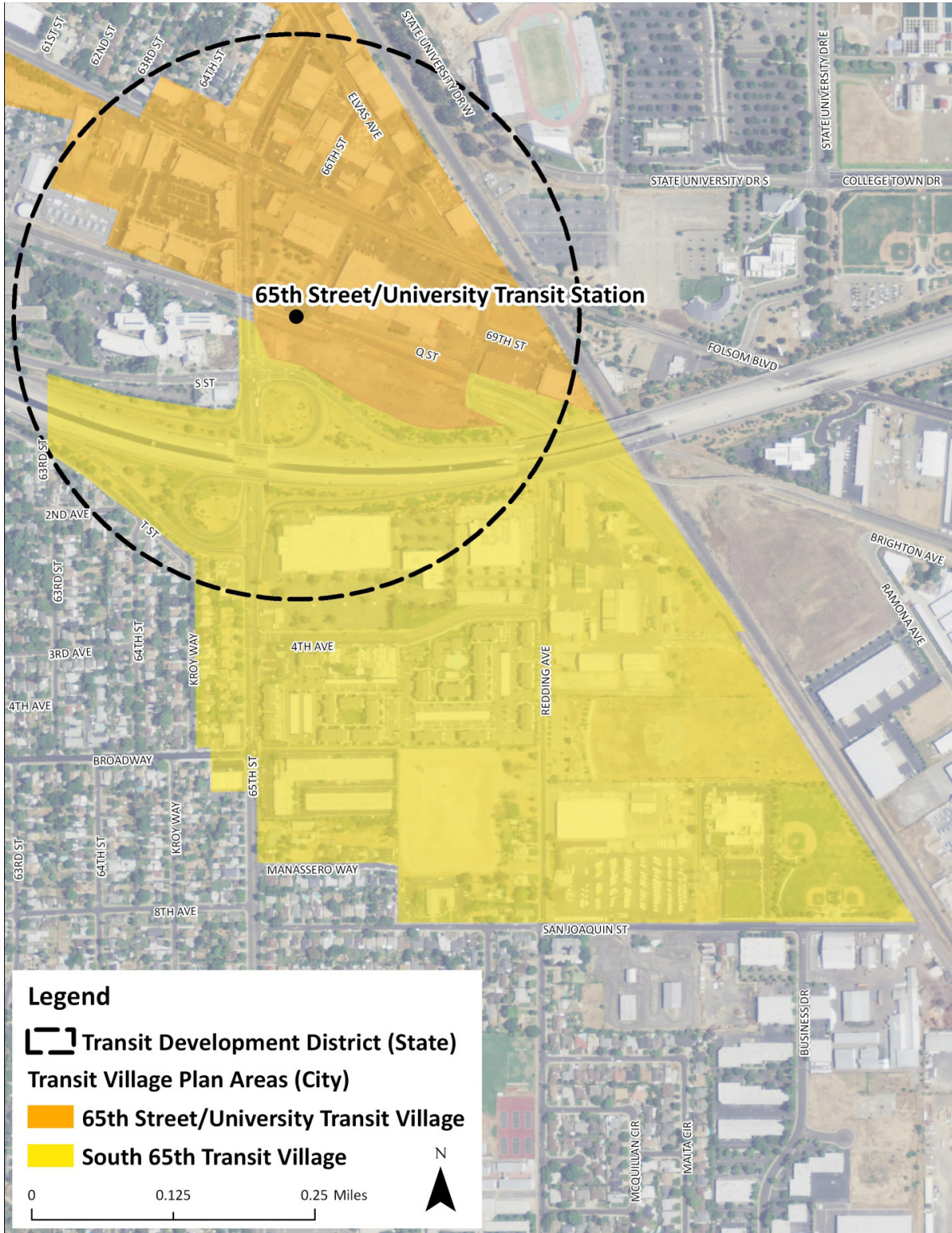


Figure 1: South 65th Transit Village Boundary

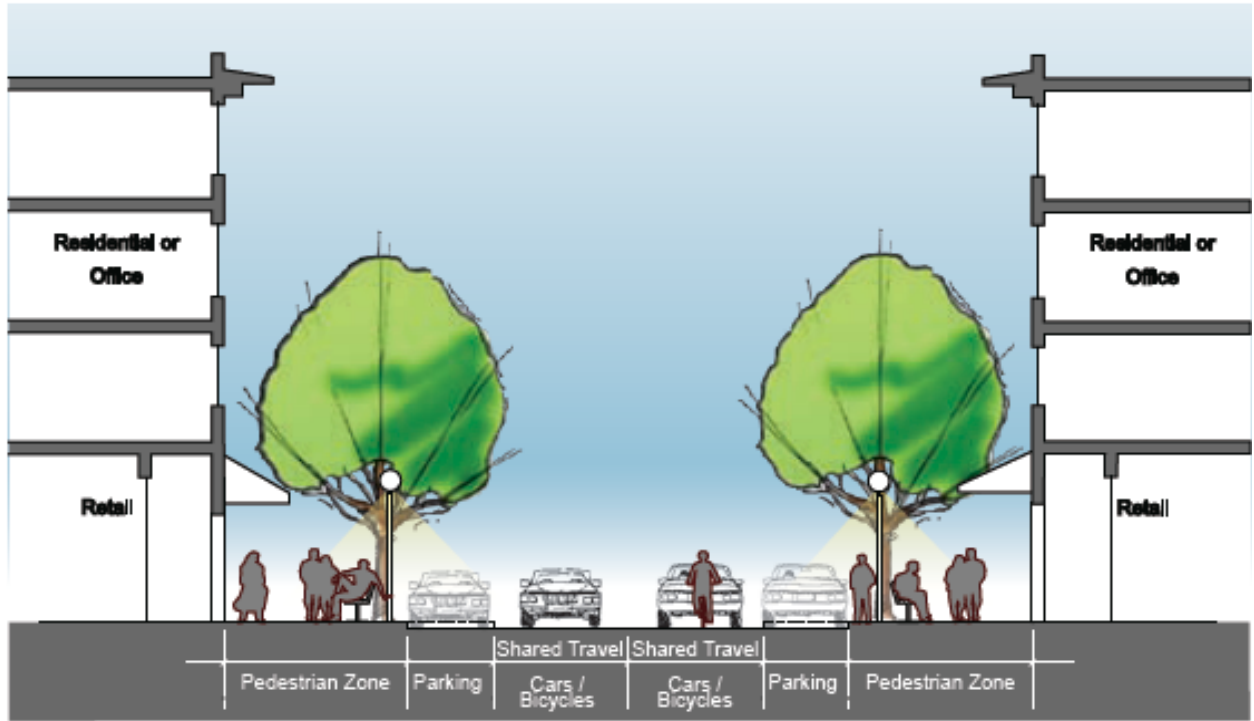


Figure 2: Two lane street with parking

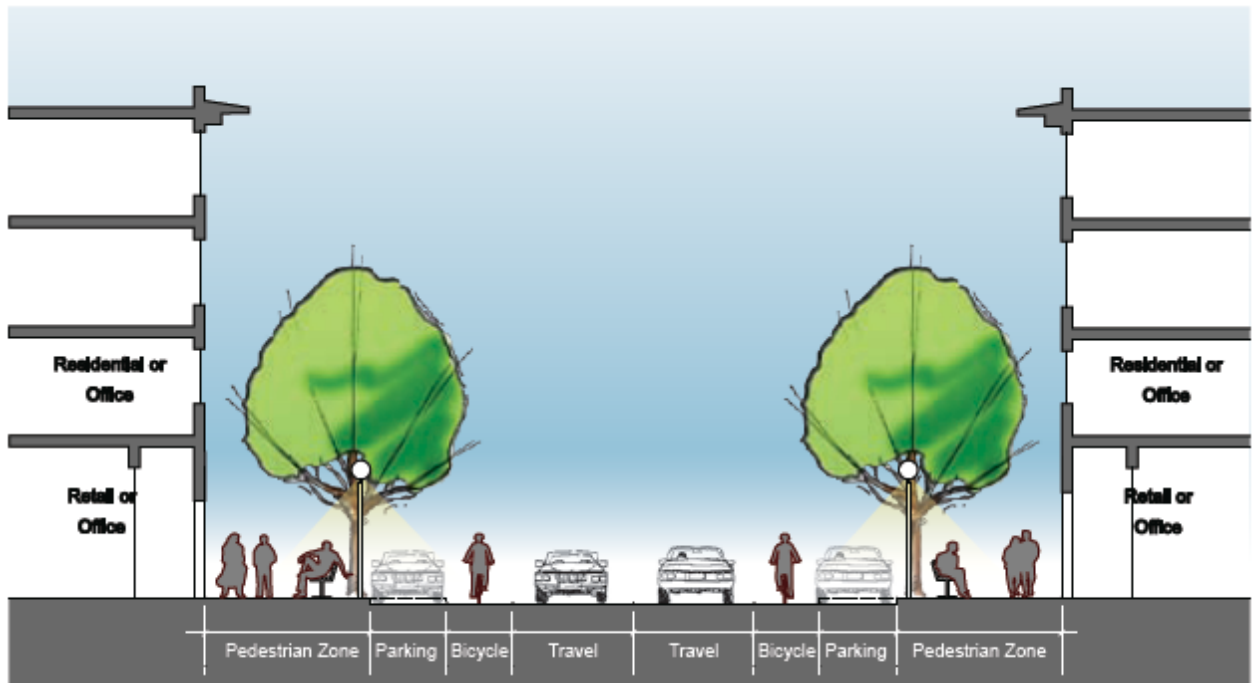


Figure 3: Two lane street with bicycle and parking lanes

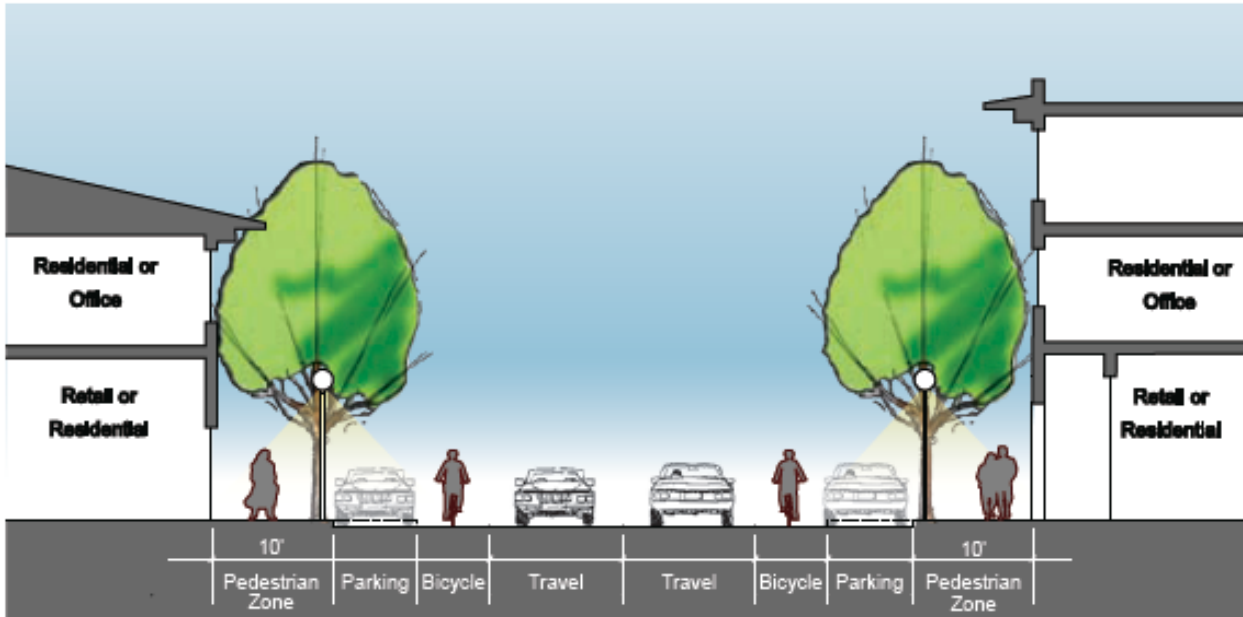


Figure 4: San Joaquin Street between Redding Avenue and Business Drive

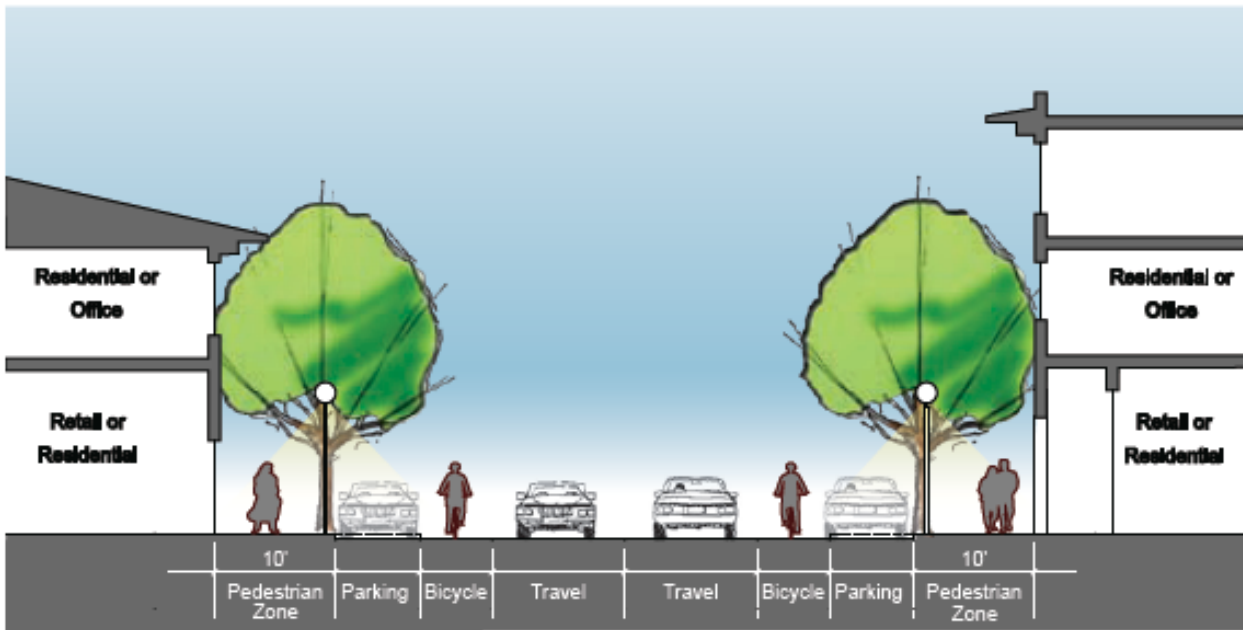


Figure 5: Broadway between 65th Street and Redding Avenue

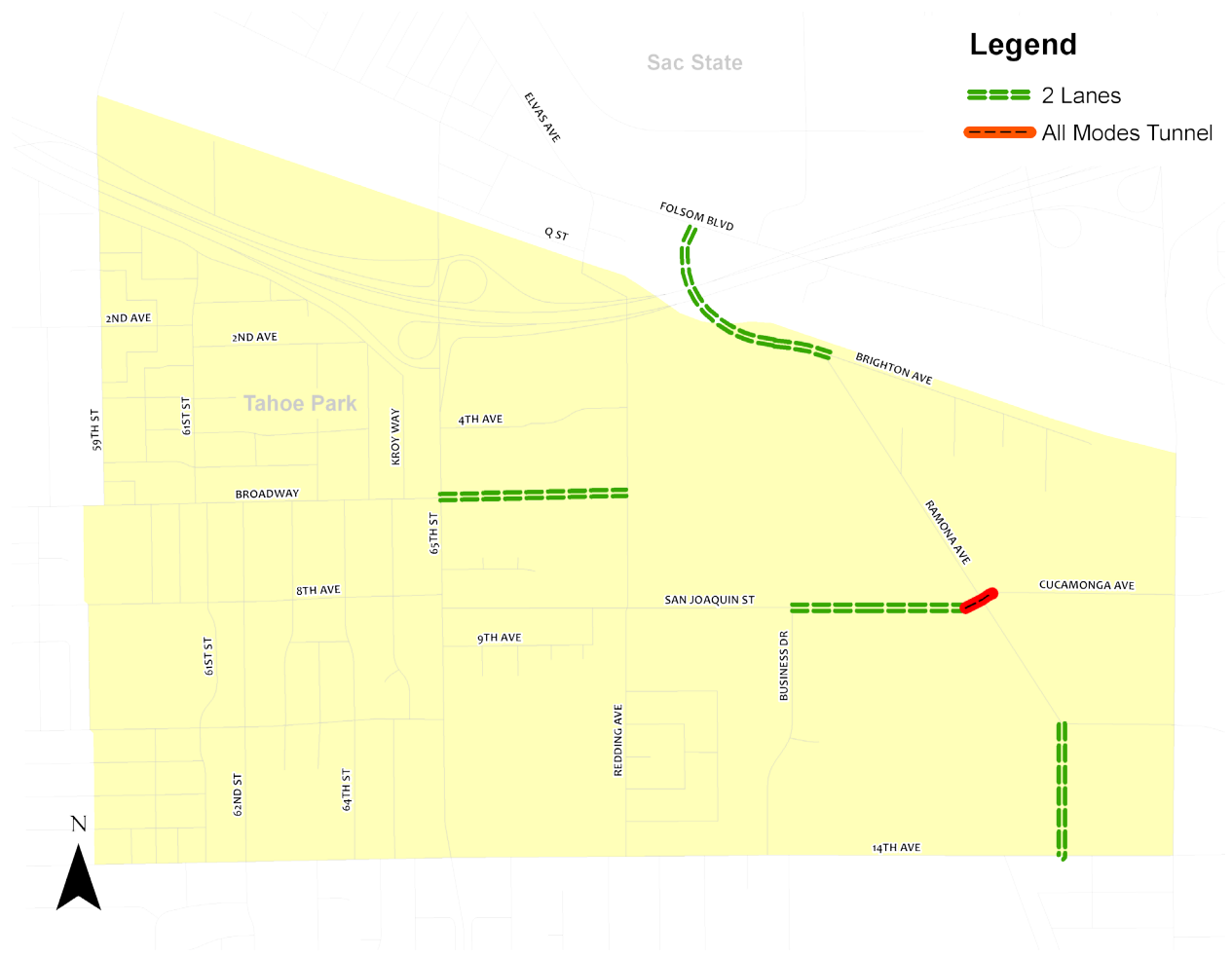


Figure 6: Circulation Plan for South 65th Transit Village