



## REPORT TO COUNCIL City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www. CityofSacramento.org

**Staff Report**  
**June 17, 2008**

**Honorable Mayor and  
Members of the City Council**

**Title: Florin Road Corridor Plan and South Area Corridor Updates**

**Location/Council District:** The Florin Road Corridor from Tamoshanter Way to Stockton Blvd./Council Districts 5 and 8 and remaining South Area Corridors/Council Districts 4 and 6.

**Recommendation:** Adopt 1) a **Resolution** authorizing the use of \$100,000 from the Shovel-Ready Sites Capital Improvement Project (BD01/ D21001300) for planning and environmental work for the Florin Road auto dealer sites, and 2) provide comment on outreach and planning efforts.

**Contact:** Remi Mendoza, Associate Planner, 808-5003

**Presenters:** Desmond Parrington, AICP, Infill Coordinator, 808-5044; Remi Mendoza, Associate Planner, 808-5003; Seann Rooney, President, Rooney Public Affairs; Kathy Tescher, Executive Director, Franklin Boulevard Business Association; Teresa Rocha, Executive Director, Greater Broadway Partnership; Terrence Johnson, Executive Director, Stockton Boulevard Partnership and the Oak Park Business Association; Larry Carr, Executive Director, Florin Road Partnership

**Department:** Planning

**Division:** Long Range Planning and Infill

**Organization No:** 4912 and 4914

### **Description/Analysis**

**Issue:** The purpose of this staff report is to: 1) provide City Council with an oral update on business improvement and revitalization efforts on the corridors in the southern portion of Sacramento including Broadway, Stockton, Power Inn, Franklin, and Florin; 2) provide City Council with an update on the Florin Road Corridor planning effort; 3) recommend Council authorization of \$100,000 from the Shovel-Ready Sites Project (BD01/D21001300) for planning and environmental work for the auto dealer sites between Franklin and Luther Drive on Florin; and 4) provide an update on planning efforts for the Florin auto dealer sites.

The Florin Road Corridor Plan is a joint project between the City and the County of

Sacramento. The boundaries extend along Florin Road between Tamoshanter Way and Stockton Blvd (Attachment 3).

The Florin Road Corridor Plan will ensure a consistent vision for the revitalization of both the City and County side of the Florin Road Corridor. The Plan, which builds off of previous and existing City efforts including the Florin Road Station TOD Guidelines, will develop strategies to address the economic development, housing, infrastructure and financing, public safety, and design needs of the corridor. These strategies will encourage well-designed infill and economic development along Florin Road.

To date, staff and the consultant team have prepared a draft background report focusing on existing conditions and needs. The report also identifies best practices for corridors across the state and the nation. In addition, our team has conducted two community meetings to identify needs, develop a vision, and to rate different approaches to design and development on the corridor. Attachment 1 provides more information on these efforts.

**Policy Considerations:** This project is consistent with both the City's overall Strategic Plan Goals and the General Plan vision of becoming the most livable city in America. Specifically this project is consistent with the following Strategic Plan goals:

- Increase opportunities for all Sacramento residents to live in safe and affordable housing; and
- Expand economic development throughout the city.

**Environmental Considerations:** There are no environmental considerations associated with this report. (Not a project under Section 21065 of CEQA and CEQA Guidelines Section 15378 (b)(4)).

**Sustainability Considerations:** This plan is designed to promote revitalization and reinvestment along the Florin Corridor thereby putting people close to jobs, services, and transit, which will help to reduce vehicle trips and greenhouse gas emissions.

**Commission/Committee Action:** This staff report was presented to the Planning Commission on May 22<sup>nd</sup> for their review and comment. The Planning Commission was supportive of staff's planning efforts on the corridor.

**Rationale for Recommendation:** This item is a progress report on the Florin Road Corridor Plan. A summary of the outreach work completed to date and the Draft Existing Conditions Assessment and Background Report is being provided to Council (see Attachment 6). In addition, the use of the Shovel-Ready Sites CIP funds is critical to the completion of planning and environmental efforts necessary to encourage redevelopment of the Florin auto dealer sites.

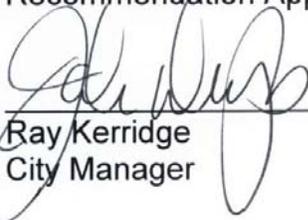
**Financial Considerations:** The Shovel-Ready Project has a current General Fund balance of \$650,000. There is adequate funding within the project to use \$100,000 for planning and environmental work on Florin Road.

**Emerging Small Business Development (ESBD):** Not Applicable.

Respectfully Submitted by:   
Desmond Parrington, AICP  
Infill Coordinator

Approved by:   
Carol Shearly  
Director of Planning

Recommendation Approved:

  
Ray Kerridge  
City Manager

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## Attachment 1

### Background

As part of both the City's and County's new General Plans, City and County staff are analyzing the potential for future growth, revitalization and reinvestment along existing commercial corridors. In the South Area Community Plan, the Florin Road Subregional Center is identified as an opportunity area and a long-term conceptual vision for the area is laid out in that document (Attachment 4). In the City's new 2030 General Plan, Florin Road is identified as a key opportunity corridor with potential for future infill, reuse, or redevelopment. Florin Road is a commercial corridor with auto dealerships and other commercial and retail services. The corridor is currently underutilized and is in a state of transition.

In October 2007, Council directed staff to work in a joint effort with the County to develop the Florin Road Corridor Plan. Early in the process a Steering Committee was formed to provide community input and project oversight. The Steering Committee is an advisory group that includes property owners, representatives from the Florin Road Partnership, agency representatives and community leaders. A City and County Technical Advisory Committee (TAC) was also formed to collaborate on the corridor plan. The TAC is made up of representatives from many departments including: Economic Development, Parks, Neighborhood Services, Planning, Design, Utilities, Development Engineering, Environmental, Development Services, Police, Fire, and Transportation. The TAC members collaborate and provide input based on their area of expertise. Members of both the Steering Committee and the TAC have been important to the success of the first two community planning meetings.

#### Community Outreach

The City and County of Sacramento sponsored two community planning meetings for the Florin Road Corridor Plan project on February 28, 2008 and May 1, 2008. The first meeting was designed to solicit community input on the needs along Florin as well as a specific vision for the corridor while the second focused more specifically on desired development, uses and design. Both community meetings were well attended with over 150 people participating. In the workshops participants received an overview of the project and a presentation on planning and design concepts from across the country. Participants also prioritized projects and improvements that they would like to see along the Florin Road Corridor. Below is a list of the top priorities from each workshop:

#### *February 28, 2008 workshop:*

- ◆ More sit down restaurants/entertainment
- ◆ More gathering places (for all ages)
- ◆ More culture and arts
- ◆ More law enforcement
- ◆ Less undesirable uses

*May 1, 2008 workshop:*

- ◆ More streetscape improvements
- ◆ Support for creating districts on the Corridor
- ◆ Complete streets and sidewalks
- ◆ Additional entertainment, such as theaters and dog parks
- ◆ Better police presence/security
- ◆ More activities for teens
- ◆ Beautification/façade upgrades
- ◆ Improve traffic enforcement
- ◆ Add cafes, bookstores, sit-down restaurant and farmers market
- ◆ Better bus connections/transit
- ◆ More jobs/employment centers
- ◆ More mixed use
- ◆ Need bicycle and pedestrian friendly roadways

On March 5<sup>th</sup> and 6<sup>th</sup>, stakeholder interviews were held with transit officials, parks officials, property owners, business and public agency representatives. Some of the themes that surfaced from these interviews include the following:

- ◆ The business makeup along Florin Road will change
- ◆ Property values are up
- ◆ Negative perceptions are still prevalent (security)

Additional outreach has included youth planning sessions and an online survey. Two youth planning sessions were held at Luther Burbank High School in March. The students participated in a survey, a visioning exercise and a discussion about the future of Florin Road. Also, over the past two months approximately 100 people completed an on-line survey. When asked what would make the area more desirable respondents stated they would like to have neighborhood serving amenities such as sit down restaurants, libraries, and college extension programs. Additionally respondents also stated a need for improving the infrastructure on Florin Road including: better lighting, underground power lines, landscape beautification, sidewalk improvements, and adding bike lanes.

Background Report

One of the first work products on the project schedule is an assessment of existing conditions as well as research of successful programs and projects from other areas across the region and state. Staff has studied a number of other corridors to look at how they have been revitalized and believes that some of those same successes can be achieved on Florin Road. A draft of the Existing Conditions Assessment and Best Practices Review Report has been completed (Attachment 6). Key findings from this report include the following:

- ◆ Significant retail injection from people outside the area shopping along Florin Road, but also some retail leakage;

- ◆ Future projections for retail on Florin include up to 300,000 square feet and between 1,000 to 4,000 units of additional housing along the entire corridor as well;
- ◆ Currently the vacancy rates for office are low; however, current lease rates do not support construction of new office;
- ◆ There are a significant number of vacant and underutilized sites which provide development opportunities;
- ◆ Florin Road is identified as a Transit Corridor in the Regional Transit Master Plan yet there is no Bus Rapid Transit (BRT) or adequate bicycle facilities; and
- ◆ There are a number of infrastructure challenges in the area including water, sewer, and drainage.

### Nest Steps

The next steps will include continued outreach as well as preparation of the remaining components for the Florin Road Corridor Plan. Those components include the following:

- ◆ **Land Use Plan**-to establish development standards and design guidelines
- ◆ **Mobility Plan**-to address transportation issues
- ◆ **Streetscape and Master Plan Update**-to plan and design the public right of way
- ◆ **Infrastructure Study**-to identify existing utility conditions as well as future needs and to develop a financing strategy
- ◆ **Economic and Market Strategy**-to outline strategies for economic development and reinvestment in the corridor

The end result of this joint planning effort will be a plan that identifies needs, develops a financing strategy to address those needs, and creates steps to encourage growth, revitalization, and investment along Florin Road. Furthermore, the Florin Road Corridor Plan will establish a uniform set of standards and zoning along the entire corridor to encourage attractive and well-designed development.

### Auto Dealership Sites on Florin Road

In April 2008, Capitol City Chevrolet and Senator Ford, both on Florin Road, announced that they would cease operation in May. Senator Ford will become a used car sales and service dealer, while Capitol City Chevrolet will close completely. These business closures have raised concerns about the long-term viability of Florin as an auto row. In light of these events Councilmembers Hammond and Pannell requested that staff work with the auto dealers on the City portion of Florin Road to explore the possibility of doing a master plan for the area. Over the past month staff has been working with all of the auto dealers to enlist their participation in a master planning process. The other auto dealers are: Florin Road Motors (Kia), Certified Toyota on Florin Road, Winter Volvo/Lincoln/Mercury, and Senator Auto Group, which includes Senator Hyundai, Subaru, and Mazda. A master plan effort would help to ensure that the 40-acre area, which includes all the auto dealer sites, could be developed in a comprehensive manner and would include development that would benefit the City, the community, and the property owners. The work that is already being done as part of the Florin Road Corridor plan will inform any master plan efforts for these sites.

Because of the urgent nature of the planning work for the auto dealer sites, staff is requesting an allocation of \$100,000 from the Shovel-Ready Sites CIP Program Fund. A more detailed presentation on the use of the Shovel-Ready Sites CIP Fund will be brought before Council on July 15<sup>th</sup>. The Shovel-Ready Sites funds for Florin will be used to help fund master planning efforts in this area. The work would include planning and environmental analysis for the sites, such as a Phase 1 site assessment to identify any possible brownfield issues, in order to prepare the sites for future development. Because of the on-going nature of the work on this project, Planning staff will provide an oral update to the Council on the most recent developments with this master planning effort.

**Attachment 2**

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**APPROVING THE ALLOCATION OF FUNDING  
FROM THE SHOVEL-READY SITES CIP FUND  
FOR PLANNING AND ENVIRONMENTAL WORK  
FOR THE FLORIN AUTO DEALER SITES**

**BACKGROUND**

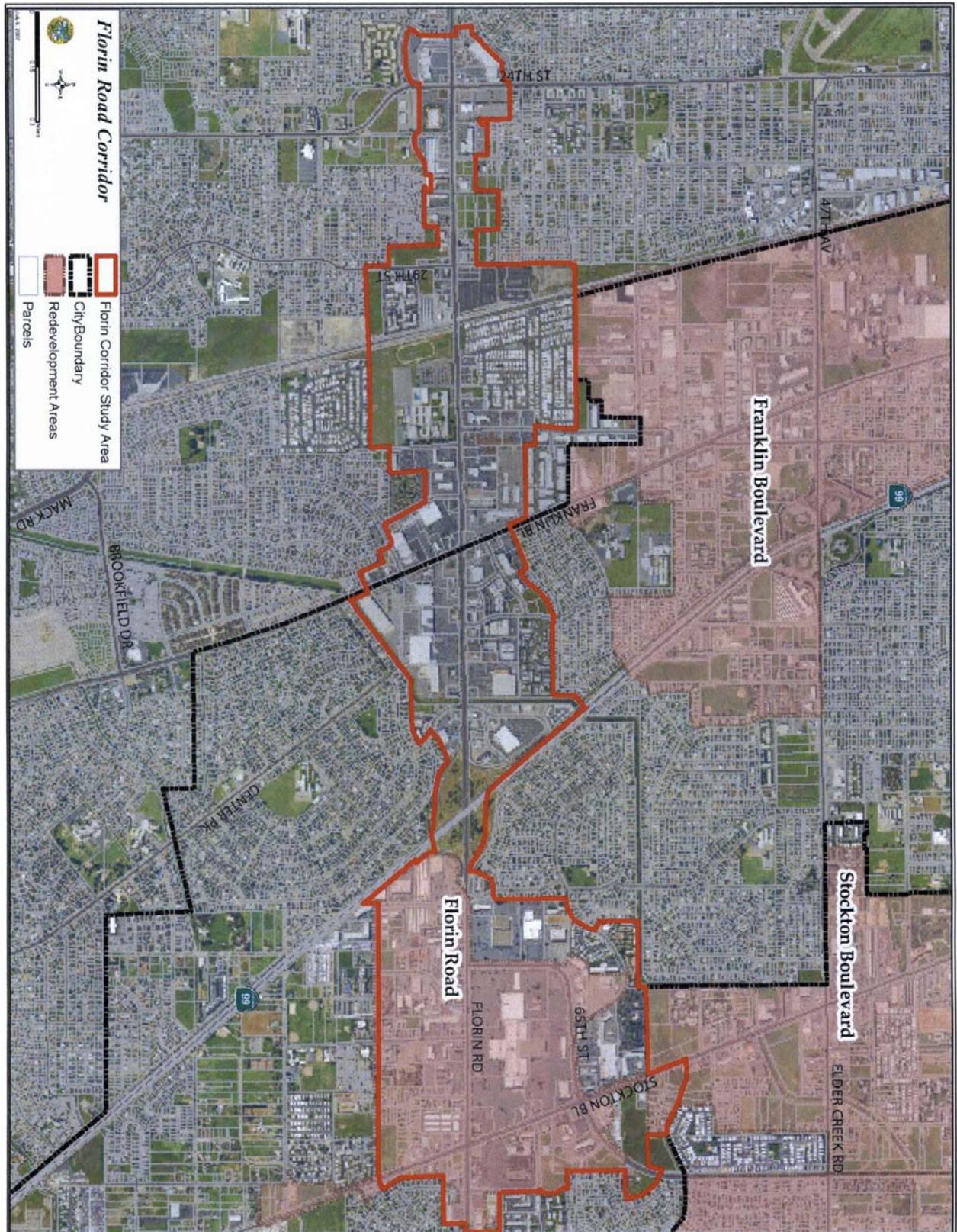
- A. Both the City of Sacramento and the County of Sacramento's new General Plans anticipate future growth and revitalization along commercial corridors, including Florin Road;
- B. The Florin Road Corridor Plan will identify existing and future needs and will develop a strategy to promote economic and infill development in the area;
- C. The intersection of Florin Road and Franklin Boulevard is identified as a key center in the South Area Community Plan;
- D. Several auto dealerships on Florin Road have closed and it is critical to plan for the future of these key sites;
- E. The purpose of the Shovel-Ready Sites Program is to leverage and attract private investment in order to encourage economic development; and
- F. The use of these funds for planning and environmental work for the auto dealer sites on Florin is consistent with the goals of the Shovel-Ready Sites Program.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL  
RESOLVES AS FOLLOWS:**

- Section 1. Authorize the use of up to \$100,000 from the Shovel-Ready Sites Capital Improvement Project (BD01/D21001300) for planning and environmental work on Florin Road between Franklin Boulevard and Luther Drive.

Attachment 3

Map of the Florin Road Corridor Plan Study Area





Attachment 5

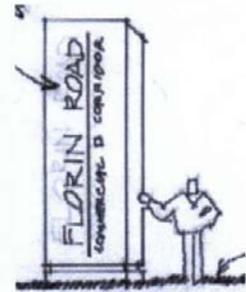
Power Point Presentation

# Florin Road Corridor Plan

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City Council – June 17, 2008

*Tradition*  
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*Change*  
—  
*Opportunity*



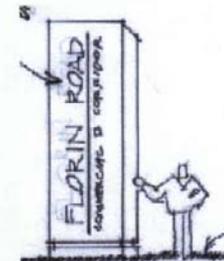
Florin Road Corridor Plan



## Community Meeting on Feb 28th

- Well attended event (100+)
- City/County commitment
- Top priorities
  - Restaurants/Entertainment
  - More law enforcement
  - Less undesirable uses
  - Culture and arts
  - More gathering places (all ages)
- General support of effort/direction

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*Change*  
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*Opportunity*



Florin Road Corridor Plan

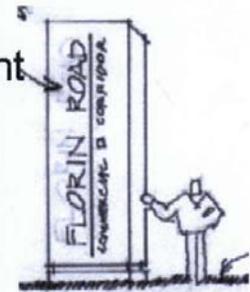
# Community Meeting on May 1st

- Well attended event (50+)
- Big ideas include:
  - Complete streets
  - Additional entertainment
  - Better police presence/security
  - Add cafes, bookstores, sit-down restaurant and farmers market
  - More jobs/employment centers
  - More mixed use

*Tradition*

—  
*Change*

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*Opportunity*



Florin Road Corridor Plan

## Stakeholder Interviews

- Business makeup will change
- Property values up
- Negative perceptions still dominate (security)
- Long term in question

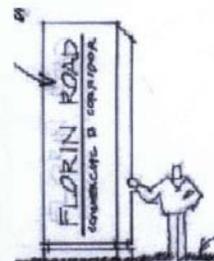
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Florin Road Corridor Plan

## Other Events

- Youth planning sessions and tour with LBHS seniors
- Design Booth at Florin Road Farmers Market
- Phone conferences and briefings
- Community group and stakeholder presentations



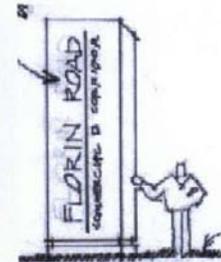
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*Opportunity*



Florin Road Corridor Plan

# Background Report

## Key Findings:

- Demand for retail and housing
- Office vacancy rates are low
- Vacant and underutilized sites
- Transit improvements
- Infrastructure challenges

*Tradition*

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Florin Road Corridor Plan

## Next Steps

- Draft Reports (Plans)
- Committee Input - Plan Refinement
- Community Meeting #3 (July)

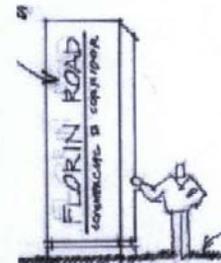
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Florin Road Corridor Plan

## Contacts

- **Desmond Parrington,**  
**AICP, Infill Coordinator**  
(916) 808-5044
- **Remi Mendoza, Associate  
Planner**  
(916) 808-5003
- **Seann Rooney**  
**President, Rooney Public Affairs**  
(916) 447-1960

*Tradition*

*Change*

*Opportunity*



Florin Road Corridor Plan

**Attachment 6**

**Existing Conditions Assessment and Best Practices Review Report**