

65TH STREET / UNIVERSITY VILLAGE OPPORTUNITY AREA



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 2030 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 FB-5). The area is bordered by Power Inn Road on the east, San Joaquin Street and 14th Avenue on the south, and 65th Street on the west. 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.

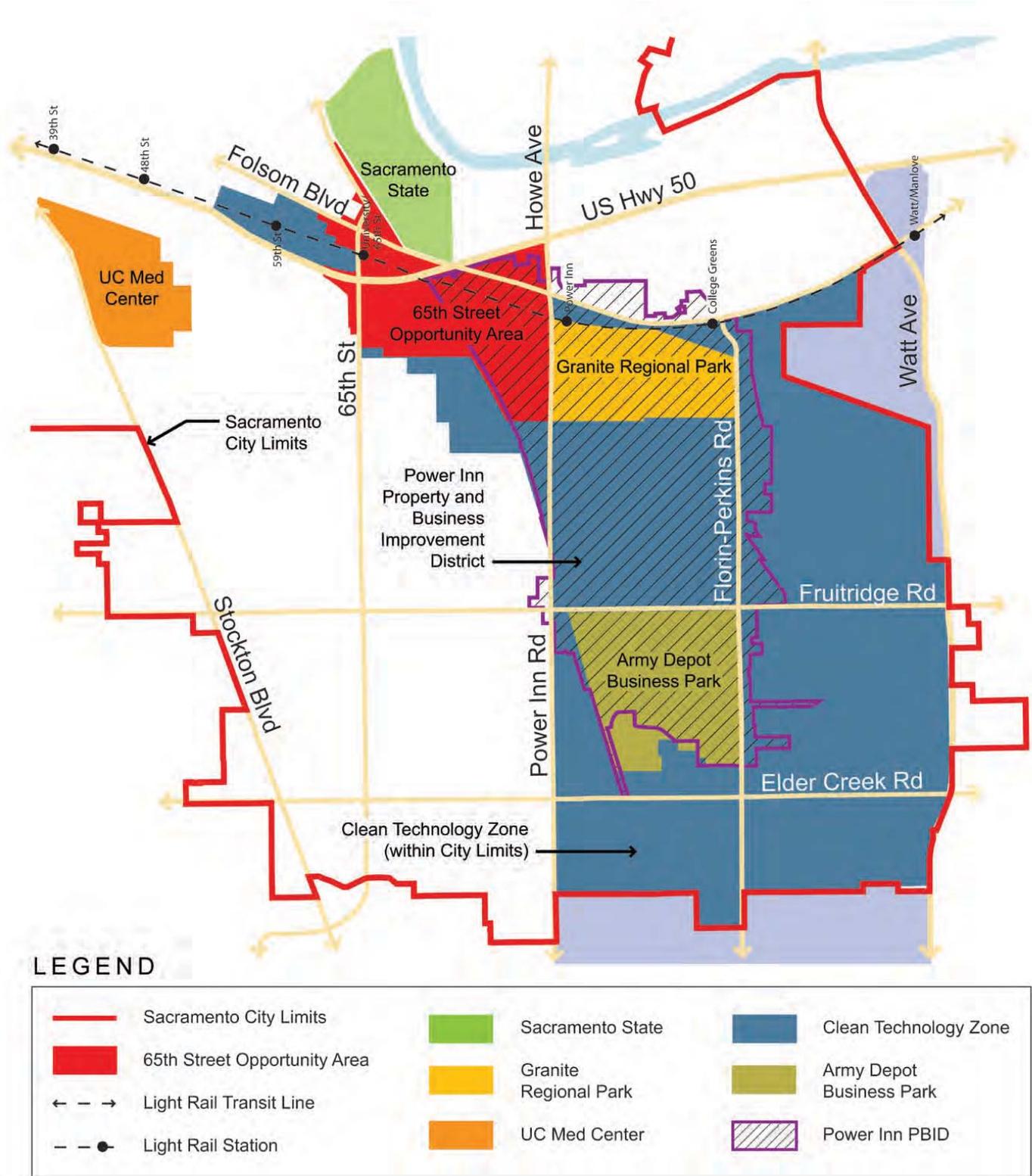


Figure FB-4
Location and Context

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.

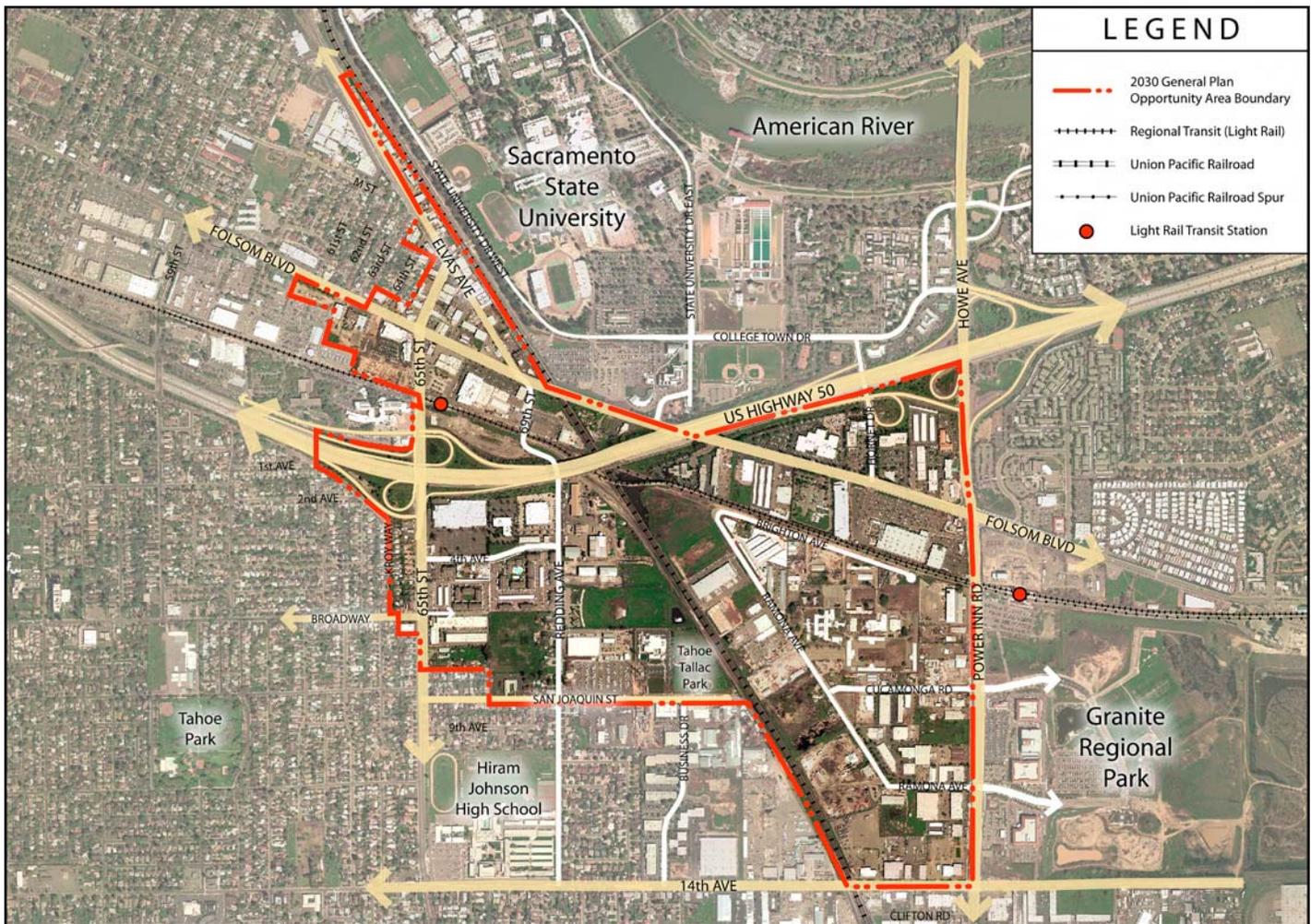


Figure FB-5
Existing Conditions



Figure FB-6
Existing Conditions: Site Photos



Relevant Plans, Studies, Projects, and Districts

As shown in Figure FB-7, 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 Transportation Study (ongoing)
- Ramona Avenue Extension and Folsom Boulevard Widening Project (ongoing)
- Sac State Tram Project (ongoing)
- Granite Regional Park Planned Unit Development
- Sacramento State Faculty/Staff Village Project (ongoing)
- Clean Technology Zone
- 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 Redevelopment Area (2004)
- South 65th Street Area Plan (2004)
- 65th Street/University Transit Village Plan Infrastructure Needs Assessment (2004)
- Transit for Livable Communities Study (2002)
- 65th Street/University Transit Village Plan (2002)
- Southeast Area Transportation Study (1999)

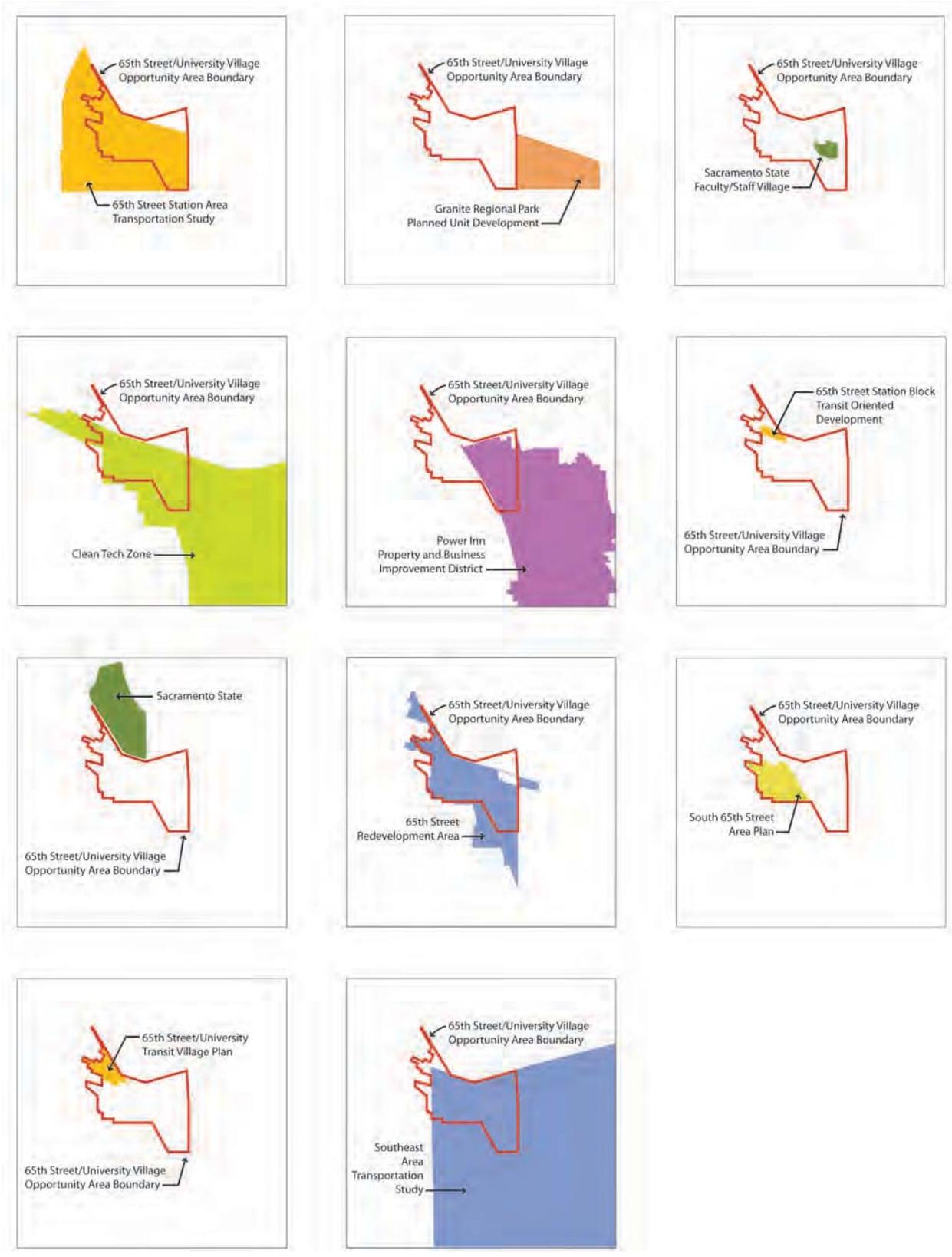


Figure FB-7
Relevant Plans, Studies, Projects, and Districts

65TH STREET STATION AREA TRANSPORTATION STUDY

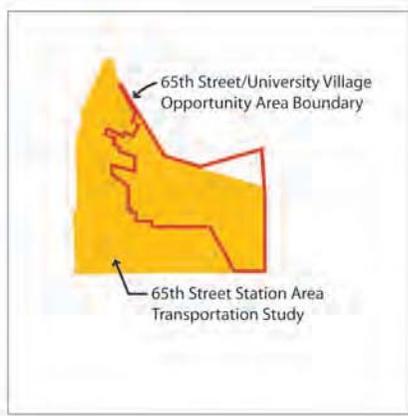


Figure FB-8
65th Street Station Area
Transportation Study

The 65th Street Station Area Study (see Figure FB-8) 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:

- 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.

RAMONA AVENUE EXTENSION AND FOLSOM BOULEVARD WIDENING PROJECT

The City of Sacramento has embarked (as of August 2008) on the second and final phase of a project that is studying and designing the extension of Ramona Avenue from Brighton Avenue to Folsom Boulevard and the widening of Folsom Boulevard from the existing UPRR overhead structure to the Route 50 overcrossing structure. The first phase of the project included a technical memorandum to define the project scope, limit, and cost. The second phase of the project will prepare the final design and the associated environmental documents.

SACRAMENTO STATE TRAM

Sacramento State is developing the Sac State Tram Project, which will provide a loop around the 300-acre campus and link to Regional Transit's 65th Street Light Rail Station. The Sac State Tram will provide faculty, staff and students and the community at large with a safe and viable mass transit alternative to enter and leave the campus. Once in operation, the Sac State Tram will result in less congestion on area roads and freeways and fewer vehicle miles traveled in our region.

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-9) 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.



**Figure FB-9
Granite Regional Park PUD**

CLEAN TECHNOLOGY ZONE (FORMERLY FLORIN-PERKINS ENTERPRISE ZONE)

The City and County Economic Development Departments and the Sacramento Housing and Redevelopment Agency (SHRA) are offering incentives to help build and/or expand local businesses that are located in the state designated Clean Technology Zone (see Figure FB-10). By participating in the Clean Technology Zone program, companies may be eligible for certain tax credits and benefits intended to create financial advantages. In addition to state tax incentives, local agencies may be able to refer qualified employees, provide expedited permits, provide technical assistance, and provide access to low-interest loans for businesses that recycle their byproduct into their manufacturing process.



**Figure FB-10
Clean Technology Zone**

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-11). 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 six 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-11
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



Figure FB-12

65th Street Station Block TOD



Figure FB-13

Sacramento State Campus

Rail Transit Station. Improvements included the construction of separated sidewalks, the provision of bicycle lanes in both directions, and the installation of landscaping.

65TH STREET STATION BLOCK TRANSIT ORIENTED DEVELOPMENT

This was the first project to result from the 65th Street/University Transit Village Plan (see Figure FB-12). The purpose of the Station Block study was to determine how to develop several adjacent parcels between Folsom Boulevard, Q Street, 65th Street, and 67th Street. This study resulted in conceptual development recommendations and a development strategy for the station block area.

SACRAMENTO STATE DESTINATION 2010 (2004)

In the spring of 2004, Sacramento State (see Figure FB-13) 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.

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:

- 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:

- 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.

SACRAMENTO STATE FACULTY/STAFF VILLAGE

The project site for the Sacramento State Faculty/Staff Village (see Figure FB-14) has been acquired by Sacramento State and is located on the former California Youth Authority site on Ramona Avenue. The plans for the village provide up to 450 faculty and staff residences, community-serving retail, and services such as child care and a park, all in close proximity to campus.



Figure FB-14
Sacramento State Faculty/Staff Village

65TH STREET REDEVELOPMENT AREA (2004)

In 2004 The Sacramento Housing & Redevelopment Agency (SHRA) established the 65th Street Redevelopment Area (see Figure FB-15). The formation of this 654 acre Redevelopment Area provides funding mechanisms to assist in implementing the 2030 General Plan, the 65th Street/University Transit Village Plan, the South 65th Area Plan, and other future plans that fall within the area. Specifically, the formation of the 65th Street Redevelopment Area provides SHRA the ability to receive and spend tax increment revenue, help improve public infrastructure, prepare sites for development, participate in the redevelopment of a property, encourage private development, and produce affordable housing for low and moderate income families. The 65th Street Redevelopment Area goals are as follows:

- **Build a Place:** Promote innovative design concepts and encourage high quality standards for site design, environmental considerations, and other design elements which will provide unity and integrity to



Figure FB-15
65th Street Redevelopment Area

the entire 65th Street Redevelopment Area.

- **Put the Base in Place:** Remove barriers to development through the remediation of inadequate public improvements, facilities, and utilities, thereby stimulating new social and economic growth.
- **Show Them How It's Done:** Plan, design, and develop portions of the 65th Street Redevelopment Area that are stagnant or underutilized.
- **Leave the Car at Home:** Strengthen alternative modes of transportation in the area by improving pedestrian, bicycle, and transit linkages, while balancing vehicular circulation.
- **Make it Happen with Partnerships:** Create partnerships with major stakeholders in the 65th Street Redevelopment Area, including Regional Transit, Sacramento State, SMUD, transit users, and surrounding neighborhoods.
- **Mix It Up:** Establish a neighborhood mixed-use district that serves the existing neighborhoods, Sacramento State, and transit users, and promote mixed income housing opportunities.

SOUTH 65TH STREET AREA PLAN (NOVEMBER 2004)



Figure FB-16
South 65th Street Area Plan

After adoption of the 65th Street/University Transit Village Plan and the 65th Street Redevelopment Area, focus shifted to the South 65th Street Area Plan (see Figure FB-16). This area was identified as a logical companion to the Transit Village Plan due to its location inside the Redevelopment Area boundary, proximity to the 65th Street Transit Center, and availability of vacant land. The overarching vision for the South 65th Street Area Plan is to create a pedestrian-friendly and interconnected mixed-use district, and to enhance the visual character of the neighborhood. The guiding principles of the South 65th Street Area Plan are listed as follows:

- Connect the South 65th Street neighborhood and Hiram Johnson High School to the 65th Street Transit Center and Sacramento State.
- Extend residential and neighborhood-serving retail uses.
- Respect the scale of the existing neighborhoods.
- Enhance pedestrian, bike, and transit linkages.
- Provide for the continuation of existing industrial and service-oriented uses.
- Remove blight.
- Create a pedestrian friendly circulation plan.
- Increase transit ridership and uses of alternative travel modes such as biking and walking.
- Provide a broad range of transit accessible housing to students, faculty, and employees.

TRANSIT FOR LIVABLE COMMUNITIES STUDY (AUGUST 2002)

The objectives for the Transit for Livable Communities (TLC) project were to devise land use goals, policies, and implementation measures to develop transit supportive land uses in proximity to existing and future light rail stations; capitalize on the hundreds of millions invested in the existing and future light rail systems; develop informed and enthusiastic public support for Transit Oriented Development (TOD); and identify ways for getting TODs built around light rail stations. Recommended land use plans emphasize walkable designs, higher intensity development, and a mixture of residential, retail, and office land uses, all designed to create and support unique, thriving communities at each station while encouraging transit use. The plans cover approximately a one-quarter mile radius around each light rail station. The final recommendations of the Transit for Livable Communities (TLC) project were approved by the Sacramento Regional Transit District Board of Directors in August 2002.

65TH STREET/UNIVERSITY TRANSIT VILLAGE PLAN (OCTOBER 2002)

In the fall of 2002, Sacramento City Council adopted the 65th Street/University Transit Village Plan. As shown in Figure FB-17, the plan area is generally located around the intersection of 65th Street and Folsom Boulevard, and all of the planning area falls within one-quarter mile walking distance of the University/65th Street Light Rail Station. This planning effort recognizes the opportunity for transit-oriented development and develops land use, open space, circulation, and infrastructure goals, policies, and implementation measures for approximately forty nine acres of land. The plan sets forth the vision of an active and thriving transit-oriented residential and commercial neighborhood that maximizes its proximity to Regional Transit, Sacramento State, and existing neighborhoods. The overarching goals of the 65th Street/University Transit Village Plan are as follows:

- Create a college district for Sacramento State
- Establish a 65th Street Village “Main Street”
- Extend the residential neighborhood
- Respect existing neighborhood scale and buffer uses
- Enhance pedestrian, bike, and transit linkages
- Provide for the continuation of existing industrial and service-oriented uses
- Remove blight



Figure FB-17
65th Street/University Transit Village Plan



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.

SOUTHEAST AREA TRANSPORTATION STUDY (1999)

The Southeast Area Transportation Study (SEATS) developed and evaluated improvements to reduce congestion in the vicinity of the Power Inn Road/Folsom Boulevard intersection and addressed long-range transportation needs in the southeast area of the City. Phase I identified near and long-term improvements and resulted in a Project Study Report. Phase II addressed vehicle, pedestrian and bicycle circulation issues in a broader area and resulted in the development of a 20-year master plan of transportation improvements.

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 adopted 65th Street/University Transit Village Plan and South 65th Street Area Plan will continue to be implemented.
- The 65th Street Station Area Transportation Study (ongoing as of August 2008) will propose 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 storm water 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-18) 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-19) 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

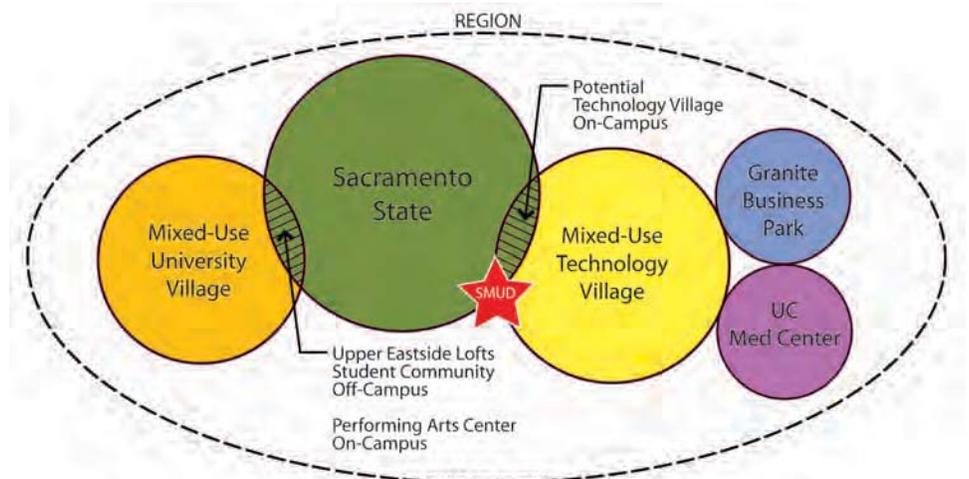


Figure FB-18
Campus-Centered Community
Concept

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.

CREATE A MIXED-USE TECHNOLOGY VILLAGE

The goal for the Technology Village is to stimulate the development and success of existing and start-up companies who are striving to provide the next generation of technology for the Region and beyond. This area will be an intellectual center of mixed-use development with office, research, development companies, incubator businesses, and retail services, in addition to housing.

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-19
Campus-centered Community
Concept**



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-20, 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 (see Figure FB-00). 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.

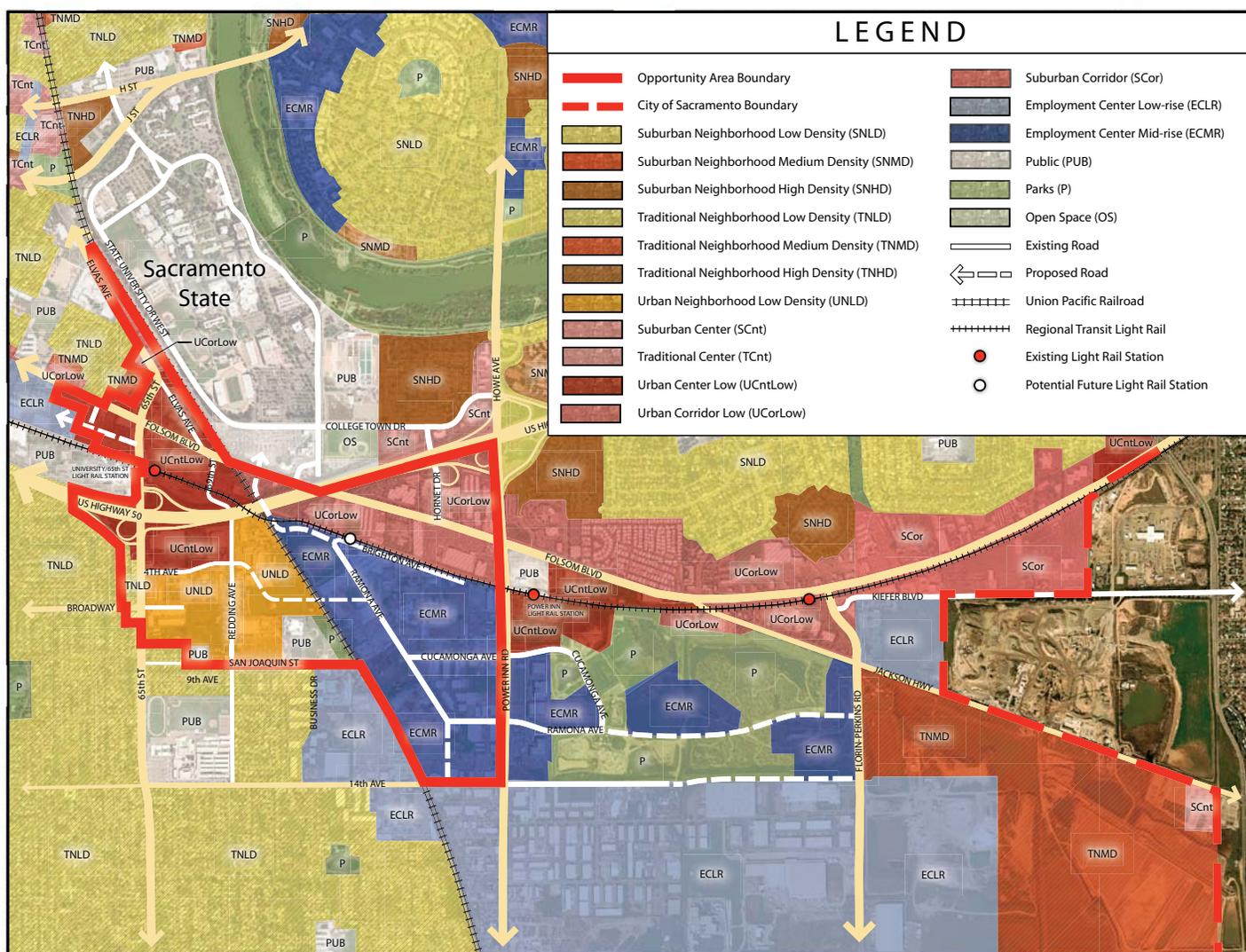


Figure FB-20
65th Street/University Village
Land Use and Circulation
Diagram



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 crosswalks 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-21

**65th Street/Folsom Boulevard
Development Simulation**

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. Examples of innovative design concepts are live/work units, adaptive reuse of existing buildings, shared-use parking arrangements, and bicycle, pedestrian, and transit-supporting developments. Additional new design concepts shall also be encouraged.

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, the relationship of buildings to 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, replace existing low-intensity industrial and commercial uses and vacant land with more compact and 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.

- 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 (ongoing as of August 2008). 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 4th Avenue under the Union Pacific heavy rail line as the 65th Street Station Area Transportation Study is considering in one scenario. This will integrate existing neighborhoods and the South 65th Street Area with the Technology Campus and other future development east of the railroad tracks.
- Create one additional pedestrian and bicycle connection point under the Union Pacific Railroad at San Joaquin Street as the 65th Street Station Area Transportation Study is considering in one scenario. This will connect the neighborhoods and future development east and west of the rail lines.



- 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 5-7 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 (2-4 stories) further south of the University/65th Street Station Area, transitioning down to 1-2 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 (1-3 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 2030 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-22) 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 2030 General Plan, the existing sanitary sewer system in Sub-area 2 (see Figure FB-22) 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-areas 1 and 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-22) 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.
- 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 2030 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 ac-ft 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.

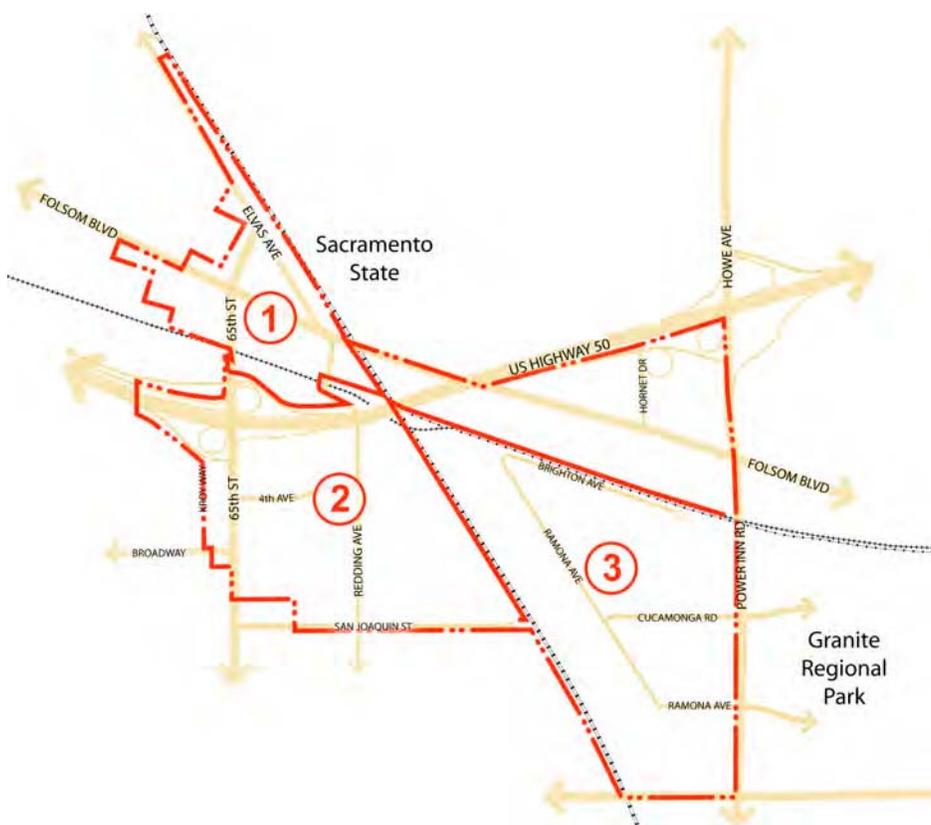


Figure FB-22
Infrastructure Analysis Sub-areas



ATTACHMENT 12



**City Council
December 2, 2008**

General Plan Process

Fall 2004 – Fall 2005	Fall 2005 Summer 2007	Fall 2005 - Summer 2007	Spring 2007 - Summer 2007	Fall 2007 – Summer 2008	Fall 2008
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Community Outreach

2005

2006

2007

2008

TOWN HALL FORUM
1st Round

HIGH SCHOOL
SUMMIT

COLLEGE
SUMMIT

TOWN HALL
FORUM
2nd Round

PUBLIC OPINION
SURVEY

CITY
LEADERSHIP
WORKSHOP

OPEN HOUSES

DESTINATION
2030

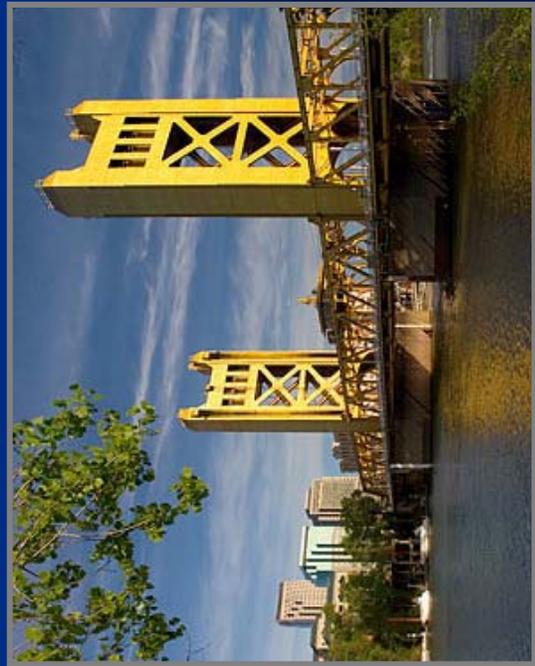
2030 General Plan Vision

“Sacramento will be the most livable city in America”

Common Values and Themes

- Making Great Places
- Growing Smarter
- Maintaining and Growing a Vibrant Economy
- Creating a Healthy City
- Living Lightly – Reducing our Carbon Footprint
- Developing a Sustainable Future

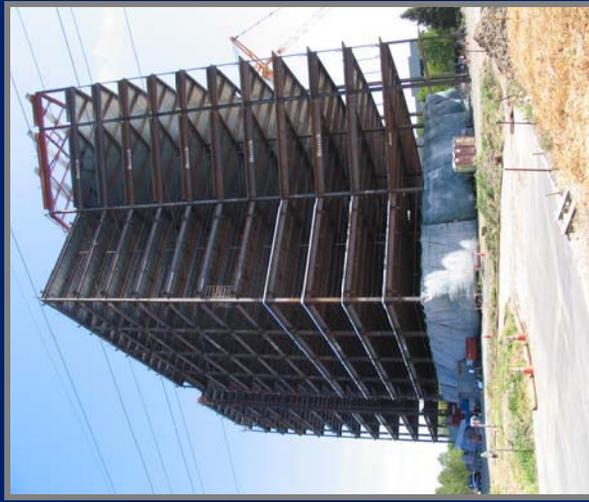
Making Great Places



Growing Smarter



Maintaining and Growing a Vibrant Economy



Creating a Healthy City



Living Lightly and Developing a Sustainable Future



2030 GENERAL PLAN

Contents: Part 1 Introduction

- Vision
- Themes
- Climate Change
- Organization, Profile, What is a General Plan
- How to use the plan & How it was prepared

2030 GENERAL PLAN

Contents: Part 2 Citywide Goals

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

2030 GENERAL PLAN

Contents: Part 3 Community Plans

Community Plan Areas

- Arden Arcade
- Central City
- East Sacramento
- Fruitridge Broadway
- Land Park
- North Natomas
- North Sacramento
- Pocket
- South Area
- South Natomas

Special Study Areas

- Arden Arcade
- East Area
- Fruitridge Florin
- Natomas Joint Vision
- Town of Freeport

2030 GENERAL PLAN

Contents: Part 4 Implementation

- Priority Implementation Programs
- General Plan Amendments
- General Plan Consistency
- General Plan Maintenance & Monitoring
- Specific Implementation Programs

2030 GENERAL PLAN

Key Implementation Measures

- Streamlining infill and mixed use
- Infrastructure (Where is investment needed?)
- Historic Resources (How to protect while encouraging development?)
- Citywide Urban Design
- Parks and Public Places

Climate Change: Key Theme of Plan

- Reducing our Carbon Footprint
- Creating a Sustainable City
- Compact Growth and Infill
- Multi-modal, balanced transportation system
- Consistency with Sustainability Master Plan and AB 32
- Adaptation to a changing climate (not just reducing emissions)
- Reaching 1990 greenhouse gas levels by 2020

Climate Change: Sustainable Development

- Green building program - standards and new ordinance
- Efficiency upgrades for existing buildings
- Water conservation and management
- Preserve & enhance urban forest
- Zero Waste - the "3 R's" (Reduce, Reuse, Recycle)

Commitment to Climate Action

- Climate Action Plan underway for City operations
- Citywide Climate Action Plan by 2010
- Regional approaches
 - 2005 countywide emissions inventory (ICLEI)
 - SACOG
 - SB 375
- Sustainability = Economy, Environment, Equity

Follow-Up Issues

- Climate Change
- Central Business District Residential
- Hazardous Materials Facilities

Staff Recommendation

Staff recommends the Council:

- 1) Open a public hearing, adopt a Resolution Declaring Intent to Override the Airport Land Use Commission's Findings of Inconsistency, and continue the public hearing to January 20, 2009.

Staff Recommendation

Staff recommends the Council:

2) Open a public hearing, review the 2030 General Plan and Master Environmental Impact Report (MEIR), and continue the public hearing to January 20, 2009.

Next Steps

- **January 20** – Overruling of Airport Land Use Commission Findings and **FINAL ADOPTION**
- **February 20** – Plan goes into effect!