



REPORT TO LAW & LEGISLATION COMMITTEE City of Sacramento

915 I Street, Sacramento, CA 95814-2671

7

PUBLIC HEARING
September 21, 2010

Honorable Members of the Law and Legislation Committee

Title: Florin Road Corridor - Rezone and Design Review

Location/Council District: Florin Road from Tamoshanter Way to Franklin Blvd.,
Districts 5 and 8

Recommendation: Review 1) an **Ordinance** rezoning various parcels on the Florin Road Corridor; and 2) an **Ordinance** establishing the new Florin Road Corridor Design Review District per Chapter 17.132 of the City Code and forward a recommendation of approval of both ordinances to Council.

Contact: Remi Mendoza, Associate Planner, 808-5003; Desmond Parrington, AICP, Infill Coordinator, 808-5044.

Presenters: Desmond Parrington, Infill Coordinator

Department: Community Development

Division: Planning

Organization No: 21001224

Description/Analysis

Issue: City staff is proposing the rezone of 57 parcels on Florin Road to bring them into consistency with the 2030 General Plan and also to implement the recommendations of the Florin Road Corridor Plan, a joint City-County planning effort for the area. Staff is also recommending one General Plan land use change that is more suitable to the parcel size and location. In addition, staff recommends the creation of the new Florin Road Corridor Design Review District to encourage quality development and promote reinvestment on the corridor.

These actions are part of the overall Florin Road Corridor planning effort. This is a joint planning effort between the City and the County of Sacramento begun in 2007 to promote coordinated planning and economic revitalization along the corridor. The boundaries extend along Florin Road between Tamoshanter Way in the City and Stockton Boulevard in the County. The Florin Road Corridor planning effort developed specific strategies to

address housing, economic development, infrastructure and financing, public safety, and design needs of the corridor. These strategies will encourage well-designed infill and economic development along Florin Road. More detail on the Florin Road Corridor planning effort and the background on these strategies is included in Attachment 1.

The City's new 2030 General Plan identified Florin Road as one of the opportunity areas for future growth, particularly as a center for the community and as a mixed-use corridor. With the adoption of the General Plan, zoning changes are needed to implement the new vision for the corridor. Almost all of the corridor is currently zoned C-2 (General Commercial; refer to Attachment 2). As a result the corridor simply has too much commercial, much of which is either vacant or is struggling. Over the life of the plan, the goal is to gradually reduce the amount of C-2 by concentrating it primarily around the major intersections at 24th and at Franklin where there is the highest visibility and greatest likelihood of long-term success. In between, the goal is to promote mixed-use development by eventually rezoning those parcels from C-2 to RMX (Residential Mixed-Use). In light of the current economic conditions and the situation of many property owners, this first set of rezones is limited primarily to vacant parcels and the area around the light rail station.

The proposed General Plan land use change is for one parcel that is accessed from 29th Street south of Florin (refer to Attachment 5). The land use is being changed from Suburban Neighborhood Low Density (3-8 units/acre) to Traditional Neighborhood Medium Density (8-21 units/acre). Under the current land use designation, it is unlikely the site will be able to be developed with large single-family homes because of the parcel's limited access off of 29th Street. Compact single family homes or town homes are more likely to be feasible on this location and would be permitted under the new designation.

In addition to the rezones and land use change, staff believes that the creation of a design review district and the use of design guidelines for Florin would help improve the area, provide helpful guidance to developers, gradually encourage more investment, and create a more welcoming environment for shoppers, residents, and visitors. The County will also be adopting design review for their portion of the corridor. Florin Road has been dominated by small strip centers and some big box format retailers with little landscaping and buildings set back great distances from the street front to accommodate parking. In some cases, very little attention has been paid to building design or site design issues. This change will help ensure quality design and development on the corridor. The proposed boundaries for the Florin Road Corridor Design Review District are identified in Exhibit A to Attachment 7.

A significant amount of outreach was done for these actions including community meetings, a website, presentations to business and community groups, and noticing to property owners, businesses, and residents. A full description of the City's outreach efforts is included in Attachment 1. Public comments were generally supportive of these efforts; however, some changes have been made to accommodate individual property owner concerns.

Policy Considerations:

Rezoning for consistency with the Land Use Diagram is a top priority implementation measure of the 2030 General Plan. Furthermore, this is consistent with the goal of the Florin Road Corridor planning effort to promote redevelopment and reinvestment on Florin Road. The creation of the new design review district is also consistent with the recommendations of the 2030 General Plan, which encourages design review for new development and redevelopment in the City (refer to Policy LU 2.7.2).

Committee/Commission Action: Staff presented these actions to the Planning Commission on May 27, 2010 and July 22, 2010. Planning Commission unanimously approved the initiation of the rezones. However, due to the project's schedule, final Planning Commission approval of the rezones is scheduled for September 23rd. Staff also presented these actions to the Design Commission on June 16, 2010, which approved the initiation of the design review district. The recommendation for approval is scheduled for September 15, 2010 and staff will provide an oral report on the Design Commission's recommendation.

Environmental Considerations:

California Environmental Quality Act (CEQA): An Initial Study was prepared for the Project. Based on the Initial Study, it was determined that this is a subsequent project within the scope of the General Plan Master EIR. No additional environmental review is required per CEQA Guidelines Section 15177. A copy of the notice and the initial study is available at:

<http://www.cityofsacramento.org/dsd/planning/environmental-review/eirs/documents/FlorinRoadCorridorPlanNoticeInitialStudy.pdf>

Sustainability Considerations: The changes recommended in this report are designed to eventually transform Florin Road from an auto-oriented corridor dominated by commercial strip centers into a multi-modal, mixed-use corridor that provides opportunities for people to live and work in the corridor, thereby reducing vehicle miles traveled and related greenhouse gases.

Rationale for Recommendation: These actions implement the 2030 General Plan land use policies and the joint City-County Florin Road Corridor planning effort. These changes are designed to support reinvestment and revitalization of the corridor and establish similar design and development standards in both the City and County.

Financial Considerations: Not applicable.

Emerging Small Business Development (ESBD): Not applicable.

Respectfully submitted by: 
David Kwong
Planning Director

Approved by: 
Max Fernandez
Director of Community Development

Recommendation Approved:


Gus Vina
Interim City Manager

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Attachment 1**Background**

The City's new 2030 General Plan identified Florin Road as one of the opportunity areas for future growth. In order to lay the foundation for growth and revitalization of the entire corridor, City Council directed staff in 2007 to partner with the County in a joint planning effort for the entire corridor. The resulting effort called the Florin Road Corridor Plan consists of a number of coordinated planning studies and actions designed to foster well-designed infill and redevelopment along the corridor. This effort has taken on greater urgency as the economic recession has had a negative impact on the corridor resulting in high vacancy rates and the closure of almost all the auto dealerships that have operated there since the early 1980s.

As a result of several background studies including market analyses as well as planning and economic studies, there was a recognition that the corridor needed to shift from a predominantly commercial area to one that supports a greater mix of uses, including residential, retail and office development. Commercial areas should be located at key sites such as major intersections where they are more likely to be successful over the long-term. As a result, City and County staff looked a ways of encouraging more mixed use on the corridor. This included reducing the amount of commercial zoning such as C-2 and replacing it with zoning that supported mixed-use development while concentrating commercial at the intersections of Florin and Franklin, Florin and 24th Street, and near Highway 99 and Stockton Boulevard. Too much of the commercial that exists between these areas is currently either vacant or is struggling. Thus, staff is proposing over time to bring in more mixed-use zoning.

Due to concerns about the impact of the rezones on existing business, staff is taking a gradual approach to the rezoning (refer to Attachments 3 and 4). Staff proposes to rezone those sites that are vacant or where the property owners support with the proposed rezone. In addition, changes will also be made around the light rail station area to encourage higher density, transit-supportive development. These rezones implement part of the Florin Road Station Area TOD Concept and Guidelines that was accepted by Council in February 2009. Many of the proposed rezones include changing sites zoned C-2-R to C-2. The C-2-R designation requires site plan review by Planning staff. Since staff proposes the creation of a new Florin Road Corridor Design Review District, the separate site plan requirement would be redundant as it will be part of the design review process.

As the economy improves and mixed-use and residential development become economically feasible again on the corridor staff will likely bring forward additional rezoning proposals to encourage that type of development. The risk of doing those rezones now is that property owners could be saddled with zoning that requires them to build something which is not yet feasible in today's market.

The Florin Road Corridor has been dominated by small strip centers and some big box format retailers with little landscaping and buildings set back great distances from the street front to accommodate parking. This has created an unattractive environment for pedestrians, customers and other visitors. The creation of a design review district and the

use of design guidelines for Florin could help improve the area, provide helpful guidance to developers, stimulate more investment over time, and create a more welcoming environment. As the appearance of buildings improves this should stimulate additional investment.

Community Outreach

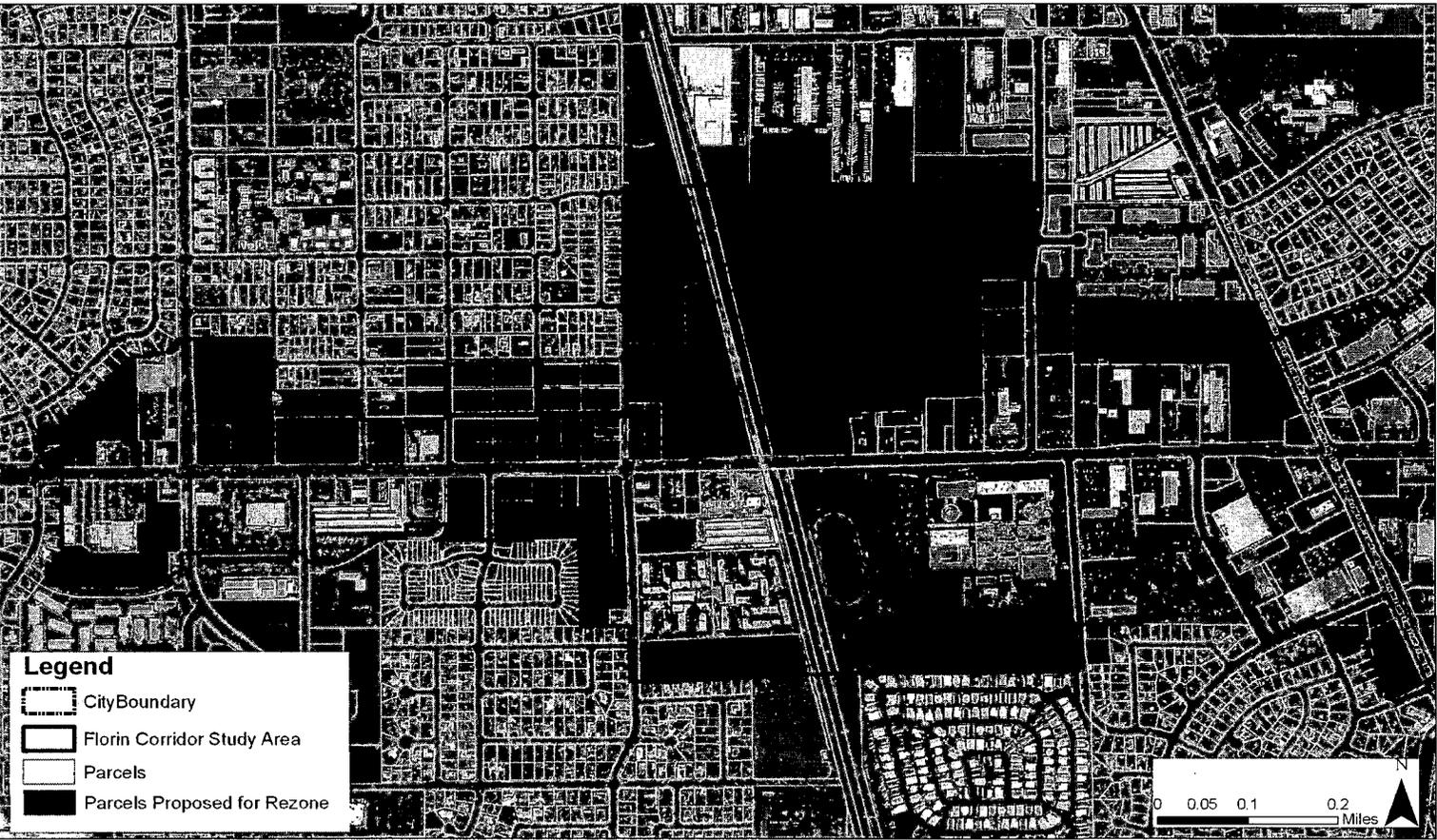
In conjunction with the County and its consultant team, City staff conducted extensive outreach for the Florin Road Corridor Plan in late 2007 and 2008 including several community meetings; stakeholder interviews; youth planning sessions, on-line surveys; and booths at the Florin farmer's market. City staff sent out over 2,000 notices to property owners, businesses, residents, and tenants on Florin Road and within 500 feet of the district boundary. A City webpage (www.sacgp.org/florin) was created where information on the design review district and the guidelines were available for review and comment for a month. In addition, staff gave presentations to the Florin Road Partnership board of directors and to businesses at the Partnership's general meeting in July.

Planning and Neighborhood Services staff worked together to alert neighborhood and community groups in the area about the changes and notified them about the community workshop in August. Staff met with property owners and held a community workshop on August 11, 2010, where staff described the proposed changes and answered questions. There were few comments in opposition to the creation of the design review district or on the guidelines. The public was generally supportive of staff's efforts on Florin.

Sites Affected by Proposed Rezoning

Attachment 3

Florin Road Corridor - Proposed Rezones

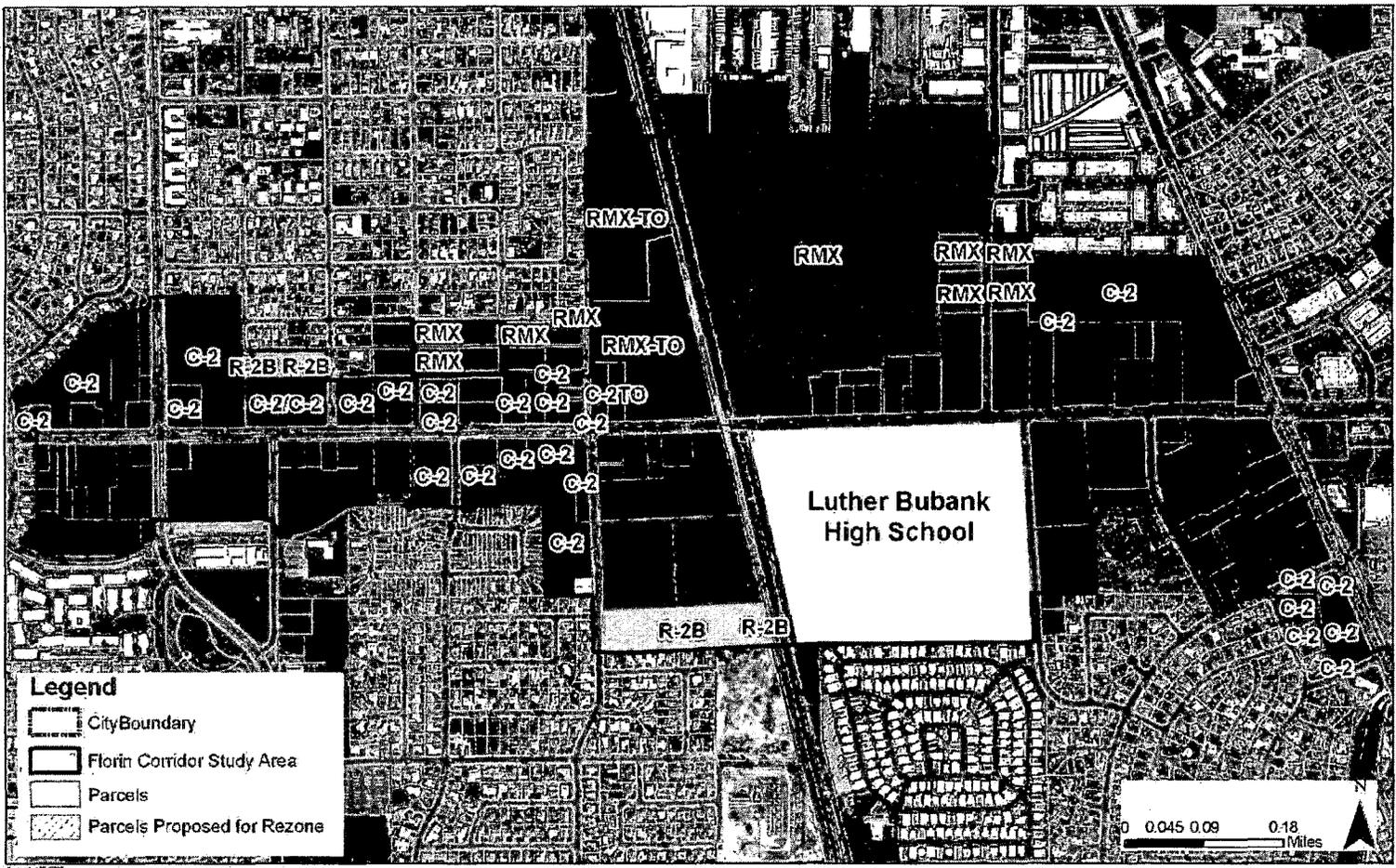


June 15, 2010

Proposed Zoning

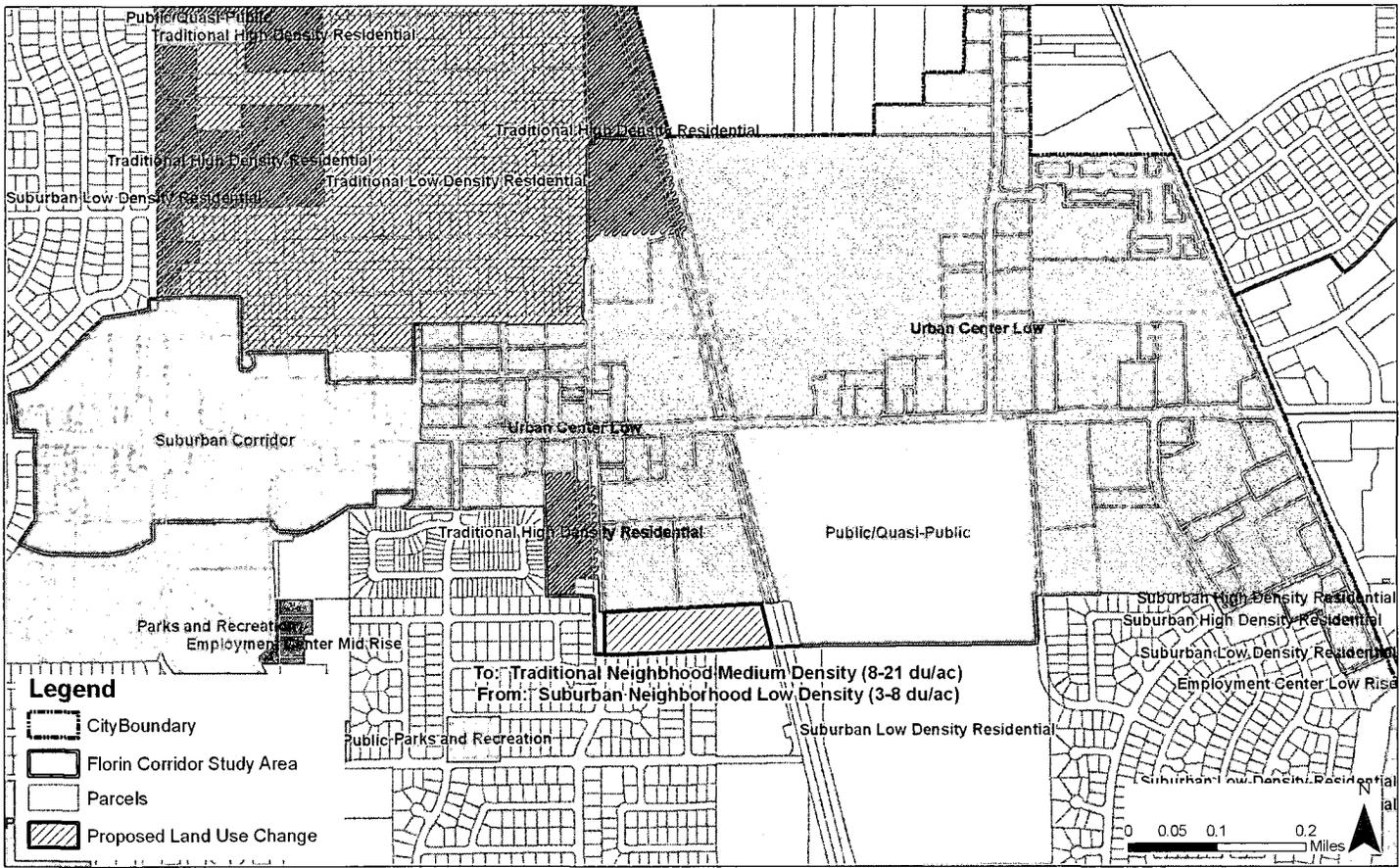
Attachment 4

Florin Road Corridor - Proposed Rezones



Proposed General Plan Land Use Change

Florin Road Corridor - Proposed General Plan Land Use Change



ORDINANCE NO.

Adopted by the Sacramento City Council

AMENDING TITLE 17 OF THE SACRAMENTO CITY CODE (THE ZONING CODE) BY REZONING VARIOUS PARCELS OF REAL PROPERTY ON FLORIN ROAD FOR CONSISTENCY WITH THE 2030 GENERAL PLAN

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

Section 1. Title 17 of the Sacramento City Code (the Zoning Code) is amended by rezoning the properties depicted in the attached Exhibit A and identified by APN and address in the attached Exhibit B, from the existing zone to the proposed zone as set forth in Exhibit B. The attached Exhibits A and B are incorporated herein by reference.

Section 2. Rezoning of the property shown in the attached Exhibit A, by the adoption of this Ordinance, will be considered to be in compliance with the requirements for the rezoning of property described in the Zoning Code, as amended, as those procedures have been affected by recent court decisions.

Section 3. The City Clerk of the City of Sacramento is directed to amend the official zoning maps, which are part of the Zoning Code, to conform to the provisions of this Ordinance.

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Exhibit A – Florin Road Rezone Map
Exhibit B – List of Rezone Properties

Exhibit A – Florin Road Rezone Map

Florin Road Corridor - Proposed Rezones

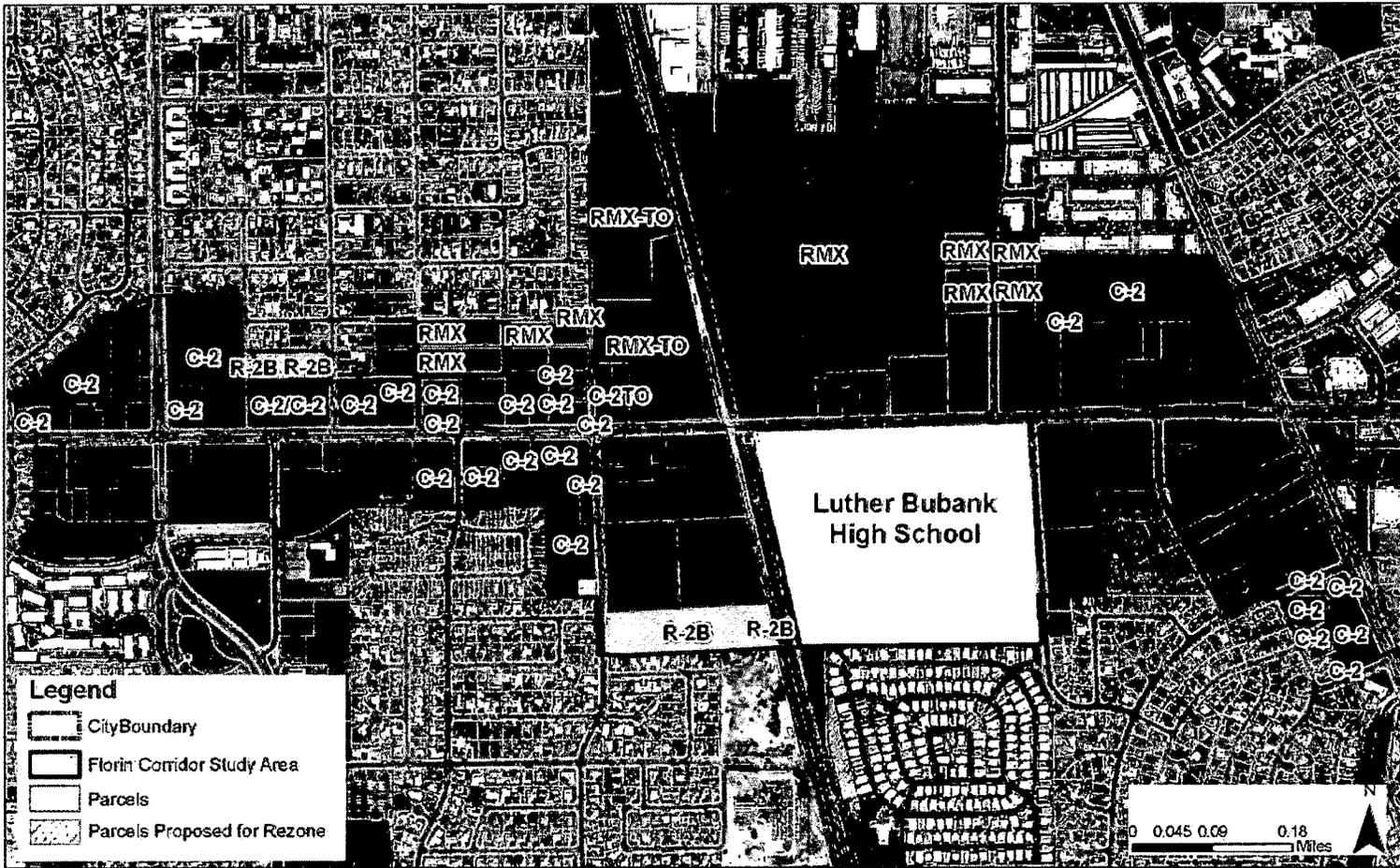


Exhibit B – List of Rezone Properties

APN	NUMBER	STREET	EXISTING ZONE	PROPOSEDZONE
04101120320000	3201	FLORIN RD	R-1/C-2	RMX
04101110060000	7101	INDIAN LN	M-1S/M-1S	RMX-TO/RMX-TO
04101110050000	3001	FLORIN RD	M-1S	RMX-TO
04101120240000	0	LUTHER DR	C-2	RMX
04101120230000	0	LUTHER DR	C-2	RMX
04101200220000	3815	FLORIN RD	M-1S/C-2	C-2
04101120210000	0	LUTHER DR	C-2	RMX
04101120300000	0	LUTHER DR	C-2	RMX
04100730250000	2401	FLORIN RD	C-2-R	C-2
03503340320000	2251	FLORIN RD	C-2/R-1	C-2
04101200110000	0	FLORIN RD	M-1S	C-2
04100850020000	7104	INDIAN LN	R-1	RMX
04100850010000	2816	LOCK AV	R-1	RMX
04100830020000	0	LOCK AV	R-1	RMX-TO
04100830010000	0	LOCK AV	R-1	RMX
04100850030000	7114	INDIAN LN	R-1	RMX-TO
04100850040000	0	SAM AV	R-1	RMX-TO
04100830030000	0	SAM AV	R-1	RMX-TO
04100830040000	0	SAM AV	R-1	RMX
04100730150000	7120	WOODBINE AV	R-1	R-2B
04100730110000	7120	WOODBINE AV	R-2A	R-2B
04101110070000	0	INDIAN LN	M-1S	C-2-TO
04101110040000	2935	FLORIN RD	M-1S	C-2-TO
04100750070000	0	27TH AV	C-2-R	C-2
04100750060000	7141	WOODBINE AV	C-2-R	C-2
04100730160000	2501	FLORIN RD	C-2-R/C-2	C-2
04100860210000	7116	INDIAN LN	R-2A	RMX
04100860220000	2815	FLORIN RD	C-2-R	C-2
04100860230000	2813	FLORIN RD	C-2-R	C-2
04100860320000	2811	FLORIN RD	C-2-R	C-2
04100860280000	0	SAM AV	C-2-R	C-2-TO
04100860290000	0	SAM AV	C-2-R	C-2
04100730240000	7155	24TH STREET	C-2-R	C-2
04100860270000	7136	INDIAN LN	R-2A	RMX
04101110080000	2931	FLORIN RD	M-1S	C-2-TO
04100860260000	0	INDIAN LN	C-2-R	C-2
04100750050000	0	SAM AV	C-2-R	C-2
04100860070000	2829	FLORIN RD	C-2-R	C-2
04100860310000	0	FLORIN RD	C-2-R	C-2-TO
04100860300000	0	FLORIN RD	C-2-R	C-2

APN	NUMBER	STREET	EXISTING ZONE	PROPOSEDZONE
03503340180000	2221	FLORIN RD	C-2/R-1	C-2
03503340190000	0	TAMOSHANTER WY	R-1	C-2
04900210060000	2860	FLORIN RD	C-2-R/R-3	C-2
04900210050000	2800	FLORIN RD	R-1/C-2-R	C-2
04900210310000	2770	FLORIN RD	C-2-R	C-2
04900210420000	2750	FLORIN RD	C-2-R	C-2
04900210360000	2730	FLORIN RD	C-2-R	C-2
04900210350000	2700	FLORIN RD	C-2-R	C-2
04700120140000	2378	FLORIN RD	C-2/C-2-4	C-2/C-2
05000100470000	7282	FRANKLIN BL	C-2-R	C-2
04902700050000	0	MEADOWGATE DR	R-2B	C-2
04902700150000	7290	FRANKLIN BL	C-1-R	C-2
04902700060000	0	MEADOWGATE DR	R-2B	C-2
04900101020000	0	29TH ST	R-1-R	R-2B
04900101030000	0	29TH ST	R-1-R	R-2B
04902700070000	0	FRANKLIN BL	C-1-R	C-2
04902700090000	0	FRANKLIN BL	C-1-R	C-2

ORDINANCE NO. 2010 - _____

Adopted by the Sacramento City Council

ESTABLISHING THE FLORIN ROAD CORRIDOR DESIGN REVIEW DISTRICT

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

Section 1. The Florin Road Corridor Design Review District is hereby established pursuant to section 17.132.160 of Title 17 of the Sacramento City Code (the Zoning Code). The boundaries of the Florin Road Corridor Design Review District are depicted in Exhibit A, which exhibit is attached and incorporated herein by this reference. The design guidelines applicable to the Florin Road Corridor Design Review District are set out in the Florin Road Corridor Design Guidelines, which are a part of the Florin Road Corridor Plan and are to be adopted by resolution concurrently with the adoption of this ordinance, and as they may be amended from time to time.

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Exhibit A - Florin Road Corridor Design Review District Boundaries

