



CITY OF CITRUS HEIGHTS
SUNRISE MARKETPLACE VISIONING PROJECT

Planning & Design Charrette

August 18, 2007

EMERGING GOALS AND PRINCIPLES

1. Functional Role

- The SMP is a region-serving center, attracting customers from the City and surrounding communities.
- The SMP is a center of identity, activity, and economy for the City of Citrus Heights.
- The SMP is a 24-hour center, integrating commerce, jobs, entertainment, culture, and housing.
- The SMP is an active, pedestrian-oriented place that is linked with surrounding neighborhoods and districts.

2. Land Use

- Intensify retail and office and diversify uses.
- Accommodate housing and supporting services as transitional uses with adjoining neighborhoods.
- Develop underutilized surface parking lots.
- Develop public places and amenities that promote longer visits by customers and residents.

3. Urban Form and Design

- Divide large blocks of land into smaller grids to enhance intimacy and pedestrian activity.
- Locate and design buildings to promote pedestrian activity.
- Visually connect Birdcage and the Sunrise Mall.
- Intensify development that is scaled and designed to transition with adjoining residential neighborhoods.

4. Circulation/Mobility

- Sunrise and Greenback shall remain as regional streets in accordance with the City of Citrus Heights General Plan.
- Interconnect street networks to improve external and internal access and pedestrian activity.
- Complete streets that accommodate automobiles, transit, bicycles, pedestrians, and the disabled.

- Integrate transit stops to facilitate access to and from local and regional public transportation systems.
- A pedestrian network that interconnects independent and clustered buildings and is attractively designed to promote walkability.

5. Open Space

- An interconnected pedestrian and open space network/system to provide form for all development.
- Provide amenities and spaces to identify and activate the SMP area.

6. Economic

- Create a sense of place that increases land values and customer purchases.
- Sustain and enhance existing businesses.
- Local property owners shall re-invest in improvements.
- The City shall support economic re-investment and improvements.