

SECTION ONE: Introduction

***The Boulevard Plan* creates a vision of a dynamic and livable Citrus Heights community. The Plan repositions the Boulevard as a set of connected districts that are becoming increasingly central to the Sacramento region. The Plan is a result of nearly two years of community input and discussion and is intended to further the goals and policies of Citrus Height’s General Plan, which are to create a walkable, lively, and prosperous city.**

1.1 Purpose

The City of Citrus Heights has prepared *The Boulevard Plan* to guide the revitalization and enhancement of Auburn Boulevard between Sylvan Corners and Interstate 80. This 1.75-mile stretch of Auburn Boulevard was once part of historic State Highway 40, which carried traffic between Sacramento and Auburn. Today, the Boulevard is a five-lane arterial road with a mix of single family and multi-family homes; retail, office, and service commercial uses; several industrial uses; and park, civic, and institutional facilities.

The City of Citrus Heights is adopting *The Boulevard Plan* as a specific plan under the authority of State Planning Law to redefine the role of Auburn Boulevard within the context of the city and the region. Authorized by State Planning Law, a specific plan is a tool for the systematic implementation of the general plan. For a defined area of the community, it creates a bridge between the policies of the general plan and individual development proposals.

1.2 Regional Context

Over the past 30 years, Citrus Heights has evolved from a relatively small community of approximately 30,000 people (in 1970) on the periphery of the Sacramento Metropolitan Area to a urbanizing community of approximately 90,000 people in the center of the expanding Sacramento Metropolitan Area. Citrus Heights and Auburn Boulevard are now surrounded by major employment centers, such as Folsom and Roseville, and major shopping areas. The stretch of I-80 at its intersection with Auburn Boulevard is one of the most heavily traveled commuter corridors in the region.

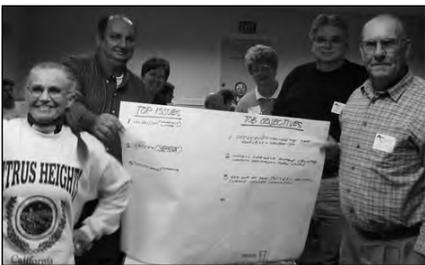
Population in the six-county Sacramento Metropolitan Area is expected to grow by almost a million people, an increase of about 50 percent, between 2000 and 2025. Sacramento County is expected to have a more modest



Above: Auburn Boulevard is part of the historic Lincoln Highway which was the first cross-county road. Over the years, the road has undergone generations of auto-oriented investment resulting in a hodge-podge image. The Boulevard Plan fulfills a community vision of friendly and definable neighborhoods and districts.

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gain of approximately 475,000 (39 percent increase), while Placer County will experience a relatively high increase of 75 percent. During the same period, employment is expected to increase by about half a million, a 60 percent increase. This job growth is expected primarily in downtown Sacramento, South Placer County (Roseville and Rocklin), and the U.S. 50 Corridor (West Sacramento, Rancho Cordova, and Folsom/West El Dorado County), which all lie within a 20-mile radius of Auburn Boulevard.



Above:
Over 100 people attended community workshops in preparation of the Plan. They helped identify issues, objectives and concepts that are included in The Boulevard Plan.

Right:
Citrus Heights is becoming increasingly central to the growing Sacramento region. This SACOG map shows the pattern of population growth projection for 2025 and 2050.

1.3 Plan Boundary and Districts

The Boulevard Plan encompasses the Auburn Boulevard corridor between the Citrus Heights city limits on the north and Sylvan Corners on the south and extending roughly one quarter mile east and west of Auburn Boulevard, an area which totals approximately 460 acres. The Plan, however, focuses primarily on the parcels and commercial and residential uses (encompassing 112 acres) that front on Auburn Boulevard.

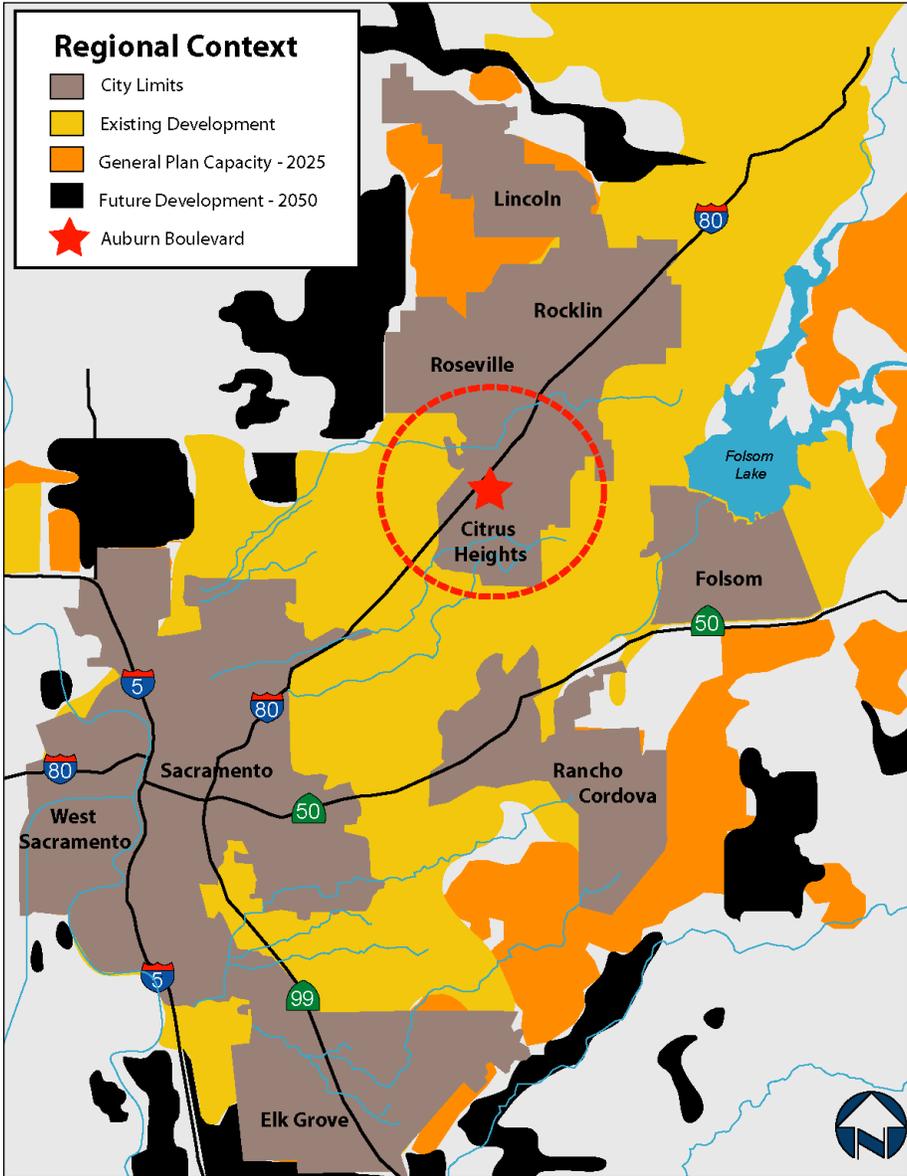


Figure 1.1 Regional Context

The Boulevard Plan divides the Auburn Boulevard corridor into four districts: the Gateway District; the Rusch Park District; the Lincoln 40 District; and the Sylvan Corners Village Square District (see Figure 1.2). Each of these districts has distinctive land use, design, and circulation roles to play. Within the Gateway District and the Rusch Park District are two subdistricts – the Gateway Commercial Center and the Rusch Park Village Center. The following describes the boundaries and key emphasis of each of the four districts.

Gateway District

The Gateway District is the northernmost district that starts at the Placer County line/Roseville city limits and extends south to Sandalwood Drive and Oak Grove Avenue. The Gateway Commercial Center includes nearly all of the properties in the Gateway District north of Auburn Oaks Court and Twin Oaks Avenue. It will be transformed into a residential mixed-use and commercial center with regional employment opportunities. The District will be visible from Interstate 80 and accessible by transit via an enhanced transit stop. A hotel along the freeway is planned with a plaza as its central organizing feature.

Rusch Park District

The Rusch Park District abuts the Gateway District boundary on the north and extends south to Rusch Park near Antelope Road and Cripple Creek. The Rusch Park Village Center includes all the parcels fronting Auburn Boulevard between the northern property line of Rusch Park and Cripple Creek and Walnut Drive. The Rusch Park District is to be a distinctive, residential mixed-use district connected to Rusch Park by a walkable main street. The district is to connect to adjacent neighborhoods providing a social and economic center.

Lincoln 40 District

The Lincoln 40 District northern edge abuts the Rusch Park District and extends south to the northern edge of the Sylvan Middle School and Maple Avenue. The Lincoln 40 District is a small-lot commercial area that has traditionally offered auto-oriented services that reflect Auburn Boulevard's highway-era economy. This area will continue to provide an opportunity for small businesses but will have a greater variety of commercial uses and be better coordinated in terms of parking and pedestrian connections.

Sylvan Corners Village Square District

The Sylvan Corners Village Square District extends south from the Lincoln 40 District boundary past Auburn Boulevard and Old Auburn Boulevard roughly four parcels south along Sylvan Road. The Sylvan Corners Village Square District is the first district along Auburn Boulevard to begin the revitalization process. The City of Citrus Heights City Council adopted the Sylvan Corners Redevelopment Concept Plan in August 2001. *The Boulevard Plan* incorporates the concepts and strategies contained in the Redevelopment Concept Plan, which envisions a "village square" focus for the intersection that connects businesses and institutional uses.

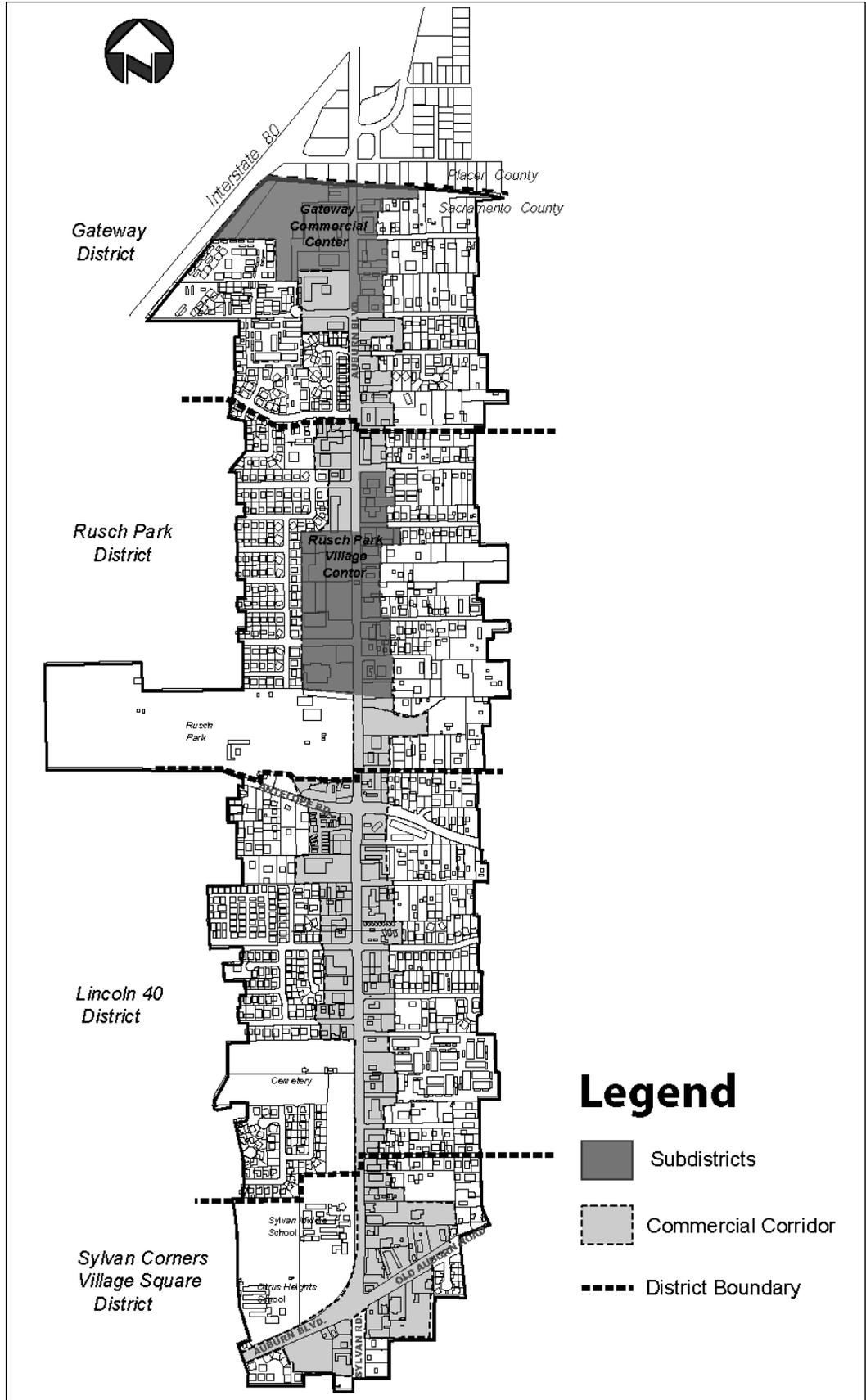


Above:
Auburn Boulevard has been an important part of the community for over 100 years. Schools and community facilities serving the community are located on the Boulevard. Sylvan Middle School and Rusch Park are pictured above.

1.4 Process

Preparing *The Boulevard Plan* was a collaborative effort of the City of Citrus Heights and its consultants, business and property owners, neighboring

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Right:
 The regulatory focus of this Plan is on those commercially-designated lots directly fronting Auburn Boulevard. However, the Auburn Boulevard Planning Area includes all commercial, residential and institutional land uses within 1,000 feet of each side of Auburn Boulevard. The Plan mapped and analyzed adjacent residential areas to better understand the benefits that planning could bring to existing neighborhoods.

Figure 1.2 Planning Area

homeowners and renters, and the larger community. This process was carried out in three major phases (see diagram below): the Opportunities and Objectives Phase, during which the City collected data on existing conditions along the Auburn Boulevard Corridor; the Options Phase, in which the City evaluated three potential development scenarios through a Concepts and Options Report; and the Specific Plan Phase, during which the City produced and adopted *The Boulevard Plan* -- the specific plan for Auburn Boulevard.

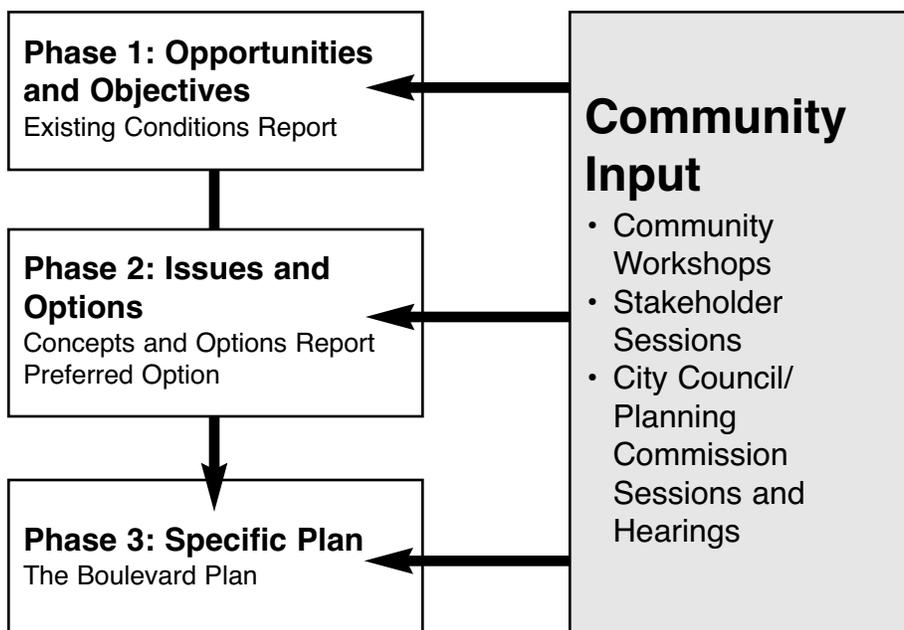
Community Outreach

To solicit the views of the community and Auburn Boulevard stakeholders, the City of Citrus Heights convened an extensive series of meetings throughout the planning process for Auburn Boulevard. These meetings included four Community Workshops, five Stakeholders Workshops, and four Joint City Council/Planning Commission Study Sessions. City Staff and the Consultants met with local property owners to address their concerns regarding potential changes to their land and surrounding properties. The City and Consultants also met with local land development and building professionals to solicit their views on the physical, market, and financial feasibility of various conceptual development programs based on the Concepts and Options Report. The City Council and Planning Commission conducted formal public hearings leading up to the adoption of the Plan on **February 9, 2005**.



1.5 Relationship with Other Policy Documents and City Actions

The Boulevard Plan is both a policy tool and a regulatory tool designed to implement the General Plan. By law, this Specific Plan must be consistent with the Citrus Heights General Plan. In turn, zoning, all City development approvals, all public works projects, and all Redevelopment Agency programs and actions must by law be consistent with this Specific Plan as well as the General Plan.

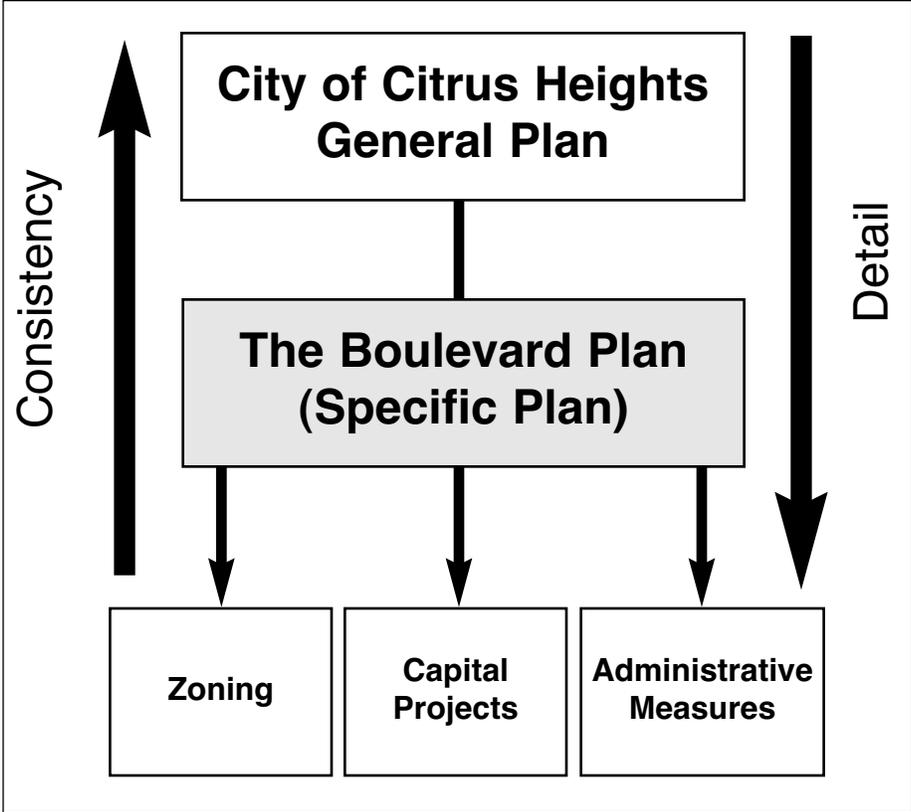


*Above:
Area residents, property owners, and business owners participated in workshops and as members of a stakeholders group to shape and review the planning concepts in the process.*

*Left:
The three-phase planning process was included community input at three levels. This included community workshops; stakeholder workshops with a group of business, property, and community members; and study sessions with the City Council and Planning Commission.*

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*Right:
The Boulevard Plan furthers the policies in the Citrus Heights General Plan and provides added detail in terms of regulations, public and private investment, and administrative activities that support implementation and management of the districts.*



1.6 Organization of this Plan

The Boulevard Plan is organized into five sections. The first section, the Introduction, sets the context for the policies of the Plan, and explains how the plan was prepared and how it relates to other policy documents and City actions. The second section, Concepts, Goals, and Principles, establishes the Plan’s formal policy through a set of goals and principles for land use, circulation, and community design and presents, in diagrammatic form, key concepts in the plan. The third section, Development Standards, presents the more specific quantified guidance for public and private development along the Boulevard. The fourth section, Design Guidelines, provides qualitative guidance for change and transformation along the corridor, focusing on each of the four districts. The fifth section, Implementation, describes how the Plan’s policy and guidelines are to be put into action. This section discusses implementation partners, specific implementation actions, and financing.

The Plan concludes with a set of separate appendices that include the following: a summary of community participation/input (Appendix 1), an expanded summary of key findings (Appendix 2), specific plan statutory requirements (Appendix 3), development program summary (Appendix 4), roadway improvement cost estimates (Appendix 5), conceptual access control and median treatment (Appendix 6), a public and private improvement financing summary (Appendix 7), a project review flow chart (Appendix 8), and a mitigation monitoring program (Appendix 9).