

# A-2: Expanded Summary of Key Findings



## **KEY ISSUES**

In the first phase of the Specific Plan process, local stakeholders, the community, City Staff, and the Specific Plan Consultants identified key issues along Auburn Boulevard that define policy choices for the Auburn Boulevard Specific Plan. This list of issues derives from two sources: the Existing Conditions Report, which provides an overview of the current land use, transportation, environmental, economic, and design conditions along the 1.75-mile segment of Auburn Boulevard; and public input from Community and Stakeholder Workshops described above.

### **Existing Conditions Report Findings**

#### ***Land Use***

- Citrus Heights and Auburn Boulevard now lie at the center of the growing Sacramento Region. They are now surrounded by major employment centers, such as Folsom and Roseville, and major shopping areas, such as Sunrise Boulevard, Greenback Lane, Roseville Galleria, and Madison Avenue.
- The stretch of I-80 at its intersection with Auburn Boulevard is one of the most heavily-traveled commuter corridors in the region.
- About 38 percent of the Auburn Boulevard Planning Area (excluding single family residential) is made up of retail, service, auto, and professional uses. About 17 percent is made up of medium density residential.
- The largest land holdings within the Planning Area are under public ownership. Nearly 96 acres of land or 20 percent of the total land area is owned by public agencies.
- The Planning Area has a fairly dispersed pattern of private ownership, with very few landowners owning more than one parcel or a significant amount of acreage.
- All commercial parcels fall within Redevelopment Project Area boundaries.

#### ***Community Design***

- The landscaping along Auburn Boulevard is fragmented. Only the large expanses of landscaped areas along the west side of the Boulevard at Rusch Park and Sylvan Cemetery create a strong, positive visual impression. Otherwise, most of the streetscape is devoid of trees and greenery.
- Overhead transmission lines, light poles, and other utilities along the Boulevard, especially on the east side of the street, limit the possibility of adding trees and landscaping.
- Signage along the Boulevard fragments the visual and spatial experience.
- There is a rough interface between commercial and abutting residential uses in terms of land use and activity patterns. Parking lots, service areas and outdoor storage areas, trash containers, and utilitarian buildings back up to residential areas. Residential neighbors are also affected by the noise from commercial uses such as nighttime shipping and receiving activities.
- The sidewalk system is incomplete and narrow, has many vertical obstructions, is interrupted by numerous curb cuts, and provides little separation from speeding traffic. In some cases, there are no sidewalks.

***Circulation***

- Average daily traffic volume on Auburn Boulevard ranges from 32,000 to 34,300 vehicles. The segment currently operates at LOS F, which is below the City's desired LOS of "D."
- This stretch of Auburn Boulevard has 120 driveways. The driveway density (average of approximately 32 driveways per mile) is among the highest rates for comparable arterial streets in the Sacramento Region.
- The accident rate on Auburn Boulevard is higher than the statewide average accident rate for similar facilities. The majority of accidents involve rear-end and broadside collisions.
- There are currently no bike lanes along Auburn Boulevard.

***Market and Financial Resources***

- The city enjoys an overall surplus in retail sales. However, the Auburn Boulevard market area loses about one-half of its potential sales to stores outside the area.
- The Auburn Boulevard Planning Area has market potential for lumber and building materials stores, nurseries and garden supply stores, and sporting goods/bicycle stores.
- The Auburn Boulevard Planning Area has moderate market potential for grocery stores, furniture and home furnishing stores, eating places, and drug stores.
- There doesn't appear to be a strong market demand for new office development.

***Fiscal Conditions***

- Sales tax generation in the Auburn Boulevard Specific Plan area has decreased in the last two fiscal years (2002-03). After showing strong growth in fiscal years 1998-99 and 1999-00, sales tax revenue has decreased by over 3.9 percent from the high reached in 1999-00 and 4.5 percent in 2001-02. While the sluggish economy plays a major role in the decrease, competition from new local and regional retail development in surrounding cities is a major contributor as well.