

CHAPTER 2.0 EXECUTIVE SUMMARY

2.1. Project Location

Auburn Boulevard is located in the City of Citrus Heights in Sacramento County. The City is located near the center of the Sacramento Metropolitan Area in northeastern Sacramento County, on the south side of the Interstate 80 (I-80) corridor. The City of Roseville is located to the north and immediately across the Placer County line.

2.2 Project Description

The Boulevard Plan is comprised of the Auburn Boulevard corridor between the City of Citrus Heights city limits on the north and Sylvan Road/Auburn Boulevard/Old Auburn Road Intersection (Sylvan Corners) on the south, and extending approximately 1000 feet east and west of Auburn Boulevard, an area which totals approximately 460 acres. The Plan focuses primarily on the parcels and commercial and residential uses (encompassing 112 acres) that front on Auburn Boulevard. The purpose of The Boulevard Plan is to improve the corridor's image and commercial competitiveness in the region and improve its function as a transportation facility serving adjacent land uses and provide for better connections with the neighborhoods bordering the corridor.

The Boulevard Plan is a specific plan in accordance with State Planning Law. The Boulevard Plan includes Concepts, Goals and Principles¹ to establish formal policies regarding land use, circulation and community design and presents, in diagrammatic form, key concepts of the plan; Development Standards that present specific guidance for public and private development along the Boulevard; Guidelines to provide guidance for making design changes along the corridor in each of four districts; and an Implementation Section that describes how the Plan's policies and guidelines are to be put into place.

2.2.1 The Boulevard Plan Districts

The Boulevard Plan divides the Auburn Boulevard corridor into the following four districts:

¹ Concepts, Goals and Principles

- Concept: A concept is an organizational idea.
- Goal: A goal is a general direction-setter. It is an ideal future end related to public health, safety, or general welfare. A goal is a general expression of community values and, may be abstract in nature. A goal is generally not quantifiable or time-dependent.
- Principle: A principle is an assumption, fundamental rule, or doctrine guiding-tenet.

1. Gateway District;
2. Rusch Park District;
3. Lincoln 40 District; and
4. Sylvan Corners Village Square District.

Within the Gateway District and the Rusch Park District are two subdistricts – the Gateway Commercial Center and the Rusch Park Village Center.

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 all of the properties in the Gateway District north of Auburn Oaks Court and Twin Oaks Avenue. The proposed Plan would transform the District into a residential mixed-use and commercial center with regional employment opportunities. The District would be visible from Interstate 80 and accessible by transit via an enhanced transit center and a regional transit transfer stop.

Rusch Park District

The Rusch Park District's abuts the Gateway District boundary on the north and extends south to Rusch Park at Antelope Road and Cripple Creek. The proposed Rusch Park Village Center would include all the parcels fronting Auburn Boulevard between the northern property line of Rusch Park and Cripple Creek on the south and Walnut Drive on the north. The Rusch Park District is proposed to be a distinctive, residential mixed-use district connected to Rusch Park by a walkable main street and would be one of Auburn Boulevard's primary transit centers and pedestrian destinations. The district would connect to adjacent neighborhoods providing a social and economic center.

Lincoln 40 District

The Lincoln 40 District's 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 provided auto-oriented services that reflect Auburn Boulevard's highway- era economy. This area is proposed to 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 objective of the proposed Plan in this District is to provide a pedestrian-friendly shopping environment that would re-establish Sylvan Corners as a social and commercial focal point. The specific plan would be consistent with with Sylvan Corners Redevelopment Concept Plan.

2.2.2 Proposed General Plan Amendments

As part of Implementation of The Boulevard Plan, four amendments to the City of Citrus Heights General Plan Land Use Element are proposed. Each General Plan Amendment is described below.

- A. General Plan Amendment from General Commercial (GC) to Medium Density Residential affecting 3.63 acres located between the west end of Auburn Oaks Court and Interstate 80.
- B. General Plan Amendment from Medium Density Residential (MDR) to General Commercial (GC) affecting 3.61 acres located at the intersection of Auburn Boulevard and Auburn Oaks Court.
- C. General Plan Amendment from Business Professional (BP) to General Commercial (GC) affecting 1.72 acres located west of Auburn Boulevard between Rusch Park and Antelope Road.
- D. General Plan Amendment from Medium Density Residential (MDR) to General Commercial (GC) affecting 1.99 acres located on the south side of Antelope Road, west of Auburn Boulevard.

The Specific Plan also proposes to amend the Circulation Element to change Rollingwood Boulevard from a local street to collector street.

2.2.3 Auburn Boulevard Commercial Zoning District

The standards described in the specific plan are intended to reinforce the plan's concepts and principles. The General Commercial (GC) land use designation, which is the focus of the specific plan, is implemented by the Auburn Boulevard Commercial (ABC) District.

The Boulevard Plan describes allowable land uses, heights, and setbacks within the Auburn Boulevard Commercial (ABC) District. Development standards for the ABC District would not be included in the City's Zoning Ordinance. Instead, the Zoning Ordinance would be amended to contain a reference back to the Boulevard Plan. Thus, the specific plan would act as an extension of Citrus Height's Zoning Ordinance.

The use, height, and setback regulations for the other zoning districts that implement the land use designations in the specific plan, outside of the General Commercial designation, are set out in Section 23.26.040 of the Citrus Heights's Zoning Ordinance.

2.2.4 Plan Line Adoption for Auburn Boulevard

The Plan Line for Auburn Boulevard will cover the limits as described earlier for the Boulevard Plan, from Sylvan Corners on the south to the northerly City limits. The plan line will be adopted by the City Council as a document identifying the ultimate alignment of Auburn Boulevard and the required right of way acquisitions to implement the specific plan. The Plan Line will use the cross sections identified within the specific plan to develop the right of way requirements.

2.2.5 The Auburn Boulevard Roadway Design Improvement Project

The Auburn Boulevard Roadway Design Improvement Project, is located within the boundaries of the Boulevard Plan, and begins in the vicinity of Cripple Creek Road (a private road) on the north and ends at Sylvan Corners on the south. The proposed roadway design project would implement the circulation and design concepts contained in The Boulevard Plan that would be applicable to public road improvements.

Elements of the proposed project include the following:

- widening of the roadway to allow for the addition of bike lanes;
- construction of new curb, gutter and sidewalk;
- relocation/undergrounding of existing overhead utility lines;
- construction of improved lighting, streetscape and landscape adjacent to the sidewalks;
- upgrading of storm drain system;
- upgrading of water system, including fire hydrants, in cooperation with Citrus Heights water district;
- addition of raised center islands with landscaping to restrict turning movements and improve streetscape.

2.3 Alternatives Addressed in the DEIR

The CEQA Guidelines, Section 15126.6, state that “An EIR shall describe a range of reasonable alternatives to the project, or the location of the project, which would feasibly attain most of the basic objectives of the project but would avoid or substantially lessen any of the significant effects of the project, and evaluate the comparative merits of the alternatives. An EIR need not consider every conceivable alternative to a project. Rather it must consider a reasonable range of potentially feasible alternatives that will foster informed decision-making and public participation. An EIR is not required to consider alternatives which are infeasible.” Chapter 6.0 describes plan options considered in the development of the specific plan.

The following alternatives are addressed in this EIR.

2.3.1 No Project Alternative

As required by the CEQA Guidelines this EIR considers the No Project Alternative in order to allow decision-makers to compare the impacts of approving the proposed project with the impacts of not approving the proposed project [CEQA Guidelines Section 15126.6(e)(1)]. With the No Project Alternative there would be no adoption of a specific plan that would guide the implementation of comprehensive land use, circulation and community design concepts within the plan area. The roadway design improvements would not be constructed. Land uses would continue to be governed by the City of Citrus Heights General Plan and Zoning Ordinance and any proposed changes would be addressed on a case-by-case basis. Existing General Plan and Zoning designations would be retained.

2.3.2 Alternative Plans

No other plans or development alternatives are addressed in this EIR. Through a lengthy process of plan development, which included significant community and stakeholder involvement, the City developed a plan that addresses the needs and major problems related to land use and circulation in the specific plan area. The land use concepts, design guidelines and development standards were tailored to address specific problems within the specific plan area related to land use conflicts; under utilization of the commercial corridor; the appearance of the commercial corridor; and transportation deficiencies – both automobile and non-motorized. No other approaches appeared to offer substantial environmental advantages over the proposed specific plan in addressing these issues. A description of the process used to develop The Boulevard Plan and plan scenarios evaluated are in Chapter 6.0.

2.4 Summary of Environmental Impacts and Mitigation Measures

Table 2-1 provides a summary of impacts associated with the adoption and implementation of The Boulevard Plan, the General Plan Amendments, the Plan Line for Auburn Boulevard and construction of the Auburn Boulevard Roadway Design Improvement Project from Sylvan Corners to Cripple Creek Road.