

### **OPTION 3: REGIONAL COMMERCIAL EMPHASIS**

The third option would position Auburn Boulevard as a regional destination for commercial services and discount retailing. The land use concept would stress consolidation of key parcels to make room for larger tenants that take advantage of I-80 access. Clusters of smaller independent businesses would be promoted as a single address, such as automotive repair and customizing “zone.” The Agency would need to proactively assemble land.

#### **Land Use Features**

- Large commercial uses would be located near I-80
- Small-lot commercial areas would be promoted as regional destinations for automotive services
- Vacant lots would be consolidated with adjacent lots for larger tenants

#### **Circulation Features**

- Consolidated lots would allow shared access drives, access easements for cars and pedestrians
- Continuous sidewalks
- Transit service at larger commercial destinations

#### **Design Features**

- Continuous streetscape
- District and sub-district theme signage and furniture
- Gateway developments
- Undergrounding utilities and landscaped medians

#### **Implementation Issues**

- Agency would facilitate and assemble parcels for larger commercial uses
- Extensive ROW improvements
- Potential need for landscaping and lighting district (L+LD) or property-based business improvement district (PBID).

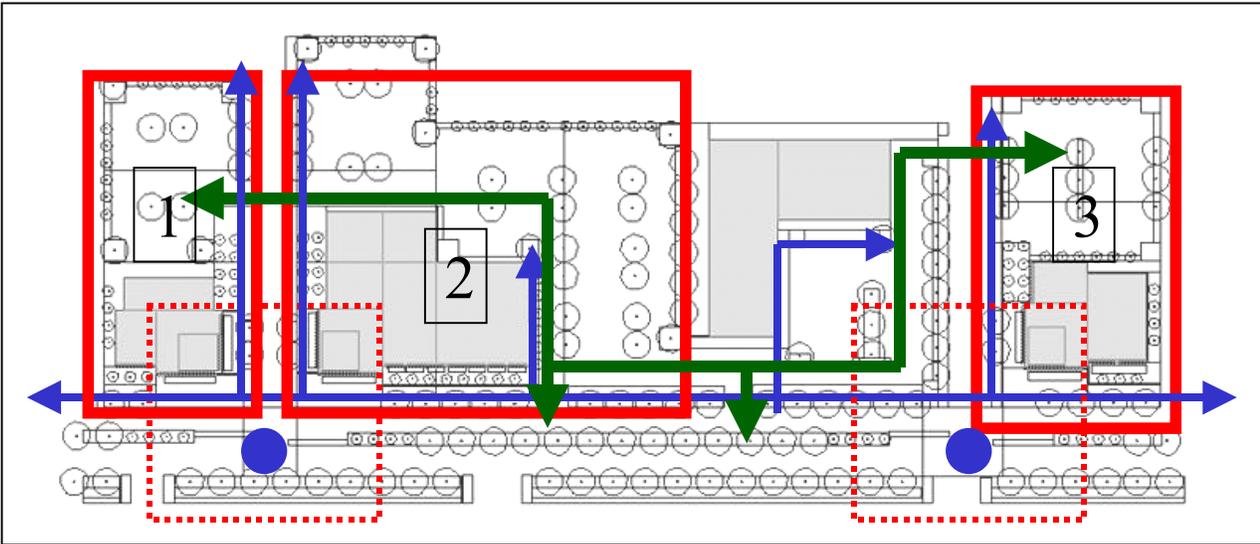
#### **Subarea 1 (Option 3)**

- Mid-box commercial uses
- Grocery Store and Pharmacy
- Lumberyard

#### **Subarea 3 (Option 3)**

- “Supersize” convenience commercial services
- Consolidation of commercial parcels for larger building square footage

Subarea 2 (Option 3 – Regional Commercial Emphasis)



**FEATURES:**

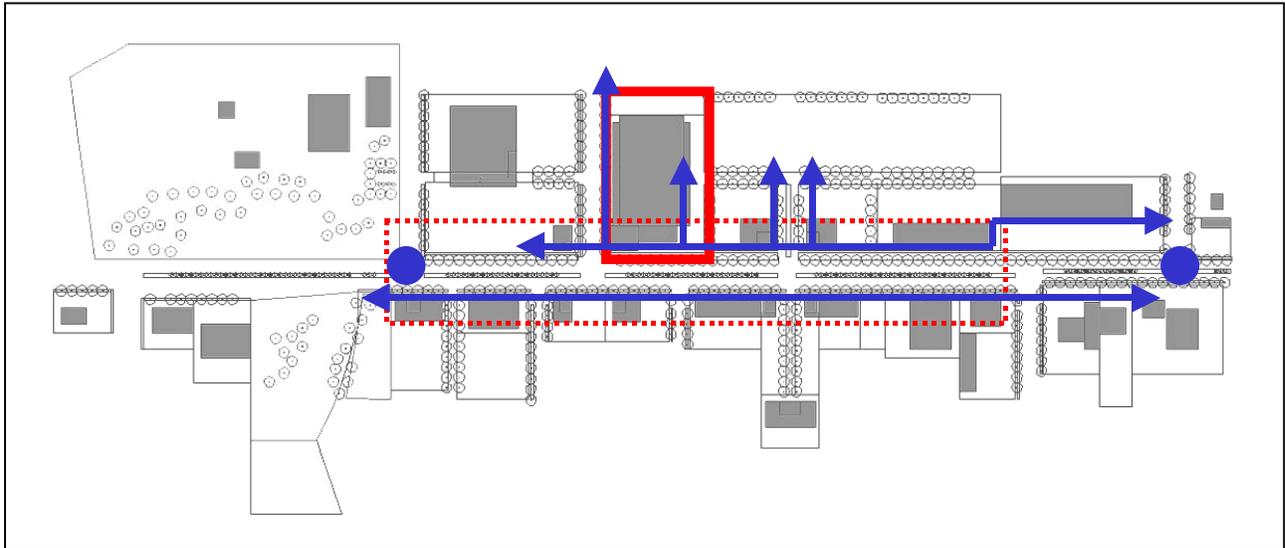
- Street-oriented commercial address
- Interconnected storefronts
- Landscaped street edges and median

**PROGRAM SUMMARY:**

|                        |                                   |
|------------------------|-----------------------------------|
| Three New Developments | 10 acres                          |
|                        | <u>Site Area</u> <u>Bldg Area</u> |
| Site 1                 | 38,350      11,500 sf             |
| Site 2                 | 100,800      30,240 sf            |
| Site 3                 | 33,500      10,050 sf             |
| <b>Total</b>           | <b>51,590 sf</b>                  |



Subarea 4 (Option 3 – Regional Commercial Emphasis)

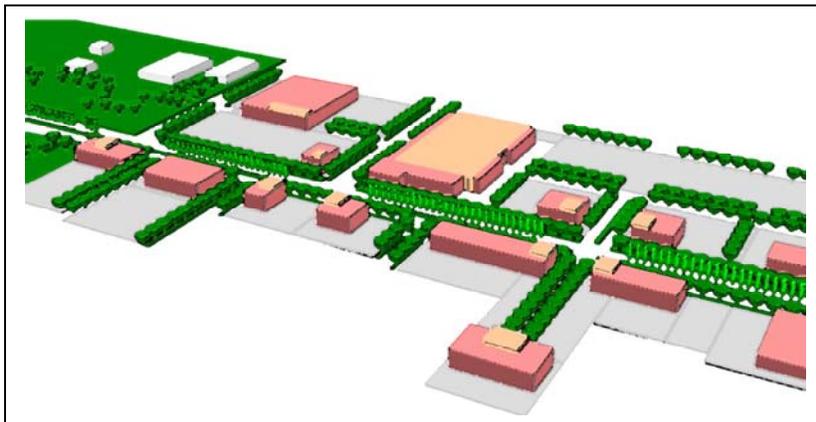


**FEATURES:**

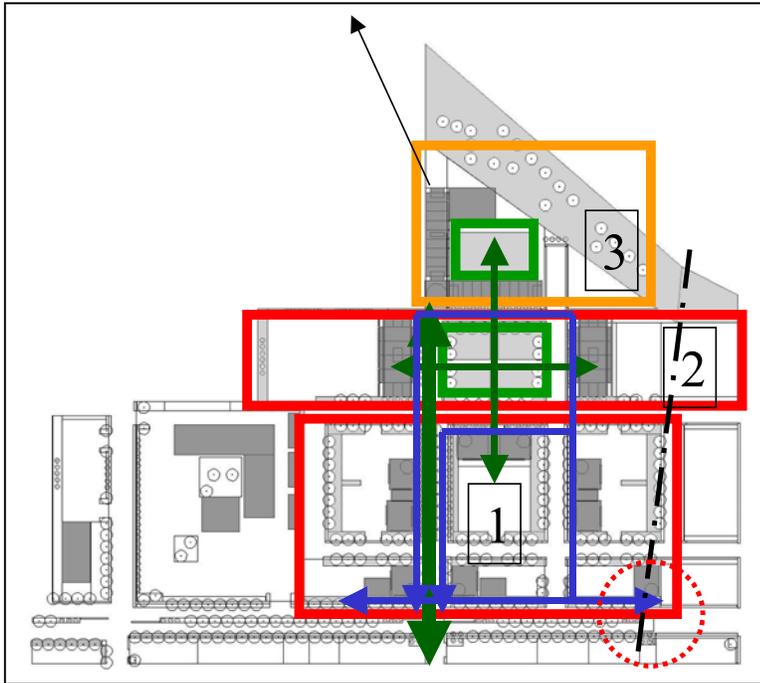
- Street-oriented commercial address
- Interconnected storefronts
- Landscaped street edges and median

**PROGRAM SUMMARY:**

|                      |           |
|----------------------|-----------|
| New center           | 10 acres  |
| New grocery store    | 70,000 sf |
| New pads             | 10,000 sf |
| New in-line shops    | 25,000 sf |
| Other new commercial | 67,500 sf |



**Subarea 5 (Option 3 – Regional Commercial Emphasis)**



**FEATURES:**

- Street and park-oriented commercial address
- Interconnected building edges
- Landscaped street edges and median

**PROGRAM SUMMARY:**

Three New Developments:

|                        | <u>Site Area</u> | <u>Bldg. Area</u>     |
|------------------------|------------------|-----------------------|
| <i>Low-rise office</i> |                  |                       |
| Site 1                 | 218,000 sf       | 65,400 sf             |
| <i>Mid-rise office</i> |                  |                       |
| Site 2                 | 150,000 sf       | 60,000 sf             |
| <b>Total</b>           |                  | <b>124,400 sf</b>     |
| <i>Hotel</i>           |                  |                       |
| Site 3                 | 200 rooms        | Conference facilities |



**DEVELOPMENT SUMMARY**

Table 2-1 below summarizes the commercial and residential development potential under each option, excluding existing residential development within the Planning Area. While the program summaries presented for each option earlier in this chapter focus on new development for selected properties within the subareas, this table presents order-of-magnitude development estimates for all properties directly adjacent to Auburn Boulevard.

| <b>TABLE 2-1</b>  |  |   |                                   |                               |
|---|--|---|-----------------------------------|-------------------------------|
| <b>RESIDENTIAL AND COMMERCIAL BUILD-OUT SCENARIOS</b>               |  |   |                                   |                               |
| <b>Option</b>   | <b>Retail/ Service Commercial Building Sq Ft</b> | <b>Office Commercial Building Sq Ft</b> | <b>Residential Dwelling Units</b> | <b>Instit. Building Sq Ft</b> |
| <b>SUBAREA 1</b>  |  |   |                                   |                               |
| Existing Conditions   | 220,244  | --                                      | --                                | 20,159                        |
| Option 1  | 307,544  | --                                      | --                                | 20,159                        |
| Option 2  | 307,544  | --                                      | --                                | 20,159                        |
| Option 3  | 307,544  | --                                      | --                                | 20,159                        |
| <b>SUBAREA 2</b>  |  |   |                                   |                               |
| Existing Conditions   | 126,466  | --                                      | --                                | --                            |
| Option 1  | 147,066  | --                                      | --                                | --                            |
| Option 2  | 141,266  | --                                      | 7                                 | --                            |
| Option 3  | 154,891  | --                                      | --                                | --                            |
| <b>SUBAREA 3</b>  |  |   |                                   |                               |
| Existing Conditions   | 93,569   | --                                      | --                                | 27,021                        |
| Option 1  | 128,917  | --                                      | --                                | 27,021                        |
| Option 2  | 128,917  | --                                      | --                                | 27,021                        |
| Option 3  | 128,917  | --                                      | --                                | 27,021                        |
| <b>SUBAREA 4</b>  |  |   |                                   |                               |
| Existing Conditions   | 307,864  | --                                      | --                                | --                            |
| Option 1  | 322,143  | --                                      | --                                | --                            |
| Option 2  | 150,523  | --                                      | 263                               | --                            |
| Option 3  | 318,143  | --                                      | --                                | --                            |
| <b>SUBAREA 5</b>  |  |   |                                   |                               |
| Existing Conditions   | 248,463  | --                                      | --                                | --                            |
| Option 1  | 273,573  | --                                      | --                                | --                            |
| Option 2  | 127,347  | --                                      | 152                               | --                            |
| Option 3*   | 104,347  | 125,000                                 | --*                               | --                            |
| * Option 3 also includes a 200-room hotel with a conference center. |  |   |                                   |                               |