

# SUNRISE TOMORROW

## SPECIFIC PLAN

City Council Presentation

November 10, 2021

Gensler

# PROJECT PURPOSE

**CREATE** a Specific Plan to guide the development of the Sunrise Mall property.

**REALIZE** the city's General Plan vision.

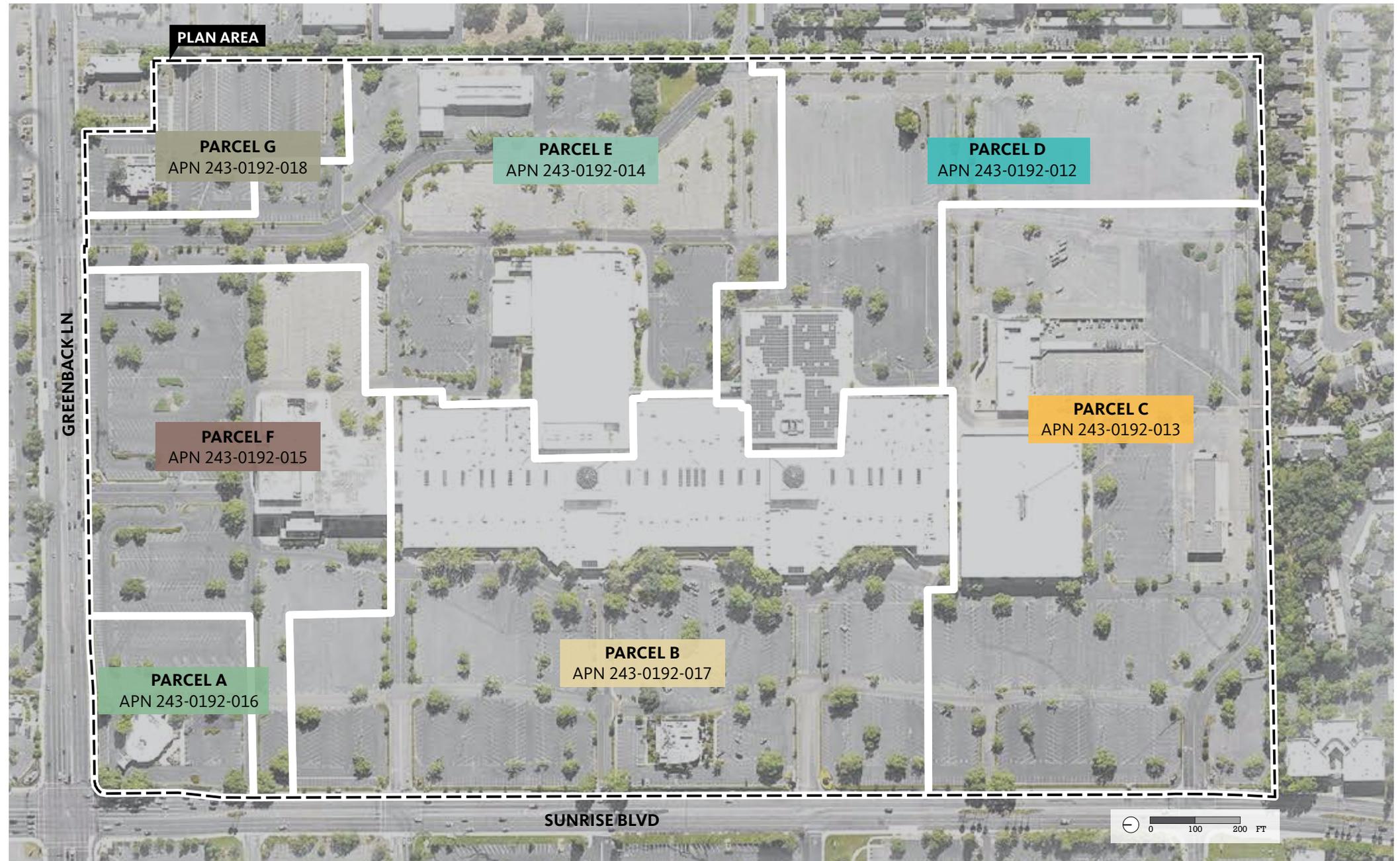
**TRANSFORM** the mall into a premier regional destination and flourishing center of community life where residents and visitors shop, live, work, and play.

# EXISTING CONDITIONS

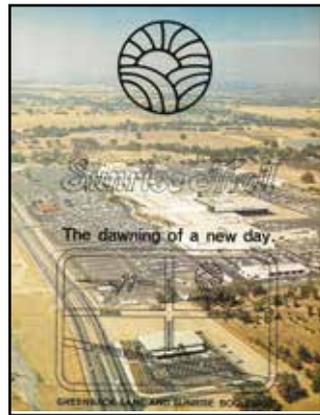
**95**  
ACRES

**1.4 M**  
SF OF EXISTING BUILDING AREA

**6,400**  
EXISTING PARKING SPACES



# PROJECT HISTORY



**1971**  
Sunrise Mall  
Opens



**2018**  
Mall Purchased by  
Namdar Realty



**October 22, 2019**  
Sunrise Tomorrow Specific Plan  
Project Kick-Off



**June 30, 2020**  
2nd Community  
Workshop

**July 9, 2020**  
City Council/  
Planning Commission  
Study Session 2



**August 8, 2021**  
3rd Community  
Workshop

**October 20, 2021**  
2nd Planning  
Commission Meeting



**1997**  
City of Citrus Heights  
Incorporated



**July 11, 2019**  
City Adopts General Plan  
Amendment Requiring  
Comprehensive Plan for  
Future Development of  
Sunrise Mall

**February 11, 2020**  
1st Community  
Workshop  
**March 12, 2020**  
City Council/  
Planning Commission  
Study Session 1



**July 20, 2021**  
Draft Specific Plan  
Released

**September 1, 2021**  
1st Planning  
Commission Meeting

# PLAN UPDATES

Changes since the Draft Specific Plan was released include:

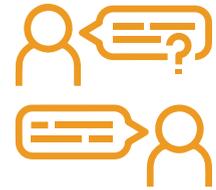
- Increased flexibility to respond to changing market demands
- Streamlined process for minor administrative modifications
- Updated sustainability policies in response to agency comments and community comments



# COMMUNITY VISION



# COMMUNITY ENGAGEMENT BY THE NUMBERS



**54**

STAKEHOLDER  
INTERVIEWS



**660**

TOTAL  
COMMENTERS  
& SURVEY  
RESPONDERS



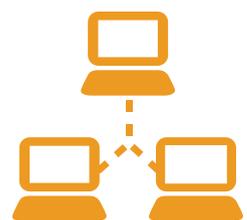
**300+**

IN-PERSON  
COMMUNITY  
WORKSHOP  
ATTENDEES



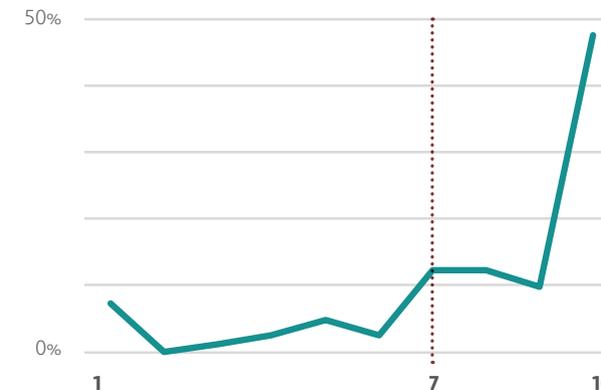
**12,426**

WEBSITE  
VISITS



**200+**

VIRTUAL  
COMMUNITY  
WORKSHOP  
ATTENDEES



**82%**

OF PARTICIPANTS RATED  
THEIR EXCITEMENT AS 7+

\*Data as of 10/12/2021

VISION

*Sunrise Tomorrow*

# A NEW HEART FOR CITRUS HEIGHTS

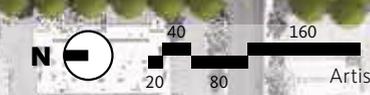
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Artists interpretation of potential future development.

# PLAN OVERVIEW

## KEY FEATURES

- 1 MAIN STREET
- 2 SUNRISE COMMONS
- 3 EMPLOYMENT ANCHORS
- 4 ENTERTAINMENT ANCHORS
- 5 HOTELS
- 6 RESIDENTIAL NEIGHBORHOODS
- 7 OPEN SPACE
- 8 TRANSIT CENTER



# MAIN STREET



# 20-25

NEW RESTAURANTS\*



UP TO

# 320,000 GSF

POTENTIAL RETAIL, DINING, & ENTERTAINMENT  
SITEWIDE

1

Sunrise Tomorrow creates a **21st Century Main Street** with lots to do and see.



SUNRISE BLVD

\*Sitewide, per projected development scenario.



# SUNRISE COMMONS

Sunrise Tomorrow



# 2+ Acres

CENTRAL OPEN SPACE\*



# 100+

POTENTIAL ANNUAL EVENTS

2

**Sunrise Commons** is a new town square for Citrus Heights, with space for community events year round.

SUNRISE BLVD

\*Includes Sunrise Commons and adjacent Sunrise Terrace Plaza.



Gensler

Artists interpretation of potential future development.

# EMPLOYMENT ANCHORS



UP TO

# 960,000 GSF

OFFICE DEVELOPMENT SITEWIDE



# 2,100+

PROJECTED JOBS SITEWIDE\*

3



Sunrise Tomorrow maintains the Mall's role as an **employment hub and economic engine** for Citrus Heights.

SUNRISE BLVD

\* Based on MXD analysis of projected development scenario (June 2020)



# ENTERTAINMENT ANCHORS

Sunrise Tomorrow creates a **community and regional destination** with family-oriented entertainment options.



4

GREENBACK LN

SUNRISE BLVD



# HOTELS



UP TO

**480**

HOTEL ROOMS SITEWIDE

Sunrise Tomorrow provides **full-service, boutique, and extended-stay hotels** to serve a range of travelers.

5



SUNRISE BLVD



# RESIDENTIAL NEIGHBORHOODS

6

 **2,200 units**  
OF HOUSING SITEWIDE

Sunrise Tomorrow creates **connected neighborhoods** with a variety **housing choices** and amenities that provide a **high quality of life.**



SUNRISE BLVD



# OPEN SPACE



UP TO  
**25 acres**  
OF OPEN SPACE SITEWIDE



**1.5 miles**  
OF MULTIUSE PATHS

Sunrise Tomorrow creates a **network of parks, plazas, and streets** that are safe, connected, green, and healthy.



GRIFFIN LN

SUNRISE BLVD



# TRANSIT CENTER



**80 %**

OF SITE WITHIN A 5 MIN WALK OF TRANSIT



**1/4**

OF PROJECTED TRIPS ARE WALKING, BIKING, OR INTERNAL\*

Sunrise Tomorrow is designed to minimize car use, with streets and paths that make it **easy to get around by bike or on foot.**



8

SUNRISE BLVD



# COMMON QUESTIONS

## **How does the plan respond to changes in the market? Is there really the demand for office, hotels, entertainment and residential?**

- As part of the Specific Plan preparation, a market study was completed and used to help determine how much development could be supported.
- The Specific Plan is flexible to allow changes over the projected 20 year build-out.
- There is strong immediate demand for residential. Office and hotels are projected to come in later phases.

# COMMON QUESTIONS

## How will the Project Impact Traffic?

- As part of the required environmental analysis, a full traffic study was completed.
- Relative to Sunrise Mall at its peak, when fully built out the proposed project is projected to generate 375 more vehicle trips per hour during the PM peak period.
- Capacity improvements along Sunrise Blvd, including widening or extending turn lanes and improving signals, are planned to mitigate traffic impacts.

Note: Traffic impacts based on Fehr & Peers analysis (2020).

# COMMON QUESTIONS

## How is Transit Addressed? Will Anyone Ride Buses?

- Sunrise Blvd is already one of the busiest bus corridors in the RT network and future transit enhancements are planned.
- Transit provides an option for residents, visitors and employees who want an alternative to driving for some trips.
- The proposed Transit Center is located to improve transit travel times and reliability and provide access to both the Plan Area and broader Sunrise Marketplace.

## Who will Develop and Maintain Proposed Streets, Parks and Utilities?

- Project developer(s) will pay for all new streets, parks and utility improvements, including off-site improvements along city streets.
- New streets and open spaces within the Plan Area will be open to the public but privately owned and maintained.
- Construction phasing and implementation will require coordination between the property owners, developer(s), and the City of Citrus Heights as part of the development agreement process after adoption of the Specific Plan.

## What are the Economic and Fiscal Impacts of the Plan?

- 348 full-time construction jobs are projected to be generated for the entire 20-year development period.
- 3,477 jobs are estimated to be created from the proposed development at full build out, including 2,176 direct jobs located on the project site.
- The project is estimated to generate \$99 million in taxes to City of Citrus Heights over 20 years, including \$18 million in property tax, \$30 million in sales tax, and \$51 million in hotel occupancy tax.

Note: Economic and fiscal impacts based on MXD analysis of projected development scenario (June 2020).

# FINAL TAKEAWAYS: WHY *THIS* SPECIFIC PLAN?

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- 1. Lots of Jobs**
- 2. Mix of Housing**
- 3. Positions the City for the Future**
- 4. New Lifestyle Amenities**
- 5. Open Space Network**
- 6. Diverse Ways to Get Around**
- 7. Designed by the People**
- 8. Implements General Plan Goals**

# Questions

