

chapter 1

Introduction





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I.1 Preface

The resurgence of the housing market in Sacramento’s urban core, planned future transportation improvements, the success of The Mill at Broadway, and potential development in the Alder Grove and Marina Vista affordable housing communities provide a unique opportunity to transform the West Broadway Specific Plan Area.

The City recognizes that there is an opportunity to re-invigorate an area of the city that has long been fragmented from the city’s core by the development of Interstate 5 (I-5) and U.S. Highway 50 (U.S. 50) freeways and partially occupied by industrial land uses. The West Broadway Specific Plan provides a framework for re-stitching the disconnected circulation patterns and disparate land uses that exist today into a cohesive, contemporary neighborhood.

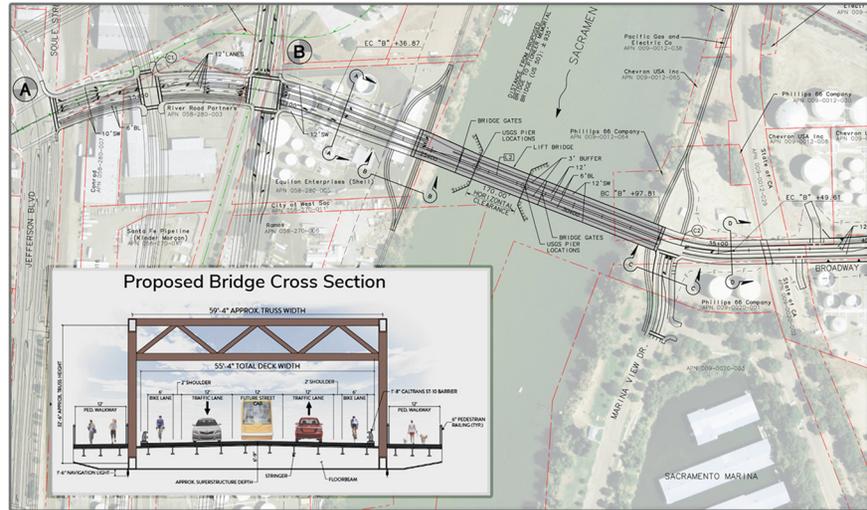
The Specific Plan identifies long-term strategies for development of the area to strengthen its connection to the Broadway corridor and the Upper Land Park neighborhood. It introduces a complete streets roadway network that will support traditional and on-demand transportation modes (including vehicles, transit, ridesharing, bicycles, and pedestrians) designed to improve connections within the surrounding Land Park and Central City communities and with adjacent bike trails along the Sacramento and American River Parkways.

The West Broadway Specific Plan also presents a conceptual vision (two scenarios) to re-activate Miller Regional Park, which is currently underutilized because the I-5 freeway and Sacramento Southern Railroad tracks create a barrier for access to the park and it is isolated from the community.

Key planned and ongoing development in the Greater Broadway District and within and adjacent to the Specific Plan vicinity will alter the character and identity of the Specific Plan Area. These include:

- ▲ The Mill at Broadway development is converting a largely industrial area into an urban, mixed-use community with more than 1,000 new homes, a new neighborhood park, and new neighborhood amenities.
- ▲ Preliminary plans in progress are considering (at the time of the Specific Plan preparation) the alignment and design of the Broadway Bridge across the Sacramento River to connect the Bridge District, Old West Sacramento, Stone Lock and Pioneer Bluff neighborhoods to Sacramento via the Broadway corridor. The new bridge would connect the Sacramento River Parkway Trail in Sacramento to both the West Sacramento Riverwalk and Clarksburg Branch Line Trails and would serve as a catalyst for Sacramento Riverfront revitalization.
- ▲ The Complete Streets Plan for Broadway will narrow Broadway from two lanes in each direction to one lane in each direction with a center turn lane. This plan will slow traffic speeds and support a main-street environment that will attract walkable retail activity and supporting land uses along Broadway.

Specific Plan Area Influences



Broadway Bridge Preliminary Engineering and Environmental Clearance Project
Source: City of West Sacramento



The Mill at Broadway Development



Broadway Complete Streets Plan Illustration



Miller Regional Park as a Priority Investment Area

1.2 Specific Plan Development Process

The West Broadway Specific Plan was developed through a collaborative planning process that engaged stakeholders and community leaders. The planning process for the Specific Plan began in April 2018 and included the following activities, summarized below and indicated in Figure I-1:

- ▲ **Stakeholder interviews** were held in May 2018 to gather early input from individuals and organizations that live, do business in, or are actively involved in the Specific Plan Area, including local neighborhood associations, the school district and local schools, residents of the Alder Grove and Marina Vista public housing communities, affordable housing developers, private developers and builders, business groups and owners, and other local community organizations.
- ▲ **Technical advisory committee and City department consultation meetings** were held at key points and milestones during the development of the Specific Plan to receive input from a broad cross section of City staff and external agency staff on issues and opportunities associated with the Specific Plan and concepts and content of the plan.
- ▲ **Community Workshop #1 and a scoping meeting for the preparation of an EIR** were held in July 2018 to introduce the planning process and receive input on preliminary plan concepts. A project presentation was followed by an opportunity for participants to provide input at workshop stations on several topic areas, including guiding principles for the project, neighborhood context, preliminary plan concepts, and transportation/circulation. In addition, a CEQA workstation was provided to allow for public comment on the topics that should be addressed in the environmental document for the Specific Plan.
- ▲ **Neighborhood meetings** with residents of the Alder Grove, Marina Vista, and Land Park Woods communities were held to understand the concerns and needs of residents in these communities. In addition, a public meeting was held at a back-to-school night at Leataata Floyd Elementary School to provide additional communication with residents of the Alder Grove, Marina Vista, and Land Park Woods communities.
- ▲ **Community Workshop #2** in July 2019 was conducted in an open house format to present and receive input on the plan and key recommendations.

Community Workshop Photos



Welcoming Remarks from Councilmember



Informational Project and Comment Boards



City Staff Member Facilitating at an Open House Station

Photos © AIM Consulting, Inc.

- Commission and council updates**, including briefings on plan concepts and Specific Plan content and strategies, were presented before the Planning and Design Commission, Parks and Community Enrichment Commission, Active Transportation Commission, and City Council at key milestones during the project planning process.

Key themes and messages heard during the outreach process for the Specific Plan are summarized in Chapter 3, “Vision & Concepts” of this document.

Figure I-1: Timeline for Specific Plan Process



1.3 West Broadway Specific Plan Area

The Specific Plan Area is conveniently located in the City Sacramento, adjacent to I-5, US 50/Business 80, and State Route 99 (Figure I-2). The area encompasses 244 acres and is bounded by the Sacramento River on the west, the centerline of Broadway on the north, Muir Way and 5th Street on the east, and 4th Avenue and Merkle Way on the south (Figure I-3). The Specific Plan Area is located at the western end of Broadway, a historic city corridor that is adjacent to some of the oldest neighborhoods in the city.

The Specific Plan Area is locally accessed from Front Street, 3rd Street, 6th Street, and 8th Street from Downtown Sacramento; Riverside Boulevard from the south; and Broadway, W Street, and X Street, major arterial roadways providing access to the area east-west. Access to the nearest freeway ramps is located on 5th Street, W Street, and X Street. West Broadway is also served by several Sacramento Regional Transit district bus routes and is located approximately 1 mile away from light rail stations at 8th and O Streets and on Broadway near Freeport Boulevard.

Figure I-2: Specific Plan Area Context within the Region

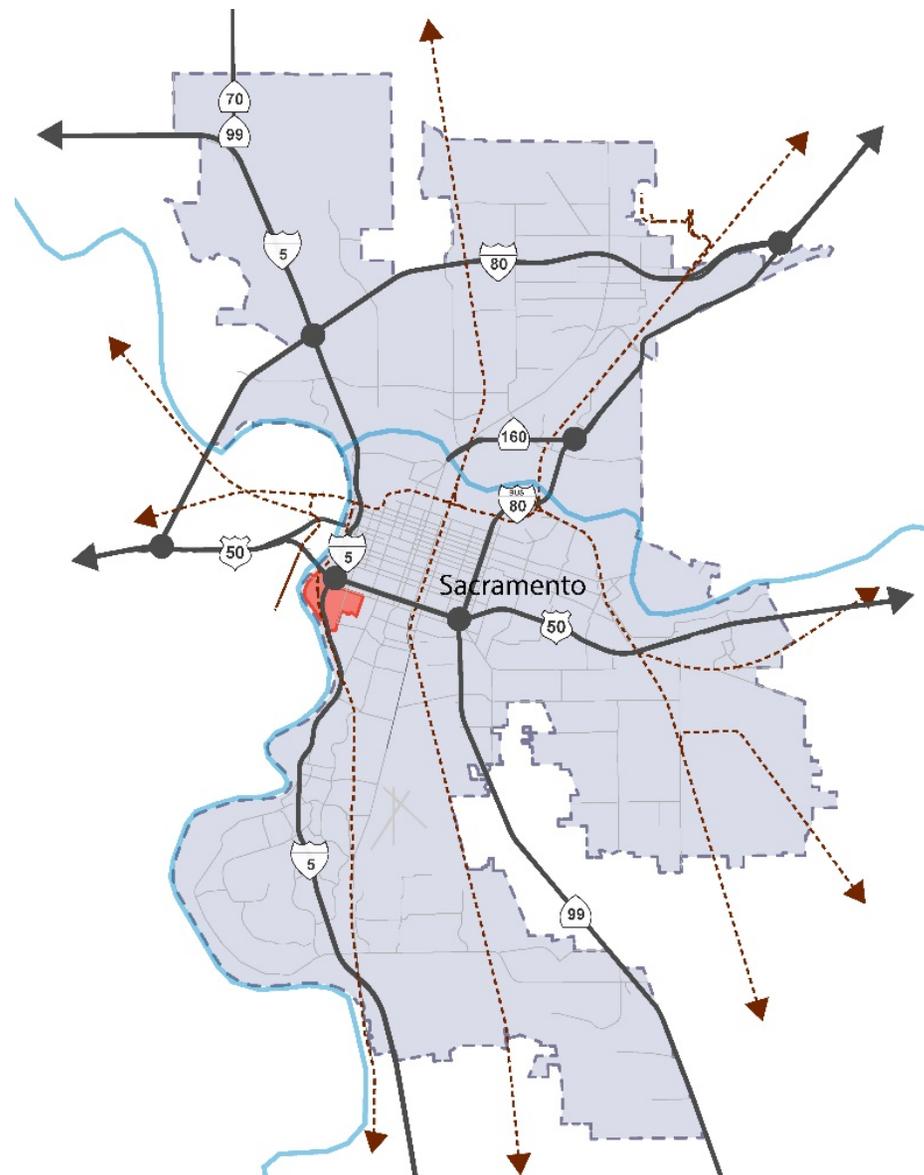


Figure I-3: West Broadway Specific Plan Area



1.4 Purpose of the Specific Plan

The West Broadway Specific Plan provides a comprehensive guide for transforming the area south of West Broadway by establishing the goals, policies, standards, and design guidelines for development in the area. The Specific Plan describes the long-term vision and land use, circulation, infrastructure, and urban design framework to guide future growth within the West Broadway area.

The Specific Plan builds upon the existing assets of the community and guides development in this area, consistent with the city's General Plan and the Land Park Community Plan, further described in Chapter 2. The Specific Plan is consistent with and implements the 2035 General Plan vision for this area, which calls for a mix of traditional and urban-scaled housing supported by neighborhood commercial uses.

1.4.1 Authority of the Specific Plan and Required Content

Under California Law (Government Code Section 65450 et seq.), cities and counties may adopt Specific Plans to implement a jurisdiction's adopted General Plan. The West Broadway Specific Plan has been prepared in accordance with the requirements of Government Code Section 65451 and includes text and figures that describe or present the following information:

- ▲ the distribution, location, and extent of all land uses, including open space (see Chapter 4, "Land Use & Neighborhood Character");
- ▲ the proposed distribution, location, extent, and intensity of major components of public infrastructure, such as transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities needed to support the Specific Plan land uses (see Chapter 8, "Utilities");
- ▲ standards and criteria that specify how development of the Specific Plan Area will proceed (refer to the "Implementation" sections of Chapters 4-8 and Chapter 10, "Plan Administration," for information on development project approvals);
- ▲ a statement of consistency between the Specific Plan and the goals and policies contained in the General Plan (addressed in Section 1.3.3); and

- ▲ a program of implementation measures, including regulations, programs, public works projects, and financing measures necessary to complete the essential facilities to allow for development of the Specific Plan Area (see the implementation measures in Chapters 4–7; Chapter 8, "Utilities," for the design of the infrastructure system; and Chapter 10, "Plan Administration").

1.4.2 Compliance with California Environmental Quality Act

An Environmental Impact Report (EIR) was prepared to evaluate the environmental impacts of the Specific Plan. The EIR evaluated environmental impacts associated with the plan's adoption and implementation and identified mitigation measures to reduce significant impacts, in compliance with the California Environmental Quality Act (CEQA). The Specific Plan will be implemented in conjunction with the Mitigation Monitoring Plan that accompanies the EIR.

The City will determine whether further environmental analysis is required for future projects proposed within the Specific Plan Area. The Specific Plan may provide streamlining for CEQA purposes. For example, a residential development that is undertaken pursuant to the Specific Plan is exempt from further CEQA review (Government Code Section 65457, State CEQA Guidelines Section 15182). Additional information on CEQA streamlining benefits of the Specific Plan are addressed in Chapter 10.

1.4.3 Specific Plan Consistency with the General Plan

Government Code Section 65454 requires that a Specific Plan be consistent with the relevant General Plan. The West Broadway Specific Plan has been prepared in conformance with the goals and policies of the city's 2035 General Plan and is therefore, substantively consistent with the General Plan. A review of the Specific Plan's consistency with the most relevant goals and policies of the General Plan, at the time the Specific Plan was prepared, was conducted for the Specific Plan and is summarized in Appendix A, Table A-1.

In addition, minor updates to the General Plan are required to implement the Specific Plan vision and goals. These actions are identified in the implementation tables in subsequent chapters of the Specific Plan. At the time of the preparation of this Specific Plan, the 2040 General Plan is in the process of being updated and may revise some of the goals and policies of the Specific Plan.

1.5 Plan Objectives

The Specific Plan will meet the following objectives, which have been developed in coordination with the City and following consideration of input received from stakeholders and the public:

- ▲ Accommodate growth that increases long-term economic sustainability; equity and social well-being; and protection of important environmental resources in the Specific Plan Area.
- ▲ Provide for the orderly and systematic integration of land uses within the West Broadway area that maximizes opportunities afforded by the area's proximity to the Sacramento River and Downtown Sacramento.
- ▲ Facilitate new mixed-use development and reuse within the Industrial Subarea lands along 1st Avenue and 5th Street.
- ▲ Promote new infill residential development within the Specific Plan Area that supports a mixed-income community and a variety of housing choices, including market rate and affordable housing options for low-income, very low-income, and extremely low-income households.
- ▲ Promote neighborhood-serving uses, such as a grocery store and venue(s) for after-school programs and activities for area youth.
- ▲ Enhance public recreation, use, and waterfront access at Miller Regional Park.
- ▲ Enhance the West Broadway corridor as a future gateway and bridge connection between the cities of Sacramento and West Sacramento.
- ▲ Leverage the planned improvements of the Broadway Complete Streets Plan to support economic growth and mixed-use development along West Broadway.
- ▲ Provide a gridded street network that improves connectivity and access within the Specific Plan Area to surrounding uses and neighborhoods.
- ▲ Enhance bike and pedestrian travel ways through the Specific Plan Area to schools, public facilities, and neighborhood amenities.
- ▲ Support and promote local businesses in the Specific Plan Area.

1.6 Plan Contents

The Specific Plan includes the following chapters:

- ▲ Chapter 1, "Introduction," provides an overview of the Specific Plan purpose, objectives, content, and development process.
- ▲ Chapter 2, "Setting & Context," summarizes the existing physical and planning context for the Specific Plan Area.
- ▲ Chapter 3, "Vision & Concepts," presents the key inputs from the community and the guiding principles and concepts influencing the plans and design of the Specific Plan.
- ▲ Chapter 4, "Land Use & Neighborhood Character," describes the land uses, housing, and employment characteristics that define and implement the vision for the Specific Plan Area.
- ▲ Chapter 5, "Historic & Cultural Resources," describes the historic and cultural resources within the Specific Plan Area and the policies and actions that should be taken to address impacts to these resources.
- ▲ Chapter 6, "Neighborhood Services & Amenities," addresses the public services to be provided and amenities desired within or in the vicinity of the Specific Plan Area.
- ▲ Chapter 7, "Circulation & Mobility," describes the mobility framework and improvements to roadway, transit, bicycle, and pedestrian circulation systems.
- ▲ Chapter 8, "Utilities," addresses the infrastructure facilities needed to accommodate build-out of the Specific Plan Area.
- ▲ Chapter 9, "Development & Design Guidelines," describes the urban design and sustainability framework and the standards and design guidelines addressing building form and architecture, open space, site and landscape design, and other elements to plan for a cohesive, well-integrated neighborhood.
- ▲ Chapter 10, "Plan Administration," describes the process for subsequent approvals within the Specific Plan Area.