

**CITY OF CITRUS HEIGHTS
JOINT CITY COUNCIL / PLANNING COMMISSION
MINUTES**

**Special Meeting of Thursday, July 9, 2020
Virtually from the City Hall Council Chambers
6360 Fountain Square Drive, Citrus Heights, CA**

CALL SPECIAL JOINT MEETING TO ORDER

The special joint meeting was called to order at 5:00 p.m. by Mayor Slowey.

1. Roll Call:

Council Members present:	Bruins, Daniels, Middleton, Miller, Slowey
Council Members absent:	None
Planning Commissioners present:	Flowers, Lagomarsino, Van Duker, Scheeler, Schaefer
Planning Commissioners absent:	Duncan, Ingle
Staff present:	Boyd, Huber, Jones, Kempenaar, Van, and department directors.

PUBLIC COMMENT

None

STUDY SESSION

2. Update on the Sunrise Tomorrow Specific Plan
STRATEGIC PLANNING GOAL: Diversify for a Changing Economy

City Manager Boyd stated they are bringing you the vision that will transform the Sunrise Mall site in the coming years from a commercial center into a place where people will gather to shop, live, work, stay and play. We have collaborated with Mall ownership on all aspects of this framework and they are engaged and working with us to drive the process forward.

Jaymes Dunsmore with Gensler stated tonight's presentation will include an update on the project process, an overview of the challenges and opportunities, the Sunrise Tomorrow Vision, a little information on making it happen and we will have time at the end for discussion.

Jordan Butler with Gensler explained the Sunrise Tomorrow Specific Plan is a set of guidelines and regulations for future development over the next 20 years at the Sunrise Mall site. It is part of a proactive plan by the City to help mitigate changing retail environment, and more recently the economic effect of COVID. The purpose of the project is to create a Specific Plan to guide the development of the Sunrise Mall Property, help realize the City's General Plan vision, and transform the mall into a premier regional destination and flourishing center of community life where residents and visitors shop, live, work, and play. One of the polls we asked community members during the last workshop is 'on a scale of one to ten how excited were they after hearing this vision'. Eighty-two percent of workshop participants rated their excitement as seven or higher.

Jaymes Dunsmore stated one of the key challenges facing the mall and the City is the changing retail environment. Over the last decade the mall has seen a 44% decrease in visitor traffic and this trend has translated into an almost 30% decline in taxable retail sales over the past decade. When we conducted our analysis to determine where people in Citrus Heights are shopping; while they are

not going to the mall as much we did find that 90% of residents were shopping in Citrus Heights. Citrus Heights attracts all ages and has a higher percentage of millennials and retirees than other cities of similar size. The City has a stable population with limited population growth over the past several decades.

Nate Cherry with Gensler stated the project vision statement is Sunrise Tomorrow transforms Sunrise Mall into a 21st Century Main Street, creating a new economic engine and regional destination that supports high quality daily life for Citrus Heights. He presented an illustration of the potential future development of Sunrise Mall, which includes a food hall, main street atmosphere, diverse retail, community gathering space, indoor-outdoor dining, and event tent.

Midori Mizuhara with Gensler provided an overview of the incorporation of a green network of parks, plazas, and streets on the site. She also explained the plan redesigns streets and mobility solutions to be best suited for people's needs. The plan includes connected neighborhoods with housing choices and high quality of life.

Nate Cherry provided an overview of the economic opportunities within the plan, which include hotels, community amenities, desirable creative office space, housing for workforce, food and dining, and walkable and connected.

Jaymes Dunsmore stated the plan would be implemented in phase of a period of 20 years. Projected development phasing will be based on site availability, market demand and absorption, and development feasibility.

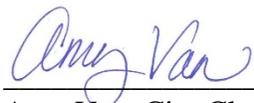
Jordan Butler provided an overview of online engagement and comments on the Sunrise Tomorrow Specific Plan.

Planning Commission and City Council member questions and comments followed.

ADJOURMENT

Mayor Slowey adjourned the special meeting at 6:45 p.m.

Respectfully submitted,



Amy Van, City Clerk