

# Sunrise Tomorrow Specific Plan Amendment

Submitted to: City of Citrus Heights, March 31, 2025

Applicant: Ethan Conrad Properties Inc.

Representative: Holloway Land Company

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## **Project Description**

Ethan Conrad Properties (the “applicant”) proposes amendments to the adopted Sunrise Tomorrow Specific Plan adopted on November 10, 2021.

Ethan Conrad Properties controls 75+/- acres of the southern portion of the Sunrise Mall Marketplace (formerly known as Sunrise Shopping Mall), and is located within the Sunrise Tomorrow Specific Plan area.

The applicant proposes to amend the Specific Plan in two phases. Phase I of the Specific Plan Amendment will focus on the southern approximately 25 acres, and Phase II of the Specific Plan Amendment will address the remaining approximately 50 acres. The Specific Plan Amendment will allow for retail and commercial businesses, including, but not limited to: large format retail stores; childcare facilities; quick-serve food establishments; drive through services (limited to three in Phase I, and three in Phase II); on-site commercial storage and public storage (limited to basement areas of the former Sears and Sears Auto building in Area 3-A); private educational schools; as well as indoor commercial recreation facilities. These focused amendments are proposed to better serve the existing Citrus Heights community and more fully meet local needs.

Simultaneous with the Specific Plan Amendment, the applicant proposes to submit for processing a commercial parcel map application, which will merge and reconfigure some of the existing parcels to allow for the above referenced businesses to be located on individual parcels.

## **Justification Summary**

This proposed Specific Plan Amendment encompasses much of the area within the Sunrise Tomorrow Specific Plan identified as Neighborhoods 3-A, 3-B, 3-C, and 4-C.

Benefits of the Specific Plan Amendment include keeping local dollars within the community and reducing travel times by providing desirable services in the immediate area. These benefit the local economy, create jobs, generate tax revenue to support public safety, education and other local programs, and support our environment through reduced traffic congestion and related automotive emissions.

The Specific Plan Amendment will allow retail and commercial businesses, including large format retail stores, hotels, childcare facilities, quick-serve food establishments, drive through services, on-site commercial storage and public storage, private educational schools, as well as indoor commercial recreation facilities within sub-areas of the adopted Specific Plan and its zoning.

## **Relevant and Supportive General Plan Policies**

The project is consistent with many goals, policies and objectives of the Citrus Heights General Plan, adopted on August 11, 2011

### **The Project is Consistent with Policy 2.4 of the General Plan**

The Project is Consistent with the following General Plan policy:

- **Policy 2.4:** Preserve individual neighborhoods and promote a prosperous business community

### **The Project is Consistent with Policy 7.2 of the General Plan**

The Project is Consistent with the following General Plan policy:

- **Policy 7.2:** Promote new development that is designed to encourage neighborliness, a sense of belonging to the community and community pride.

### **The Project is Consistent with Goal 8 of the General Plan**

The Project is Consistent with the following General Plan goal and policy:

- **Goal 8:** Maintain the economic strength of retail centers by focusing retail activities at major intersections
  - **Policy 8:** Locate retail businesses at or near major intersections.
    - **Action A.** Improve streetscapes and access, and allow creative signage as incentives for retention and expansion of retail businesses at major intersections.

### **The Project is Consistent with Goal 9 of the General Plan**

The Project is Consistent with the following General Plan goal and policies:

- **Goal 9:** Revitalize and maintain corridors as economically viable and physically attractive
  - **Policy 9.2:** Provide opportunities for mixed-use projects within commercial corridors.
  - **Policy 9.3:** Include all major corridors in a redevelopment district. Policy 9.4: Implement the Boulevard Plan, Reinventing the Auburn Boulevard Corridor, which promotes improvements that will enrich existing businesses, stimulate private investment, and encourage new business opportunities.

### **The Project is Consistent with Policy 10.2 of the General Plan**

The Project is Consistent with the following General Plan policy:

- **Policy 10.2:** Design buildings to revitalize streets and public spaces and to enhance a sense of community and personal safety.

### **The Project is Consistent with Goal 11 of the General Plan**

The Project is Consistent with the following General Plan goal:

- **Goal 11:** Maintain and strengthen Sunrise MarketPlace as the heart of commercial activity in Citrus Heights Policy
  - **11.1:** Actively seek to attract, retain and expand commercial activities at Sunrise MarketPlace.
    - **Action B.** Establish an ongoing business attraction, retention and expansion program that includes partnerships with key property owners, real estate brokers and retailers.

### **The Project is Consistent with Goal 12 of the General Plan**

The Project is Consistent with the following General Plan goal and policies:

- **Goal 12:** Create an inviting and distinctive identity for Sunrise MarketPlace to promote its image as the City's premier destination to shop, work, live, and play.
  - **12.12 Action A:** Support the Sunrise MarketPlace Property-based Business Improvement District's efforts to market and advertise Sunrise MarketPlace as the City's premier business district.
  - **Policy 12.3:** Transform the Sunrise Mall area into a premier regional destination and a flourishing center of community life where residents and visitors shop, work, live, and play.
    - **Action B:** Use a flexible planning approach for Sunrise Tomorrow to allow for a variety of uses and to respond to evolving market conditions and community needs.

- **Action D:** Promote development in Sunrise Tomorrow in a manner that creates an attractive, distinct, cohesive, high quality place where residents and visitors come to shop, work, live, and play

### **The Project is Consistent with Policy 13 of the General Plan**

The Project is Consistent with the following General Plan policies:

- **Policy 13.4:** Facilitate the development of new buildings in areas currently devoted to parking to shorten distances between buildings and foster better pedestrian connections between shopping centers.
- **Policy 13.5:** Promote transit-oriented development through reuse and redevelopment of opportunity sites near the Greenback Lane/Sunrise Boulevard intersection

### **The Project is Consistent with Goal 14 of the General Plan**

The Project is Consistent with the following General Plan goal and policies:

- **Goal 14:** Strengthen the retail base to ensure the City's fiscal stability, provide needed goods and services, and promote the vitality of City commercial districts and nodes
  - **Policy 14.1:** Retain and expand the City's base of retail jobs and sales tax revenue.
    - **Action A:** Enhance business attraction, retention and expansion activities that includes partnerships with key property owners, real estate brokers and retailers.
    - **Action B.** Continue to foster public/private partnerships with the Chamber of Commerce, the Sunrise MarketPlace Property-based Business Improvement District, and other business groups.
    - **Action C.** Support the Sunrise MarketPlace as a core location for retail business attraction, retention and expansion activities.
    - **Action D.** Use Redevelopment and other available City resources to leverage, reinforce and assist property owner efforts to retain and attract retail clients.
  - **Policy 14.2:** Provide incentives to the private sector for catalyst projects that stimulate private investment in the City's commercial districts.

### **The Project is Consistent with Goal 15 of the General Plan**

The Project is Consistent with the following General Plan goal and policy:

- **Goal 15:** Diversify the local economy to meet the present and future employment, shopping, and service needs of Citrus Heights residents and sustain long-term fiscal health
  - **Policy 15.2:** Ensure that the City’s regulations and processes support economic development opportunities.
    - **Action A:** Review and amend the Zoning Code to address any regulatory impediments to attracting target businesses, and to facilitate desired business expansions and reuse.

#### **The Project is Consistent with Policy 16.2 of the General Plan**

The Project is Consistent with the following General Plan policy:

- **Policy 16.2:** Focus economic revitalization and redevelopment efforts on key opportunity sites within the City to be catalysts for economic revitalization and/or redevelopment.

#### **The Project is Consistent with Goal 18 of the General Plan**

The Project is Consistent with the following General Plan goal and policy:

- **Goal 18:** Be responsive to changing economic conditions and opportunities
  - **Policy 18.1:** Keep the Economic Development Strategy and Action Plan current to reflect evolving economic conditions, local needs, and priorities.

#### **The Project is Consistent with Policy 22.2 of the General Plan**

The Project is Consistent with the following General Plan policy:

- **Policy 22.2:** Provide for youth [...] programs and activities.

#### **The Project is Consistent with Policy 45.2 of the General Plan**

The Project is Consistent with the following General Plan policy:

- **Policy 45.2:** Continue to work with the Chamber of Commerce to develop business involvement in City decision making processes.
  - **Actions A.** Work with government, private and nonprofit entities to provide a broad range of support in such areas as transportation, job training, recreation and housing.

## **The Project is Consistent with Policy 47 of the General Plan**

The Project is Consistent with the following General Plan policies:

- **Policy 47.1:** Support businesses, organizations, and programs that respond to youth and family needs.
  - **Actions A.** Work with agencies and nonprofits to address the problems of youth in innovating, caring ways.
  - **Action B.** Work with the private sector to develop businesses that serve youth and families.
- **Policy 47.2:** Encourage events that integrate family, school and community.
- **Policy 47.3:** Promote the development of a range of child care facilities and arrangements, including family day care homes, quasi-public and private child care centers, before- and after-school programs and recreational activities, to fulfill the needs of Citrus Heights residents and employees.
  - **Actions A.** Prepare and adopt Community Design Guidelines that encourage child care facilities to be located in [...] in commercial developments, especially near major transportation corridors.

### **Additional General Plan Support for the Specific Plan Amendment**

"The General Plan seeks to protect and enhance those portions of the corridors that support viable and attractive commercial development and high quality residential areas. [...] In the stretches of corridor between the retail nodes, non-retail uses such as offices, service businesses, mixed use and residential development are encouraged. [...] the General Plan provides a Corridor Transition Overlay designation, which allows for low intensity commercial and mixed use developments that are compatible with surrounding land uses [...]"

Sunrise Boulevard: The southern portion of Sunrise Boulevard within the City is dominated by Sunrise MarketPlace, which is designated for commercial and office uses. Two other commercial areas exist at Woodmore Oaks Drive and between Old Auburn Road and Antelope Road. The General Plan seeks to retain existing medium and high density residential developments along Sunrise Boulevard, and other residential uses that back or side onto Sunrise Boulevard. Some areas with single family residences, some of which front on Sunrise Boulevard, are designated with the Corridor Transition Overlay designation." **Page 2-17**

"Sunrise MarketPlace will need a vibrant, distinct identity to remain a major regional draw and top revenue source for the City. Aggressive marketing and business promotion efforts and beautification will be required to ensure the continued success of Sunrise MarketPlace as a commercial center and community resource.

Protecting and enhancing Sunrise MarketPlace is a critical part of the City’s economic development strategy [...] intended to support the efforts of the Sunrise MarketPlace Property-based Business”. **Page 2-20**

"The City of Citrus Heights, through General Plan policies, redevelopment, and partnerships with the private sector, seeks to maintain and enhance the quality of life of its residents by retaining and encouraging expansion of existing businesses and employment. Business activity is an important part of the City’s fabric, providing a source of jobs, shopping and services to City residents, and in providing revenues for the financially healthy city." **Page 2-24**

## **Relevant and Supportive Sunrise Tomorrow Plan Policies**

### **The Project is Consistent with the Sunrise Tomorrow Development Frameworks**

The Project aligns with the following Sunrise Tomorrow policies:

- **Development Framework for Planning Area 3** is “envisioned as an entertainment district with retail and entertainment uses” (pg 59)
- **D-6 Development Standards** envision “establishing a vibrant mixed use district” (pg 65)

### **The Project is Consistent with the Sunrise Tomorrow Land Use Plan**

The Project aligns with the following Sunrise Tomorrow policies:

#### **3.3.1 Land Use Plan** provides for:

- **Retail/Food and Beverage:** “Anchor Retail Department Stores, Ground Floor Retail Stores, [...] Grocery Stores, Restaurants, Breweries and Bars.”
- **Community Institutional:** “Child Care Centers, [...] Community Recreation Centers” (pg 67)

### **The Project is Consistent with the Sunrise Tomorrow Frontage Plan**

The Project aligns with the following Sunrise Tomorrow policies:

#### **3.3.2. Frontage Plan** provides for:

- **Active Retail Frontage:** “active retail, restaurant and entertainment uses are encouraged”
- **Active Mixed Use Frontage:** “active retail, restaurant and entertainment uses may occur” (pg 69)



### **The Project is Consistent with the Sunrise Tomorrow Land Use Policies**

The Project is Consistent with the following Sunrise Tomorrow policies:

#### **3.3.3 Land Use Policies** envision:

- **LU-1.** “A community and regional destination”
- **LU-3.** “An economic engine and employment center”
- **LU-5.** “Building frontages along streets intended for the highest level of pedestrian activity are designated ‘Active Retail Frontage.’ Along these streets, active retail, restaurant, and entertainment uses are required.”
- **LU-6.** “Developers of projects containing ground floor commercial space designated for retail, restaurant, or entertainment use shall strive to create a mix of complementary, vibrant, high-quality retail, restaurant, and entertainment uses. [...] Retail stores providing daily needs, such as grocery stores, are encouraged.” (pg 71)

### **The Project is Consistent with the Sunrise Tomorrow Mobility Policies**

The Project aligns with the following Sunrise Tomorrow policies:

#### **3.4.3 Mobility Policies** state:

- **M-7.** “Vehicular parking shall be provided for all uses according to the minimum and maximum requirements.”
- **M-5.** “A bus transit center shall be established along Sunrise Boulevard” (pg 77)

### **The Project is Consistent with the Sunrise Tomorrow Parking Development Standards**

The Project aligns with the following Sunrise Tomorrow policies:

#### **4.2.3 Parking Development Standards** require:

- **DS-3.** “All surface parking lots [...] shall provide demarcated safe accessible pedestrian access and circulation through all parking areas to a pedestrian pathway.” (pg 95)

### **The Project is Consistent with the Sunrise Tomorrow Key Design Elements**

The Project is Consistent with the following Sunrise Tomorrow policies:

#### **4.4.2 Sub Area 2-A:**

- **Key Design Elements** envision that “Mixed-use buildings along Main Street should have active ground floor uses such as dining and retail

#### **4.4.3 Sub Area 2-B:**

**Key Design Elements** envision that “Street-facing ground floor should have active uses”

#### **4.5.2 Sub Area 3-A: Entertainment Anchor**

- **Key Design Elements** envision:
  1. “Outdoor dining, seating areas [...] and game areas”
  2. “The primary entertainment use main entry and marque should be centrally located and visually significant with compelling design elements.” (pg 133)

### **The Project is Consistent with the Sunrise Tomorrow Planning Area 3 Use Regulations**

The Project is Consistent with the following Sunrise Tomorrow policies:

**Table 4.15 Planning Area 3 Uses** provides for:

- Commercial recreation facility - Indoor Minor
- Commercial recreation facility - Indoor Major
- General Retail
- “Restaurant” (s)
- Child day care center and
- Parking facility, public or commercial, surface (pg 145)

### **The Project is Consistent with the Sunrise Tomorrow Planning Area 4 Use Regulations**

The Project is Consistent with the following Sunrise Tomorrow policies:

**Table 4.21 Planning Area 4 Uses** provides for:

- Commercial recreation facility - Indoor Minor
- Commercial recreation facility - Indoor Major
- Drive-Through Facility
- “Restaurant” (s)
- Parking facility, public or commercial, surface (pg. 165)

## **Additional Specific Plan Amendment Modifications and Clarifications**

- Remove maximum retail GLA allocation in areas 3 and 4.
- Remove any minimum FAR requirements in areas 3 and 4.
- Reduce the minimum 30%-40% open space Delete Policy OS-3 regarding restoring creek.
- Modify the open space of areas 3 and 4.
- Each sub-area within the Specific Plan shall be designed to detain or otherwise accommodate stormwater runoff from that sub-area.
- Areas 3 and 4 will no longer provide stormwater detention for the overall shopping center.
- In the lower levels (basement areas always used as storage) of the former Sears and Sears Auto Building in Area 3-A, on-site commercial storage and public storage,
- Quick-serve restaurants are allowed to have drive-through service subject to City standards and limitations described herein.
- As an item of clarification, the allowed uses described herein and per the Specific Plan shall be allowed in all portions of the Specific Plan Area as opposed to certain specific areas.

## **Attachments**

**The Sunrise Tomorrow Plan's Five Big Ideas are Achieved in the Proposed Specific Plan Amendment (SPA);**

**Site Plan**

**The Sunrise Tomorrow Plan's  
Five Big Ideas are Achieved in the  
Proposed Specific Plan Amendment (SPA)**

1. Community & Regional Destination

**Proposed SPA** - Attracting popular retailers and enhancing the property with capital improvements to create an appealing and engaging destination.

2. Connected Green Spaces

**Proposed SPA** - The addition of a new, open event space for community gatherings, concerts, a farmer's market, or other local uses to bring together neighbors, families, and the entire Citrus Heights community.

3. Streets for People

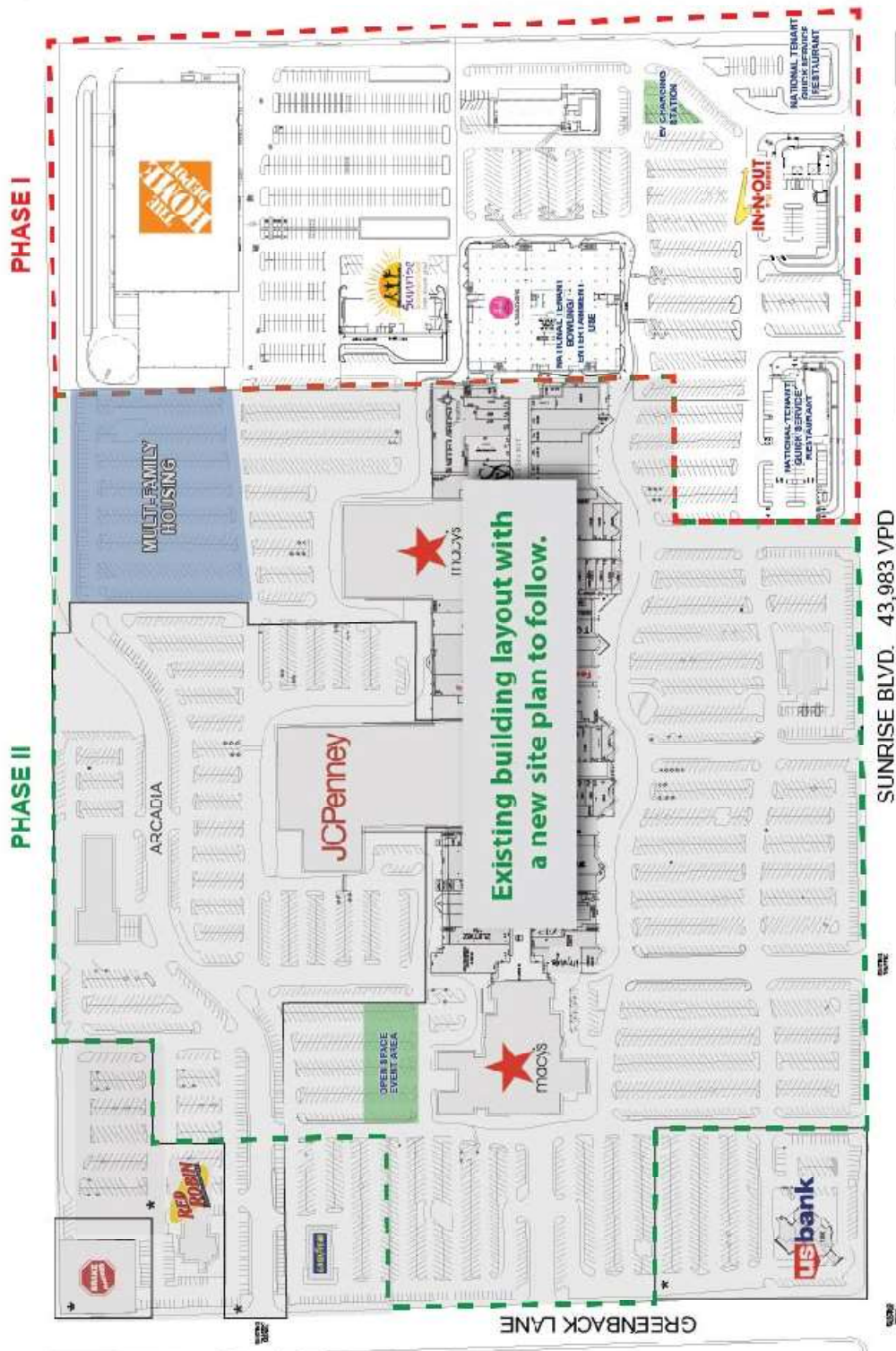
**Proposed SPA** - The new property enhancements through the Sunrise Tomorrow Plan will reinvigorate the Sunrise Mall property; instead of a vacant, dilapidated dead mall, this plan will provide a vibrant community gathering space that can be enjoyed by everyone.

4. Livable Neighborhoods

**Proposed SPA** - Sunrise Tomorrow Evolution will provide 350 new multi-family housing units and help address the housing shortage in the Citrus Heights community.

5. Economic Engine

**Proposed SPA** - Strong national retailers to help stimulate the economy, bringing jobs and vital tax revenues the community needs and depends on to fund essential services, including public safety, education, and transportation.



\*Not Part of SPA Application