

City Planning Commission
Sacramento, California

Members in Session:

SUBJECT: ESTABLISHMENT OF A BROADWAY COORIDOR PLANNING AREA

BACKGROUND:

On September 26, 1990, the Design Review Board considered a set of Design Guidelines for use in the Alhambra Corridor which also called for the expansion of the Design Review District east to 34th Street and from A to W Streets. The Board reviewed the architectural and landscape guidelines. The Board and the Planning Commission approved the Design Guidelines and the expansion of the Central City Design Review District at subsequent meetings. Final approval of the Alhambra Corridor Guidelines was granted by the City Council on March 5, 1991.

PROPOSAL TO ESTABLISH A BROADWAY CORRIDOR PLANNING AREA:

As has been the history of the Alhambra Corridor, there are also increasing community concerns about the future of the Broadway Corridor and the trend towards large scale development which is contributing to a loss of neighborhood and pedestrian level services which should be Broadway's strength. Additionally, there continues to be encroachment of non-residential uses into residential neighborhoods; continuing loss of housing; an over-concentration of certain land uses; and transportation/parking issues which require mitigation.

Broadway is already part of the Central City Design Review District. However, there are no specific design guidelines and planning objects adopted to maintain and enhance the significance of the Broadway corridor as a viable commercial and residential district in Sacramento.

The Board, at its March 12 meeting, approved unanimously (5-0), forwarding a recommendation to the Planning Commission and the City Council recommending the establishment of a Broadway Corridor Planning Area. The boundaries for the area were suggested to be, but not limited to: Stockton Boulevard on the east; Front Street on the west; the north and south side of Broadway east of the W/X Freeway and the W/X Freeway west of Alhambra Boulevard. Both the Sierra Curtis Neighborhood Association and the Land Park Community Association have indicated support for the establishment of the Planning Area and the limiting of major new development until completion of the study.

It is recommended that design guidelines and planning objectives be developed to:

- Ensure that properties within the area are zoned to have a desirable effect and provide new development that is compatible with residential neighborhoods;
- Provide that the characteristics of the area (including historic and architectural elements) are not altered but are maintained and enhanced by new developments to support the pedestrian-oriented community district which is currently being eroded by the intrusion of office development;
- Provide for improvements and maintenance of properties to avoid deteriorating conditions and improve the vitality of Broadway through the establishment of goals, objectives and policies.

In summary, those issues which demonstrate the need for a Broadway Corridor Planning Area include: preservation of existing neighborhoods; the increased demand for and intensity of new development and the necessity to ensure compatibility of such development; a solution to traffic and parking problems; and efforts required to maintain and improve the pedestrian-orientation of Broadway as a commercial district.

It is therefore recommended that the City Council and the Planning Commission consider the establishment of a Broadway Corridor Planning Area and that no projects over 10,000 square feet require a special permit for approval until such a study is completed.

Vote of Design Review/Preservation Board on April 3, 1991 was 9 ayes, 0 nay to send the recommendation to Planning Commission and City Council.

Respectfully submitted,

Richard B. Hastings
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Principal Planner

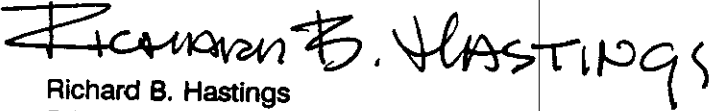
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