

Old Florin Town District

VISIONS PLAN



December 1, 2004



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1.0 INTRODUCTION

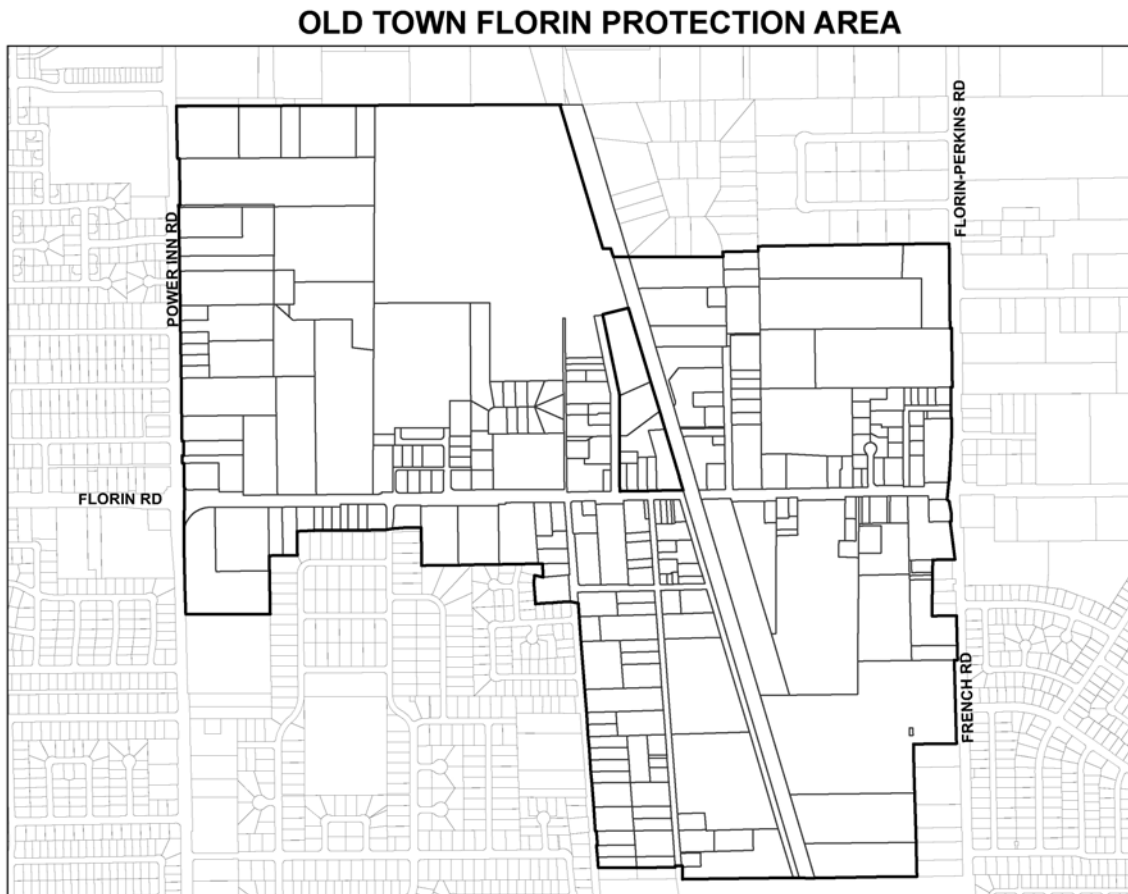
1.1 Purposes and Intent

The Old Florin Town District (District) is a community of 11,000 residents that is located approximately nine miles southeast of downtown Sacramento in an unincorporated area of Sacramento County (see Exhibit 1). The District is a strong community with a rich historical and cultural heritage.

The *Old Florin Town District Visions Plan* represents a collaborative effort involving the Old Florin Town community, Sacramento County and Redevelopment Agency (SHRA) staff, and other stakeholders. The intent of this document is to:

- Define an overall vision to revitalize the Old Florin Town District; and
- Define goals, objectives, planning concepts, and design-development guidelines to support revitalization efforts; and
- Define a strategy to implement this Visions Plan.

Exhibit 1: Old Florin Town District Location and Context



The planning strategy is based on input from six community meetings since 2002. This strategy was presented to the community at the July 13, 2004 “Visions Workshop”.

1.2 Work Efforts to Date

In 2002, the County and SHRA initiated revitalization efforts in the Old Florin Town District. Key efforts include:

Old Florin Town Revitalization Strategy/Board of Supervisors Workshop: In January of 2002 Department of Economic Development staff presented a strategy for revitalizing the Old Florin Town area. Staff recommended initiating a ‘Visioning’ process that would serve as a foundation for development of a Special Planning Area (SPA).

Old Florin School Rehabilitation: The Old Florin Town School site consists of the original school and a more modern bungalow at 8383 Florin Road. The original facility had gone through several upgrades and changes. Between 2002 and 2005 SHRA secured multi-agency funding and grants to renovate the facility. Construction is estimated to be completed in Spring 2005. The site will house the Therapeutic Recreation Programs and serve as a resource for the entire community. The project is considered a catalyst for future revitalization of this section of Florin Road.

SouthCAST: The south Sacramento Community Area Service Team was formed in 2003 to improve the quality of services in this community, including the Old Florin Town District. SouthCAST includes staff from over 15 County departments and agencies who are specifically assigned to address needs and concerns in the south Sacramento community. SouthCAST works closely with community stakeholders including residents, businesses, working groups, service providers and other interests to improve the quality of life in south Sacramento. This initiative reflects a long-term commitment by the County to improve the quality of life in south Sacramento (**additional information on SouthCAST is available at www.communities.saccounty.net**).

Florin Road Streetscape Master Plan: This effort was initiated in the Spring of 2004 to prepare a Streetscape Master Plan for the segment of Florin Road between Stockton Boulevard and Elk Grove-Florin. The Master Plan includes roadway, median, landscaping, sidewalk, and signage improvements. The Master Plan is scheduled to be completed in 2005/2006 with the first phase of improvements scheduled for completion shortly thereafter.

Old Florin Town Visions Plan: This effort was initiated in the Spring of 2004 and includes two components: 1) an assessment of existing conditions, opportunities and challenges and 2) preparation of a vision and strategy to revitalize the Old Florin Town District. This effort included 14 interviews with key community stakeholders and two public workshops. On May 27, 2004 a “Stakeholders Workshop” was held to solicit community issues and concerns and present findings from the conditions assessment. On July 13, 2004 a “Visions Workshop” was held to discuss potential vision goals, objectives, and planning concepts (**see Appendix B for more information**).

2.0 VISION, GOALS, AND OBJECTIVES

2.1 Vision and Planning Themes

The vision for the Old Florin Town District is defined as follows:

“The Old Florin Town District is a vibrant and healthy community composed of residential neighborhoods, employment areas, and a village center which serves as the primary activity center and focal point for this community. District land uses and development patterns are complementary and reflect the unique history and character of Old Florin Town.”

The Old Florin Town District vision incorporates four inter-related planning themes: 1) community identity, 2) land use, 3) mobility, and 4) historic assets. These themes include goals, objectives, and planning concepts that serve as “statements of intent and purpose” to guide revitalization efforts.

2.2 Community Identity

Goal: An Old Florin Town District that provides a unique community identity based on its history, assets, and long-term revitalization opportunities.

Objectives:

- Revitalize the historic core and adjacent properties to create a village center that will serve as the “heart of the Old Florin Town District”.
- Create “gateways” and community signage at key entrances into the Old Florin Town District, such as Florin/Power Inn Road and at Florin/Florin-Perkins Road, using special signage, monumentation, and landscaping.
- Create a unique Old Florin Town District streetscape along Florin Road with special paving, signage, landscaping, lighting, historic placards/monumentation, etc.
- Define design-development standards to maintain and reinforce the unique character of the Old Florin Town District, especially in the vicinity of the village center.
- Work with regional media and other stakeholders to counter negative perceptions of the community, celebrate successes, and promote a positive community image.

Exhibit 2 depicts Community Identity concepts.

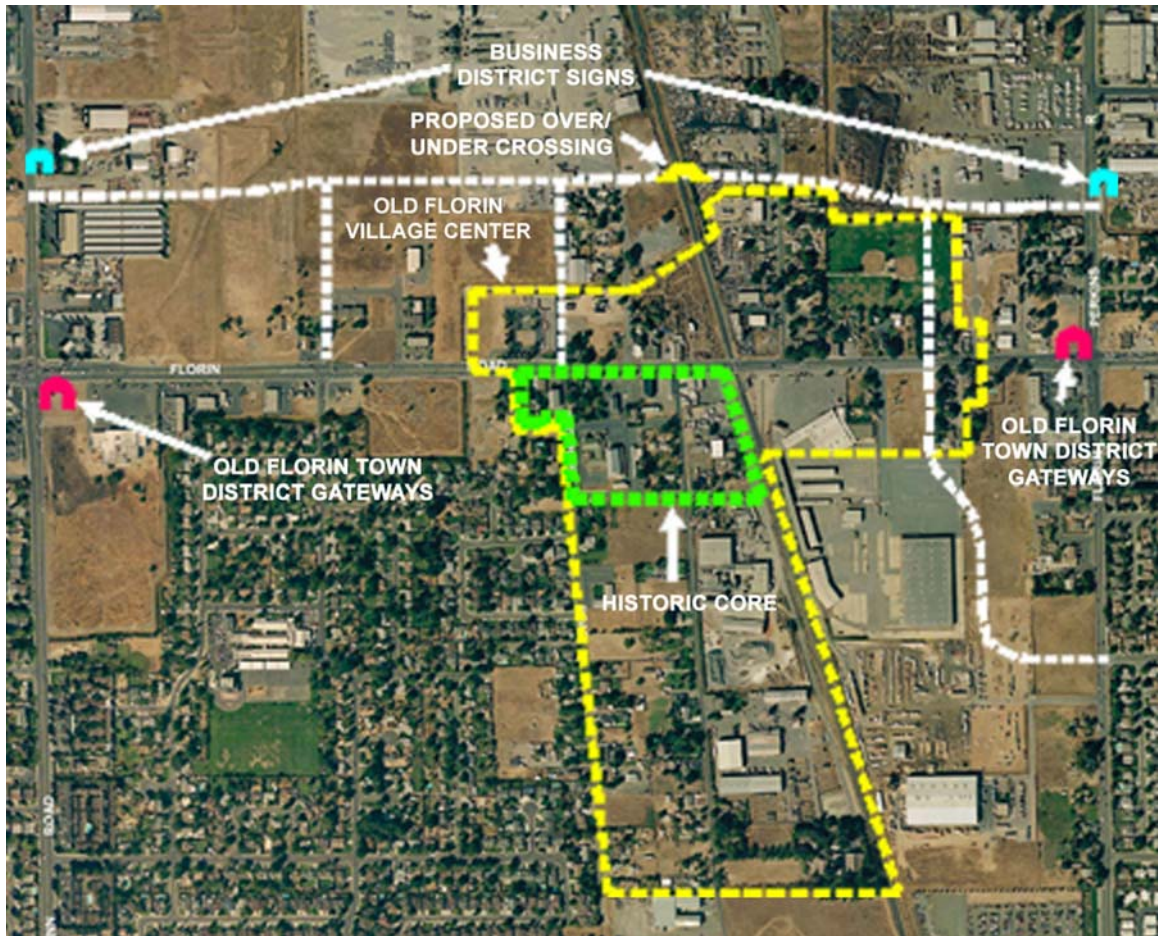


Exhibit 2: Community Identity Concepts

2.3 Land Use

Goal: An Old Florin Town District which integrates and balances residential, commercial, and employment centers while maintaining Florin's unique community identity.

Objectives:

- Create a vibrant, mixed use village center that serves as a community amenity area for the Old Florin Town District and greater Florin area.
- Encourage infill development, especially residential and amenity uses that will complement and enhance the local economic base and quality of life.
- Redevelop blighted and underutilized properties for productive uses, especially in the vicinity of the village center.
- Improve the Florin-Perkins industrial area to industrial office park standards; improvements include upgrade of infrastructure, roadways, landscaping, signage, etc.
- Buffer industrial uses from residential and commercial/service uses.

Exhibit 3 depicts key land use planning concepts.

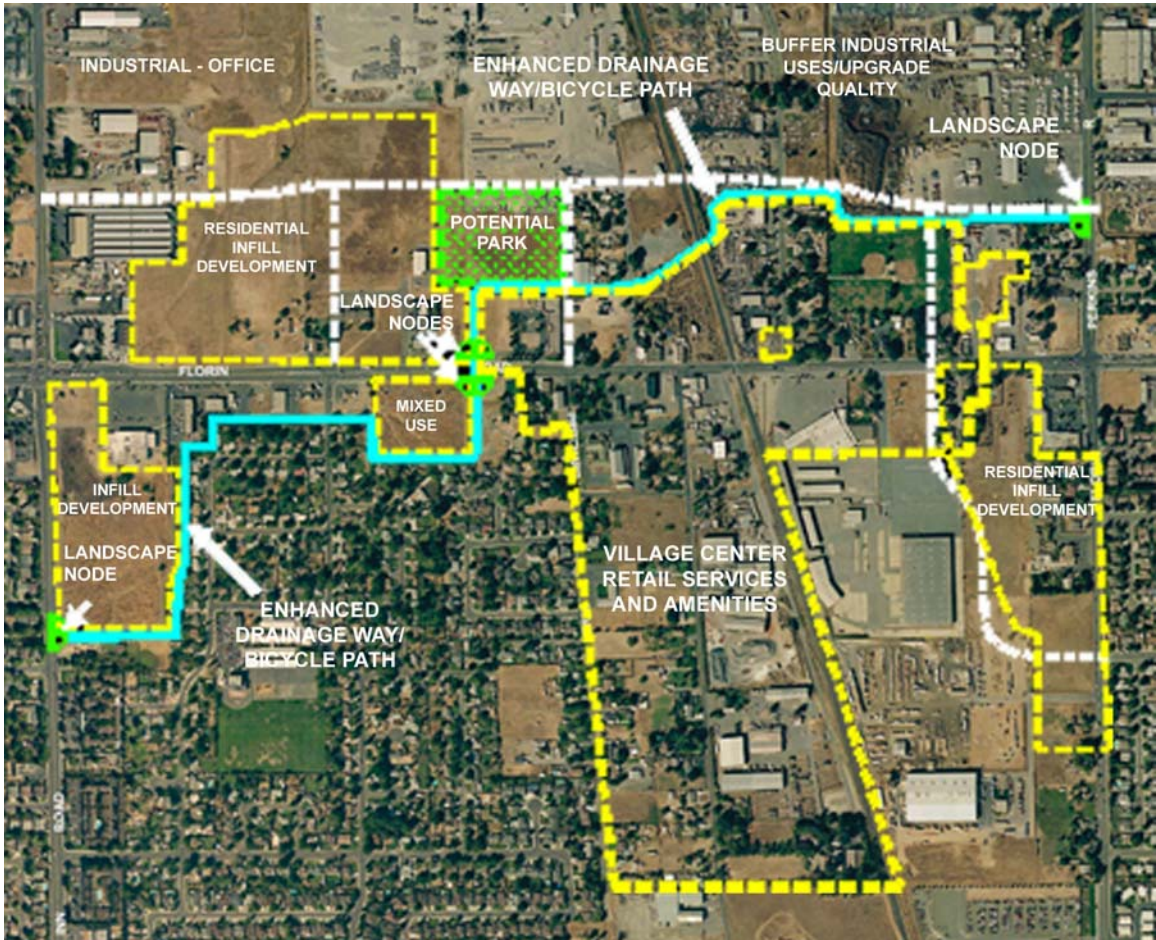


Exhibit 3: Land Use Concepts

2.4 Mobility

Goal: A safe and efficient automobile, bike, pedestrian, and transit system that connects Old Florin Town District activity areas to each other and to the greater Florin area.

Objectives:

- Add traffic signals and other Florin roadway improvements at each end of the village center to slow down traffic and provide safe auto and pedestrian circulation.
- Limit left turns on Florin Road in the village center to improve traffic and pedestrian safety.
- Enhance transit service along Florin Road to mitigate traffic congestion.
- Create a pedestrian friendly area in the village center with safe pedestrian connections to nearby residential and activity areas.
- Create new circulation pattern which diverts industrial traffic away from the village center and residential areas.

Exhibit 4 depicts key mobility concepts.



Exhibit 4: Mobility Concepts

2.5 Historic Assets

Goal: A vibrant historic core with historic buildings reproduced “historic” buildings, and monuments/signage that incorporates Florin’s history as a town center, agricultural center, and Japanese-American cultural center.

Objective:

- Preserve and rehabilitate the Old Florin School for re-use as a community amenity (currently in progress).
- Incorporate design-development standards in the zoning in, and around, the historic core to maintain the unique character of Old Florin Town.
- Target high priority historic buildings for preservation, rehabilitation, and reuse based on level of historic significance, likely availability of public-private resources, and feasibility of reuse.
- Where feasible, re-create removed historic buildings (e.g., the depot) to enhance the character of the historic core.

Exhibit 5 depicts key historic asset concepts.

3.0 PLANNING CONCEPTS AND GUIDELINES

3.1 Planning Areas

The Old Florin Town District includes four planning areas that define similar character and opportunity. These planning areas are described in the following sections.

3.2 Historic Core / District Guidelines

Intent

The Village Center is intended to serve as the “heart of the Old Florin Town District”. The Village Center is a focused activity center that includes a pedestrian and transit friendly mix of retail, service, amenity, and residential uses. The “historic core” of the Village Center is intended to preserve, where feasible, remaining historic structures.

Concepts and Guidelines

- Where feasible, all development shall be consistent with guidelines defined in Section 3 (Village Center:) of the [DRAFT] *County of Sacramento Commercial and Mixed-Use Design Guidelines* or alternative guidelines as adopted by the Board of Supervisors.
- Where feasible, Florin Creek shall be restored as a riparian greenway/bikeway.
- **Encourage the preservation, retention, and enhancement of the historic character of the Historic Core and designated significant buildings.**

REHABILITATION IN THE HISTORIC CORE AND TO DESIGNATED SIGNIFICANT BUILDINGS:

- To the extent feasible work activities regarding rehabilitation of buildings that contribute to the Florin Historic District/Historic Core, and to individually designated significant buildings in the vicinity should be consistent with *The Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings*.
- To the extent feasible rehabilitation or alterations to contributing buildings within the Historic Core/District and to individually designated historic buildings should not diminish or remove the significant character-defining features of that resource. The removal or alteration of any historic material or architectural features should be held to a minimum.

NEW CONSTRUCTION IN THE HISTORIC CORE AREA AND WITHIN 100 FEET OF THE HISTORIC CORE BOUNDARIES OR DESIGNATED SIGNIFICANT BUILDINGS:

Review of proposed work within the Historic District, on historically significant structures or new construction shall be reviewed by the Board of Supervisors or its designated authority until such time as a SPA is approved for the area.

- Infill construction should be appropriate to adjacent contributing buildings in the Historic Core District and to individually designated significant buildings in the vicinity in terms of scale, massing, materials, height, design, and stylistic themes. New construction details should be appropriate to the character of details found in the Historic District. However, reproduction of historic building details on new buildings should be limited.
- Signage: Any identity-oriented signage incorporated into the Historic Core District should not detract from the character and image of existing contributing buildings within the District and related designated buildings.
- Site components: Parking, landscaping and lighting shall not conflict with or diminish the character of the Historic Core District.
- Height: To the extent feasible heights of new building construction within the Historic Core/District should be limited to approximately the height of existing two story buildings. New construction immediately adjacent to the Florin School, 8419 Florin, 8448 Florin and 8460 Florin and 7228 Simon should be limited to one and a one half stories.
- Scale: The scale and massing of new construction should reflect the scale and massing of the predominant number of buildings within the Historic Core/District and adjacent to individually designated buildings; the Florin School, 8419 Florin, 8448 Florin, 8460 Florin and 7228 Simon should be limited to one and one half stories. Development of large parcels should be sensitive to the scale of smaller buildings immediately adjacent or within the Historic District, and massing should be broken up accordingly.
- Materials: Materials utilized in new construction within the Historic Core/District should reflect the predominant materials of the resources in the immediate vicinity of the new construction.
- Fences: New construction should retain some degree of 'openness' and avoid opaque and solid plane.

3.3 Corridor Mixed Use Areas

Intent

Corridor Mixed Use areas are intended to serve as transition zones between uses north and south of Florin Road and between uses east and west of the Village Center. These areas are also intended to serve as “gateways” into the Village Center and have a development character consistent with that of the Village Center. Corridor Mixed Use areas are intended to support a mix of land uses including retail, office, amenity, and residential uses that are complementary with those in adjacent planning areas.

Concepts and Guidelines

- Where feasible, all development shall be consistent with guidelines defined in Section 1 (Commercial District) of the *[DRAFT] County of Sacramento Commercial and Mixed-Use Design Guidelines*.
- Streetscape and landscape standards shall be sensitive to the historic nature of the area.
- Pedestrian access and mobility shall be incorporated into design to the extent feasible.

3.4 Industrial and Office Areas

Intent

The Industrial and Office Areas are intended to be employment zones that support a mix of light industrial and office uses in a business park environment.

Concepts and Guidelines

- Uses permitted in the area include any use permitted in the MP Industrial-Office Park and the M-1 Light Industrial land use zones as set forth in the Sacramento County Zoning Code, Section 230-11 with the exception of:
 - (a) Adult oriented establishments, including but not limited to, adult bookstores, theater, and video stores.
 - (b) Drive-in theaters having three (3) or more screens, stadiums, circus, bottled gas and related storage (only if bulk petroleum storage involved, rubber fabrication, and storage and distribution of bottled gas (only if stored in bulk).
 - (c) Uses under the general category of Government Uses, Buildings and Airports that constitute jails, detention centers, or hospitals.
- Where feasible, all development shall be consistent with those defined in Section 2.1 (Industrial and Business District) of the *[DRAFT] County of Sacramento Commercial and Mixed-Use Design Guidelines*.
- Improve the Power Inn Road, Florin-Perkins Road, and South Watt Avenue corridors to MP zone standards.
- Where feasible, divert Industrial and Office Area traffic, especially truck traffic, away from the Village Center and Residential Areas.
- Reduce truck and heavy vehicle loads on Florin Road by creating by-pass road north of Florin and new loop south of Florin to better service and access Industrial-Office area.

Additional Guidelines and Concepts: “Target Opportunity Zones”

- New or renovated buildings for industrial-office use that approach, or are immediately adjacent to, the Historic Core District must be sensitive to the preservation intent stated within this report.

Additional Guidelines and Concepts: “Rail Served Zones”

- Rail Served Zones are intended to permit uses that require rail access. Special considerations may be given with respect to County standards due to permitted uses, development standards, and design-development guidelines to accommodate uses that require rail access.

3.5 Residential Areas

Intent

Residential areas are intended to be neighborhoods that predominately include residential uses and complementary amenities (e.g., parks, schools, etc.).

Concepts and Guidelines

- All facilities and uses existing within this area as of December 2004 are permitted.
- All existing facilities and uses shall be considered legal nonconforming with respect to setback, height, parking, parking lot lighting, parking lot shading, landscaping and signage. To the extent that a discretionary process is necessary, special considerations may be given in making staff recommendations with respect to County standards due to the layout of existing facilities and land uses (e.g., for parcelization plans, variance applications, etc.).

Additional Guidelines: “Target Opportunity Zones”

- Where possible, residential development should encourage mixed-use at or adjacent to the Historic Core District.
- Higher density should be considered near Florin Road and new transportation hubs.
- Creation of new residential neighborhoods must demonstrate connectivity to the Old Florin Town Community.
- Architectural treatment and site amenities of residential development must contribute to a pedestrian-friendly atmosphere. Gated communities should be avoided.

4.0 IMPLEMENTATION STRATEGY

4.1 Action Plan

As part of the Streetscape Master Plan process a detailed Action Plan will be developed. Implementing the concepts within this Visions Plan will require a close working partnership involving the community, County, SHRA, and other south Sacramento stakeholders.

Table 1: Action Plan

Action/Task/Process	Participants (Lead)
Community Identity	
1 Define community naming convention (e.g., Old Florin Town District)	(Planning), Transportation
2 Define community identity design elements for streetscape, signs, etc.	(Transportation), Planning
3 Phase I Streetscape: construct gateway improvements	(Transportation)
Land Use/Planning	
4 Revise Zoning Ordinance; incorporate design-dev guidelines	(Planning), EcoDev, Transportation
5 Revise General Plan land use designations	(Planning)
6 Complete Redevelopment Area feasibility study	(SHRA)
7 Define City-County EconDev strategy for Florin-Perkins industrial area	(City/County EconDev), Planning
8 Create Redevelopment Project Area?	(SHRA), Planning, EconDev
9 Prepare Master Plan for Southgate Park & Florin Creek	(Southgate, County Parks), Planning
10 Prepare application for SACOG Community Design grant	(Planning), Transportation, EconDev
Mobility	
11 Prepare Florin Streetscape Master Plan	(Transportation), Planning
12 Define and scope Phase I Streetscape project	(Transportation), Planning, EconDev
13 Update Florin traffic study - include Gap area and planning strategy	(Transportation), Planning, EconDev
14 Refine circulation strategy - e.g., new roads, intersections, etc.	(Transportation), Planning, EconDev
15 Define transit strategy (e.g., Bus Rapid Transit, transit stops, etc.)?	(RT), Transportation, Planning, EconDev
16 Prepare application for SACOG transportation grant?	(Transportation), Planning, EconDev
17 Phase I Streetscape: traffic signals and safety improvements	(Transportation), Planning, EconDev
Historic Assets	
18 Resolve historic building designations & preservation mechanisms	(Planning), DERA
19 Define historic building preservation priority list and strategy	(Planning), EcoDev, Transportation
20 Define historic "walking tour", placards, monuments, etc.	(Planning), Transportation
21 Define mitigation strategy for impacted buildings	(Planning), DERA

APPENDIX A

- Florin Road Historic Resources

FLORIN ROAD HISTORIC RESOURCES

SETTING

Through research and on-site review and analysis, this project has identified significant historic architectural resources located in the vicinity of Florin Road between Stockton Boulevard and Florin-Perkins Road.

A concentration of historic architectural resources occurs in and around the former Florin (Florintown) settlement which developed both east and west of the former Southern Pacific railroad tracks and on the north and south sides of Florin Road. A potential Historic Core District has been identified that extends along both sides of Florin Road from approximately McCurdy Road to the west side of the railroad tracks. Individual historic resources are also located on the east side of the tracks, on both sides of Florin Road, and include the Florin School, 8419 Florin Road, 8448 Florin Road, 8460 Florin Road, 8439 Florin Road, 7228 Simon.

These historic architectural resources, though diminished in number from the original settlement, and altered over time, still project a sense of time and place that reflects an era when Florin was a busy and prospering community. Florin holds a special place in the history of California, as an area that supported a concentration of Japanese settlers whose outstanding agricultural efforts brought fame to them and to Florin for its nationally notable strawberry production.

The significance of the appearance and location of the buildings should be retained in order to preserve the unique character and history of this area. Therefore guidelines directed toward the retention of character-defining features of the resources should be followed during the rehabilitation or restoration of the buildings, and with the construction of new buildings within the existing district and adjacent to the individually significant buildings. Prepared by the Federal Government for application to significant historic properties, *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings* are intended to provide guidance regarding the treatment of historic buildings. By following approaches to work treatments and techniques consistent with the *Standards and Guidelines* noted as "Recommended" and avoiding those which are inconsistent and noted as "Not Recommended," the existing character-defining features and images of the buildings and district will be retained.

EXISTING CHARACTER OF HISTORIC ARCHITECTURAL RESOURCES WITHIN AND JUST EAST OF THE FLORIN HISTORIC DISTRICT

Scale and massing; residences and small individual commercial buildings establish a fairly small overall scale governed by individual lot width and one to two story heights. The massing is more prominent in groups of adjacent buildings with consistent façade setbacks. The Redman's Hall is the single most massive building in the district.

Building heights are primarily one and two stories.

Gabled and hipped roof forms of contributing buildings are predominant. There are a few buildings with flared eaves. Some buildings constructed after the main group of contributing buildings have flat roof lines.

Roof parapets, less common than gable and hipped roofs, vary in shape with both stepped and horizontal lines and a rounded arch.

Corridor is more visually defined by one and two story vertical facades of buildings close to right of way than the more varied facades of residential building types.

Setbacks are somewhat inconsistent. Residences, commercial and community buildings are found close to the right of way, but there are some buildings sited further back from the street.

Materials:

Wood: Materials for residences and community buildings are primarily wood.

Brick: A few Period Revival wood frame houses with brick surfacing exist.

Stucco: There are some commercial buildings and residences with stucco surfaces.

Metal: Corrugated metal sheathing is utilized at some industrial buildings.

Ornamentation:

Some architectural stylistic themes represented in the Historic Core and individually designated buildings utilize design elements characteristic of a style, that are reflected in particular design details or features. These details create a texture for the building that helps provide a sense of scale as well as decoration. While new construction should not necessarily copy such details reflecting a past style, appropriate current ornament may be utilized to achieve a similar sense of scale and texture.

Existing buildings possess character-defining ornament in moldings, eave bracketing, windows with leaded glass, decorative muntins or unusual shapes, columns, battered posts, louvered vents.

Styles of Buildings:

Many of the buildings within the Historic Core District and within the historic area are vernacular buildings, designed without an architect or a specific architectural style. The buildings are generally modest, functional, and reflect their function-related activities such as industrial, community or commercial.

Most buildings combine elements that reflect mixtures of architectural styles.

Classical Revival is represented by 8300, 8320, and 8330 Florin Road.

Craftsman styles are represented by 8419 Florin Road, 8460 Florin Road, and 8286 Florin Road.

Greek Revival style is represented by 8314 Florin Road.

Gothic Revival style is represented by the church at 8301 Florin Road. The nearby house is more reflective of Greek Revival styles.

Period Revival styles are represented by 4228 Simon Road and 8448 Florin Road.

Vacant land:

There are vacant lots within the district and nearby along Florin Road between significant individual resource. They create voids in the visual fabric of the corridor and interrupt the development of a rhythm.

Fenestration:

Windows of residential buildings vary in size and shape as do industrial, commercial and community buildings. Some windows utilize wood sash, while others are framed with metal sash in varied formats.

Entrances:

Building entries vary, with some facing Florin Road and some with side or rear entries.

APPENDIX B

- Summary Conditions Assessment
- Summary Stakeholder Comments
- May 27, 2004 Stakeholder Workshop agenda
- July 13, 2004 Visioning Workshop agenda

SUMMARY STAKEHOLDER COMMENTS

COMMUNITY IDENTITY

Stakeholder Comments

- *Old Florin Town used to have its own unique identity (on maps, post office, etc.). Now it is generally considered as part of “south Sacramento”.*
- *Need to acknowledge Florin’s history in revitalization efforts. Few people outside of Florin are aware of its history. Florin has a unique history!*

LAND USE

Stakeholder Comments

- *No long-term vision for Old Florin Town; too much uncertainty.*
- *Little retail and “public uses” in historic core. Need more retail and services for residents.*
- *Too many “junk” uses. Many old buildings should just be demolished and redeveloped.*
- *Potential for more residential uses on vacant land; may help attract new retail and services and improve quality of community.*
- *Maintain “rural” look of community; preserve vacant lands as open space.*
- *Rail served industrial areas should be preserved since rail access is a scarce resource.*

MOBILITY

Stakeholder Comments

- *Too much traffic on Florin Road. Very unsafe. Air quality concerns*
- *Florin Road should remain as 4 lanes to preserve historic buildings.*
- *Florin Road should be expanded to 6 lanes to improve traffic circulation and safety.*
- *Potential to re-route traffic from Florin Road to other roads (e.g., Gerber)?*
- *Potential to create a bypass around historic core?*
- *Frasinetti Road has major ingress/egress safety issues. Some segments of road are in poor condition. Location of Frasinetti Winery not obvious for 1st time visitors.*

HISTORIC ASSETS

Stakeholder Comments

- *Florin has an important history. Remaining buildings should be preserved.*
- *There is little of historic Florin remaining. Public resources should be focused on cleaning up Florin rather than trying to preserve marginal buildings.*
- *Redmens Lodge is one of the most important/defining historic buildings and needs to be preserved.*
- *Redmen’s Lodge is falling apart and is a fire/safety hazard. Several old vacant buildings in Old Florin have been torched in the last 2 decades.*
- *Re-create/re-build buildings that have been removed (e.g., the depot) and encourage uses that speak to Old Florin Town’s history (e.g., produce market).*

SUMMARY CONDITIONS ASSESSMENT

Demographic Profile

Key Characteristics

Table 1 compares key Old Florin Town District demographic characteristics with those of the Sacramento region and the State of California. Findings include:

- **Ethnic/Racial Diversity:** A higher percentage of non-white and Hispanic residents than the region (59.9% versus 30.1% for the region).
- **Many Family Households:** Higher percentage of family households (74.2% versus 67.4% for the region) and family households with children (38.3% versus 34.2% for the region). Also, Florin has a higher percentage of single parent households with children.
- **Low Income Levels:** Average per capita income is \$15,616 versus \$22,302 for the region. Only 26.5% of households earn more than \$50,000 (versus 34.3% for the region)
- **Low Educational Attainment:** 27.5 percent of adults have no high school diploma versus 15.4 percent for the region as a whole.
- **Low Labor Force Participation:** A lower percentage of area residents are in the workforce than the region's residents (37.8% versus 45.1% for the region).
- **Importing Jobs:** There are 6,389 jobs located in the Old Florin area but only 4,849 employed residents.
- **High Homeownership Rate:** 64.4% of area residents own their home versus 61.1% of regional residents.

Planning Considerations

Socio-Economic Concerns: The Old Florin Town District has many socio-economic concerns such as low per capita incomes and low educational attainment levels. Areas with socio-economic concerns are perceived as high risk, low return areas for private investment.

Limited Demographic Critical Mass: The Old Florin Town District has a diverse, low density population base with limited purchasing power. This reality limits opportunities for community serving uses such as retail which require a higher level of demographic critical mass to be successful

Table 1: Old Florin, Sacramento Region, and State of California Demographic Profile (2000)

	Old Florin (2003 estimate)		2000 Census	
	1 mile radius	3 mile radius	Sacramento	California
<u>Demographics</u>				
Population	12,830	123,106	1,886,165	33,871,648
Employed Population	4,849	46,663	850,147	16,245,616
Employment/Population	37.8%	37.9%	45.1%	48.0%
Employment (within radius)	6,389	43,354		
Workforce/Employed Population	131.8%	92.9%		
Median Age	32.0	30.5	34.4	33.3
Percent White	40.5%	37.8%	69.9%	63.4%
Percent Black	17.5%	16.9%	6.8%	7.4%
Percent Asian	21.8%	23.0%	8.6%	10.9%
Percent Other	20.2%	22.3%	14.7%	18.3%
Percent Hispanic	19.0%	24.2%	15.8%	32.4%
Family Households	74.2%	74.8%	67.4%	68.9%
With children under 18	38.3%	42.8%	34.2%	35.8%
Single Parent w/ children	15.0%	15.4%	12.7%	12.6%
<u>Socio-Economics</u>				
Per Capita Income	\$15,616	\$15,756	\$22,302	\$22,711
<u>Education Attainment (Population 25+ years of age)</u>				
No high school diploma	27.5%	27.6%	15.4%	19.6%
High school diploma only	26.4%	25.9%	22.3%	28.6%
Some college, no degree	29.4%	26.3%	26.9%	21.0%
Associate Degree	7.0%	7.3%	8.8%	6.3%
Bachelor's Degree	7.4%	9.8%	17.6%	15.5%
Graduate Degree	2.3%	3.1%	9.0%	8.9%
Percent Owner-Occupied	64.4%	61.2%	61.1%	56.9%

Sources: Claritas Workplace Population Report; 1 mile and 3 mile ring centered at Florin Road and Reese Road; US Census 2

Land Use Profile

Key Characteristics

Old Florin Town was historically the center of a vibrant Japanese American farming community. This community was irrevocably disrupted when most of its residents were evacuated and interned during World War II. After the war, regional growth absorbed Old Florin Town into the urbanized Sacramento metropolitan area with development leapfrogging Old Florin Town to the south and east. The Old Florin Town District is located between a major retail center (Florin Mall District) and the new growth areas of Vineyard Gap, Vineyard Station, and Vineyard Springs.

Table 2 summarizes an inventory of existing building area.

Table 2: Existing Building Area Inventory – Retail, Office, and Industrial Uses (sq.ft.)

<u>Use</u>	<u>Old Florin Town</u>
Retail and Services	322,122
Office	4,636
Industrial	1,878,098
<u>TOTAL</u>	<u>2,204,856</u>

Planning Considerations

The following summarizes key land use considerations in formulating an economic development

Uncertain Adjacencies: The area to the west of Old Florin Town includes a struggling commercial corridor anchored by Florin Mall. The future viability of Florin Mall as a regional retail center is in question and this site (along with many other sites along the corridor) may ultimately be redeveloped for other uses. To the east of Old Florin Town are three major new growth areas known as Vineyard Gap, Vineyard Springs, and Vineyard Station that planned to accommodate an additional 15,000 to 18,000 housing units.

Eclectic Uses: Old Florin Town includes an eclectic mix of uses including several churches, auto repair shops, light industrial uses, small retail stores, Florin Tractor Parts, and 84 Lumber along with several vacant buildings and properties. This eclectic mix of land uses represents the wide range of uses permitted by the underlying zoning.

Historic Properties: Old Florin contains several buildings that may have historic merit. Some of the buildings are in a severe state of disrepair with limited reuse potential.

Challenged Properties: Many properties in Old Florin Town have one or more of the following challenges: 1) small parcel widths, 2) no or limited on-site parking, 4) unimproved streetscape frontages, and 4) extraordinary building/site improvement requirements to meet market standards.

Economic Profile

Key Characteristics

Table 3 compares Old Florin area industry employment with Sacramento region area employment. Table 4 summarizes Old Florin area employment and sales by major standard industry classification (SIC) category. The Old Florin area has higher percentages of employment in agriculture and mining, construction, manufacturing, transportation and utilities, and wholesale trade industries with lower employment percentages in government and service industries.

Table 3: Old Florin Town 1 Mile Radius Employment as Compared to the Sacramento Region

Industry	Percent of Total Employment		
	Old Florin - 1 mile radius	Sacramento	Location Quotient¹
Agriculture and Mining	7.1%	0.04%	167.73
Construction	12.5%	6.7%	1.86
Manufacturing	16.1%	7.1%	2.26
Transportation & Utilities	7.4%	3.9%	1.91
Wholesale Trade	13.8%	3.7%	3.75
Retail Trade	19.1%	17.8%	1.07
Finance, Insurance & Real Estate	1.7%	6.7%	0.26
Services	22.2%	28.5%	0.78
Government	<u>0.0%</u>	<u>25.6%</u>	-
TOTAL	100.0%	100.0%	1.00

¹ Location Quotient is the percentage ratio of Old Florin area employment to Sacramento region employment by industry. A location quotient greater than 1.00 indicates that the area has proportionately more employment than the region in that industry. A location quotient less than 1.00 indicates that the area has proportionately less employment than the region in that industry.

Table 4: Old Florin 1 Mile and 3 Mile Radius Retail and Service Employment by Major SIC Category

SIC Code	Description	1 mile radius			3 mile radius		
		Employees	Sales (in millions)	Sales/Employee	Employees	Sales (in millions)	Sales/Employee
07-09	Agriculture and Mining	453	\$18.6	\$41,060	1,239	\$52.3	\$42,211
15-17	Building Construction	796	\$134.6	\$169,095	5,876	\$1,170.0	\$199,115
20-39	Manufacturing	1,030	\$104.8	\$101,748	4,997	\$457.0	\$91,455
40-49	Transportation & Utilities	474	\$47.7	\$100,633	2,081	\$219.1	\$105,286
50-51	Wholesale Trade	882	\$144.8	\$164,172	3,933	\$685.3	\$174,244
<u>Retail Categories</u>							
52	Building Materials & Related	639	\$82.3	\$128,795	2,702	\$355.1	\$131,421
53	General Merchandise Stores	5	\$0.3	\$60,000	848	\$89.3	\$105,307
54	Food Stores	98	\$15.3	\$156,122	1,357	\$182.5	\$134,488
55	Auto Dealers & Gas Stations	43	\$9.4	\$218,605	856	\$224.1	\$261,799
56	Apparel & Accessory Stores	7	\$0.4	\$57,143	451	\$41.6	\$92,239
57	Home Furniture/Equipment	67	\$10.3	\$153,731	848	\$147.0	\$173,349
58	Eating and Drinking Places	160	\$8.0	\$50,000	2,183	\$111.1	\$50,893
59	Miscellaneous Retail	203	\$24.9	\$122,660	1,084	\$124.3	\$114,668
Total Retail		1,222	\$150.9	\$123,486	10,329	\$1,275.0	\$123,439
<u>Service Categories</u>							
60-67	Banking, Insurance, Real-Estate	111	\$20.9	\$188,288	1,488	\$269.8	\$181,317
70	Hotels and Lodging	-	\$0.0	\$0	51	\$2.2	\$43,137
72	Personal Services	195	\$9.0	\$46,154	989	\$39.8	\$40,243
73	Business Services	239	\$25.5	\$106,695	1,857	\$215.4	\$115,994
75	Automotive Repair Services	168	\$12.0	\$71,429	897	\$56.9	\$63,434
76	Miscellaneous Repair Service	37	\$4.8	\$129,730	291	\$38.1	\$130,928
78&79	Recreation/Entertainment	93	\$7.8	\$83,871	698	\$61.4	\$87,966
80	Health Services	7	\$0.5	\$71,429	2,947	\$286.5	\$97,218
81	Legal Services	11	\$2.0	\$181,818	72	\$13.3	\$184,722
82	Educational Services	254	\$25.7	\$101,181	2,639	\$263.6	\$99,886
83	Social Services	62	\$2.3	\$37,097	1,058	\$60.0	\$56,711
84	Museums, Galleries, etc.	-	\$0.0	\$0	-	\$0.0	\$0
86	Membership Organizations	92	\$6.1	\$66,304	728	\$51.9	\$71,291
87	Other Professional Services	169	\$20.7	\$122,485	689	\$80.2	\$116,401
89&99	Miscellaneous Services	94	\$0.2	\$2,128	495	\$1.8	\$3,636
Total Service		1,532	\$137.5	\$89,752	14,899	\$683.6	\$45,882
TOTAL		6,389	\$738.9	\$115,652	43,354	\$4,542.3	\$104,772

Source: Claritas Workplace Population Report; 1 mile and 3 mile ring centered at Florin Road and Reese Road.

A summary of key economic characteristics for the Old Florin Town Area follows:

Low Cost Area: The Old Florin Town Area is a low end/low cost market area as is reflected in its current economic base. Property values, lease rates, and vacancy rates are significantly lower than those in the western portion of the Florin corridor.

Minor Industry Clusters: The Old Florin Town Area has several minor market clusters in the construction/building material, wholesale trade, and manufacturing industries. However, these clusters appear to be underperforming in comparison to regional averages with respect to metrics such as sales per employee.

Struggling Retail: As a whole, the retail establishments are struggling. Sales tax receipts for Old Florin have declined over 40 percent since the mid 1990s.

Few Economic Strengths: Apart from its low property/lease rates and minor industry clusters, Old Florin Town has no clear comparative advantages with other regional locations. This is compounded by the struggling nature of the Florin corridor to the west.

Planning Considerations

Development Uncertainties: Old Florin Town is challenged by a host of uncertainties including 1) the ultimate configuration of Florin Road, 2) potential historic building/district designations, 3) availability of public resources, and 4) redevelopment/development activities to the east and west. These uncertainties, in addition to the lack of a unified vision/strategy for the Florin corridor, severely constrain the ability to formulate and implement an economic development strategy.

Negative Market Perception: The market perception for the Old Florin Town area is that of a struggling, lower quality community. This perception limits the ability to attract private investment, businesses, and development expertise to Old Florin Town.

Economic Viability: A substantial portion of Old Florin is dated, functionally obsolete, and/or blighted. While some of these properties can be updated and re-positioned to near market standards at reasonable economic costs, many properties require substantial improvements that may not be economically viable without significant public investment.

Reuse versus Redevelopment: The decision whether to pursue a land use strategy which emphasizes reuse of existing facilities or a redevelopment strategy which emphasizes demolition and new construction will greatly impact economic development opportunities. A redevelopment strategy offers more land use flexibility than a reuse strategy.

Infill/Redevelopment Opportunities: Old Florin Town offers many infill and redevelopment sites that can accommodate new development. Additional development sites are located west and east of Old Florin Town. These "opportunity sites" offer the best prospects to revitalize Old Florin Town and the greater Florin corridor.

OLD FLORIN TOWN Visioning Workshop

PRESENTATION TALKING POINTS

May 27, 2004

OVERVIEW OF FLORIN CORRIDOR

The Florin Road corridor (Highway 99 to Bradshaw Road) is one of the County's most important economic areas:

- **Florin Mall Corridor (99 to Power Inn):** regional retail center; will be revitalized through redevelopment and mixed use infill development.
- **Old Florin Town (Power Inn to Florin-Perkins):** historic area and local employment center; many vacant and underutilized lands; needs vision.
- **Florin-Vineyard Gap Area:** new growth area; 9,000-12,000 new homes with construction beginning in 3-5 years.

THIS EFFORT: FLORIN VISIONING AND STREETSCAPE IMPROVEMENT

This effort is funded by a federal grant to prepare a Streetscape Master Plan for Florin between Stockton Boulevard and Florin-Perkins Road.

Goal #1: Define a long-term vision for Old Florin Town

- Overall goals, objectives, "big ideas"
- What type of uses – amend zoning?
- How to preserve/acknowledge unique Florin history?
- Relationship to Florin Mall area and Florin Vineyard area?
- Streetscape Master Plan

Goal #2: Define a strategy to achieve the vision with a first phase of projects/actions

- Improve County services – what are service priorities?
- Priority County actions – rezoning, infrastructure planning, etc..
- Priority opportunity areas for redevelopment and infill development
- Phase I Streetscape Improvements (2005-06)
- Business/property improvements – signage, façade, etc..
- Infill/redevelopment projects – realize near-term opportunities

CONDITIONS AND TRENDS

Demographic

Ethnic/Racial Diversity: The Old Florin Town Area has a much higher percentage of non-white and Hispanic residents than the region.

Many Family Households: Higher percentage of family households (74.2% versus 67.4% for the region) and family households with children (38.3% versus 34.2% for the region). Also, higher percentage of single parent households with children.

Low Income Levels: Average per capita income is \$15,616 versus \$22,302 for the region. Only 26.5% of households earn more than \$50,000 (versus 34.3% for the region)

Low Educational Attainment: 27.5 percent of adults have no high school diploma versus 15.4 percent for the region as a whole.

High Homeownership Rate: 64.4% of Old Florin area residents own their home versus 61.1% of regional residents.

Land Use

Integrated Vision/Strategy: Economic development opportunities for Old Florin Town are heavily dependent on the vision/strategy for the Florin commercial corridor to the west and the vision/strategy for the vacant properties to the east of Old Florin Town. An integrated vision/strategy for the entire corridor which balances the relative opportunities and constraints of each of these segments presents the best opportunity for successful revitalization of Old Florin Town.

Challenged Properties: Many properties in Old Florin Town have one or more of the following challenges: 1) small parcel widths, 2) no or limited on-site parking, 3) unimproved streetscape frontages, and 4) extraordinary building/site improvement requirements to meet market standards. Additionally, many vacant properties in the area are challenged by wetlands, floodplains, and lack of infrastructure.

Historic/Cultural Assets: The history of Old Florin Town, its historic buildings, and cultural landmarks (e.g., Florin Buddhist Church, Frasinetti Winery) are potential assets for economic development. These assets are unique to Florin.

Economic

Low Cost Area: The Old Florin Town Area is a low end/low cost market area as is reflected in its current economic base. Property values, lease rates, and vacancy rates are significantly lower than those in the western portion of the Florin corridor. The market perception for the Old Florin Town Area is that of a struggling, lower quality community. This perception limits the ability to attract private investment, businesses, and development expertise to Old Florin Town.

Minor Industry Clusters: The Old Florin Town Area has several minor market clusters in the construction/building material, wholesale trade, and manufacturing industries. However, these

clusters appear to be underperforming in comparison to regional averages with respect to metrics such as sales per employee.

Struggling Retail: As a whole, the retail establishments are struggling. Sales tax receipts for Old Florin have declined by over 40 percent since the mid 1990s.

Infill/Redevelopment Opportunities: Old Florin Town offers many infill and redevelopment sites that can accommodate new development. Additional development sites are located west and east of Old Florin Town. These “opportunity sites” offer the best prospects to revitalize Old Florin Town and the greater Florin corridor.

KEY EFFORTS ALONG FLORIN ROAD

Florin Road Partnership: Business Improvement District; partnership with City, County, local businesses and property owners.

Florin Mall Revitalization: County is working with Mall owners, tenants and tenants on repositioning/revitalization plan.

South Sacramento Community Area Service Team (SouthCAST): partnership of County service providers specifically assigned to improve the quality of life and services in the south area.

Florin Vineyard Community Plan: Preferred land use plan adopted December 2003; technical transportation, infrastructure, environmental studies underway.

Old Florin Town School Renovation: County owned property to be renovated for Recreation Leisure Services.

Old Florin Façade Improvement Program: Zero cost loan program to improve building facades in Old Florin Town

SUMMARY STAKEHOLDER INTERVIEW ISSUES AND CONCERNS

Bureaucratic Processes: County efforts to date have yielded little progress. Recent efforts have been stop and go. County permitting, review, and approval processes take too long with too much uncertainty.

Florin Road Traffic/Safety: Traffic goes by too fast and there are many accidents. The segment from Prichard to 84 Lumber is particularly unsafe.

Transients: Many transients in the area. Periodic thefts and vandalism.

Illegal Dumping: Along Florin Road, Frasinetti Road, and other areas of Old Florin Town.

Redmen’s Lodge: Building is falling apart and is a fire/safety hazard. Several old vacant buildings in Old Florin have been torched in the last 2 decades.

Florin Road Uncertainty: Ultimately 6 lane or 4 lane? What will the streetscape look like? Sense that process has been going on too long with no resolution.

Frasinetti Road: Ingress/egress safety issues. Some segments of road are in poor condition. Location of Frasinetti Winery not obvious for 1st time visitors.

Florin's History: Need to acknowledge Florin's history in revitalization efforts. Few people outside of Florin are aware of its history. Historic buildings should be preserved where possible, although some buildings may be too far gone to feasibly preserve.

More Youth Programs: Need more places/activities for youths.

Infrastructure Issues: Many areas are not fully served. Florin Water District service/expansion challenges.

Old Florin School: What is happening with this? Sense that process has been going on too long with no resolution.

Development Challenges: Lack of long term vision, zoning needs to be revised, significant County support needed to realize infill development, is area County priority? What is process to support infill development/redevelopment?

Contextual Uncertainty: Limited understanding of revitalization efforts in Florin Mall area and planning efforts in Vineyard area. What is overall vision?

OLD FLORIN TOWN

VISIONING WORKSHOP

July 13, 2004

Introductions and Overview of Agenda (10 minutes)

Overview of Efforts in Progress (10 minutes)

- Old Florin Town School Renovation
- Florin Road Streetscape Master Plan
 - Visioning for Old Florin Town (today)
 - Florin Road streetscape design and improvement (future workshops)

Stakeholder Comments and Potential Vision Concepts (40 minutes)

- Summary stakeholder comments
- Potential goals, objectives, and vision concepts
 - Community Identity
 - Land Use
 - Transportation
 - Historic Assets

Public Input and Comment (60 minutes)