



**Sunrise Marketplace: Reimagining a 100-Acre Mall into a Vibrant Mixed-Use Development**

Receive and File

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**Attachments:** No

**Approved by:** James Corless

**Referring Committee:** Land Use & Natural Resources

**1. Issue:**

The city of Citrus Heights is in the process of reimagining Sunrise Marketplace to transition a declining mall into a vibrant mix-use development including retail, housing, and restaurants with strong transit, walking, and biking options for residents and visitors. At the Land Use and Natural Resources September 1, meeting, staff from Citrus Heights shared an overview of their efforts to date and the lessons learned that could be of interest to other local governments around the region.

**2. Recommendation:**

None; this item is for information only.

**3. Background/Analysis:**

Communities throughout the six-county region are looking for opportunities to breathe new life into aging commercial corridors that are struggling with vacancies, absentee landowners, and infrastructure constraints among other challenges. The retail market is evolving due to online retail and changing consumer behavior, declines in office use, and other factors. Many communities are finding that they have commercial corridors with more land zoned commercial than there is demand for, while existing commercial and office space go underutilized or vacant.

As local governments in the region look to the future of their commercial corridors, we can all learn from the experiences, setbacks, and wins of our neighbors. In June, the committee heard from staff in Placer County and Yuba City about recent successes in capturing state housing grants. Earlier this month, the committee was joined by staff from Citrus Heights to discuss the city's ongoing visioning and planning efforts for the former Sunrise Mall. The mall's sales have fallen consistently since 1996 and vacancies are up. The 25-acre mall building and its surrounding 75 acres of underutilized parking needed a new vision and plan. The city's Sunrise Tomorrow Specific Plan gave the city, the property owners, and the community a chance to make an informed decision about how to transform this site into a place to live, work and play.

**4. Discussion/Analysis:**

The Sunrise Tomorrow Specific Plan provides an example of a major revisioning and planning effort for a commercial corridor in the region. Citrus Heights is a community that primarily built out, with few opportunities for new development. The effort to reimagine the old Sunrise Mall included working with mall owners, thousands of community members, experts in the field, and elected officials. These collaborations

lead to a vision for the site that will:

- **Introduce new uses to the Sunrise Mall site**, like zoning for a variety of residential options, entertainment, and more.
- **Triple the development allowed on the site**, creating an opportunity for the community to diversify its economy, attract quality industry sectors like medical and tech, and more.
- **Streamline future development review**, so that projects aligned with the Sunrise Tomorrow vision can be expedited, saving developers time and money.
- **Allow flexibility for redevelopment**, empowering responsiveness to changes in the market.
- **Fulfill CEQA requirements** and mitigates development risk, which is one of the most impactful ways local government can stimulate redevelopment.
- **Align market demand with community vision**, building grassroots, local support in favor of re-imagining the Sunrise Mall site.

This presentation was part of an ongoing effort to bring more opportunities for shared learning across jurisdictions in the region and provide members of the committee with greater insights into local land use development activities that contribute to the SACOG board's goals and objectives for catalyzing urban, suburban, and small-town infill and revitalization. As SACOG works to update the [2024 Blueprint](#) with a focus on advancing coequal goals in equity, economy, and environment, it is important to understand and learn from local experiences, strategies, and projects that support and implement our region vision. Understanding these efforts not only provides useful case studies for cities and counties looking to tackle similar challenges, but also helps SACOG identify implementation and assistance activities that we can take on to support member agencies.

One important and timely example of SACOG's efforts to support local agency revitalization efforts is the Green Means Go program that the board is overseeing this year. The Green Means Go funding program aims to catalyze infill development that will improve housing affordability through non-transportation infrastructure and planning activities in locally adopted Green Zones. SACOG is currently accepting applications for the Green Means Go program with applications for Early Activation projects due September 15, 2022, and applications for the larger Planning and Capital projects due on October 27, 2022. For more information on the program and the application materials, visit: <https://www.sacog.org/reap-2-green-means-go>

## **5. Fiscal Impact/Grant Information:**

There is no fiscal impact to SACOG.

## **6. This staff report aligns with the following SACOG Work Plan Objectives:**

### **Goal 3 : Vibrant Places**

**Objective 1:** Develop tools and funding to help revitalize older commercial and retail corridors throughout the region.