



PO Box 22903 Sacramento, CA 95822

www.slpna.org

Nov. 16, 2016

Mr. Garrett Norman
Associate Planner, City of Sacramento
300 Richards Blvd
Sacramento, CA

Dear Mr. Norman:

The South Land Park Neighborhood Association (SLPNA) is a nonprofit civic group representing an area of Sacramento inhabited by 13,000 residents living within the following boundaries: from Sutterville Road to Florin Road, and from Interstate 5 to Freeport Blvd. The SLPNA Board of Directors has reviewed the posted proposal (P16-049) to renovate the Florin West Center and to build two new retail buildings in the parking lot. We also notified our membership of this proposal and sought their input and opinions. Our membership is supportive of the plan, with relatively minor but constructive feedback. Additionally, our board had a positive meeting with the property owner, Todd Oliver, and the developer Mike Maffia. SLPNA is strongly supporting the proposal, with the following important comments:

- 1) **Traffic calming.** Vehicles frequently speed through the parking lot. To address this safety issue, speed bumps should be added in the lanes fronting the Bel Air, Round Table, and O'Reilly Auto Parts stores. Adding landscaped islands/trees within the parking lot will also reduce traffic speeds and provide shade.
- 2) **Pedestrian and bicycle safety.** Increasing numbers of young families are moving into the neighborhood and expect safe pedestrian and cycling routes within retail centers. The center could use additional bike racks and clearly marked crosswalks. Green colored pavement marking bike lanes within the parking lot would assist bicyclists and vehicles. These are inexpensive but important features.
- 3) **Florin Road median improvement.** The City (and/or developer) should invest in adding trees/landscaping on the barren concrete median on Florin Road between Freeport Blvd and Interstate 5. Other sections of Florin Road have such improvements. The addition of trees and drought tolerant landscaping on the median can reduce heat islands and improve air quality. Moreover, the Florin Road median is nicely landscaped from Riverside Blvd to Interstate 5, and then it abruptly ends right in front of the Florin West Center. Perhaps major tenants on this stretch of Florin Road could be asked to help offset costs of the median improvements (e.g., Golden 1, Chase, etc.)
- 4) **Lack of signage.** There is currently no street-side signage indicating to the public what businesses are located within the shopping center (e.g., Bel Air, ABC Bakery, Kumon Math and Reading Center, Round Table Pizza, etc.). Once the new retail buildings are constructed, the interior tenants will be completely obscured by the new retail

buildings, making perimeter signage even more important. Signs should be installed on a Florin Road entry point, as well as the South Land Park Drive entry point.

- 5) **Active Transportation: Connection to the City's proposed Del Rio Trail.** The City is currently working on a rail-to-trail conversion of the rail corridor that abuts the Florin West Center. A recent \$2.2 million SACOG grant is funding this effort to get the trail "shovel ready" in the near future. Although the Del Rio Trail is not yet built, the City and the property owners should strongly consider connecting the shopping center to this future "active transportation" corridor. When the trail is built on the old railroad right of way (currently in the engineering and study phase), there should be a clear connection between the shopping center and the trail. Connecting customers via the trail will promote healthy lifestyles and reduced greenhouse gas emissions, while increasing customer traffic, a true "win-win." On this theme of environmental responsibility, Mr. Maffia and Mr. Oliver also indicated a willingness to consider transforming the large vacant lot north of the Dollar Tree store into a community garden. (A corporate sponsor like Raleys/Bel Air and CA Family Fitness would be great fits for a community garden concept on that parcel, and the parcel conveniently abuts the future trail.)

SLPNA is pleased that resources are being invested in this deteriorating shopping center. We hope that local government agencies and the owner can work together to improve this important community shopping complex. We believe that if our above comments are implemented, they will further improve the shopping experience, and will lead to a more vibrant business climate within the entire center.

Please contact us if you have any questions at slpna@slpna.org

Sincerely,

SLPNA Board of Directors

cc: Council Member Jay Schenirer
Supervisor Patrick Kennedy
Cabrillo Park Neighborhood Association