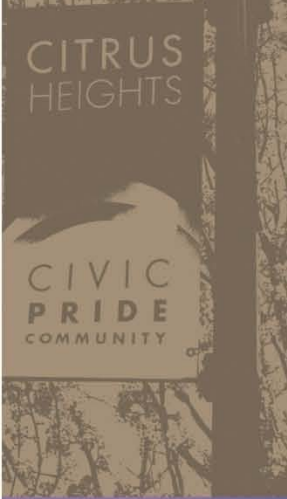


# Demographic and Economic Profile

*Updated November 2011*

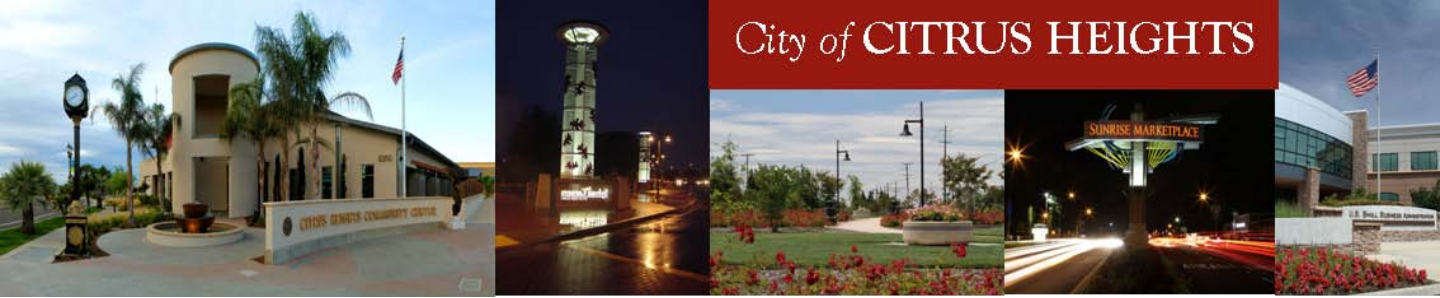


*City of* **CITRUS HEIGHTS**



City of Citrus Heights  
6237 Fountain Square Drive  
Citrus Heights, CA 95621  
(916) 725-2448

[www.citrusheights.net](http://www.citrusheights.net)



> *Introduction*

The purpose of this report is to summarize the City of Citrus Height’s demographics and development activities. The report provides a comprehensive look at development in the City. This year’s report highlights some of the most recent projects, including new retail stores and future development. The report also forecasts future development and employment trends in the City of Citrus Heights.

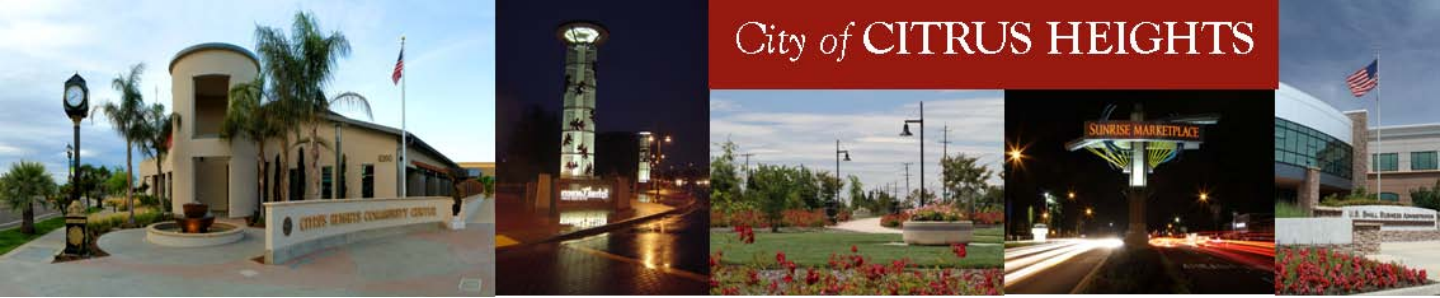
For more information regarding development and Redevelopment in the City of Citrus Heights, please contact the Community and Economic Development Department at (916) 725-2448 or email [edrda@citrusheights.net](mailto:edrda@citrusheights.net).

> *Source Information*

All statistics and information were made available through Claritas Site Reports.

> *Table of Contents*

Community Profile	3
Population	4
Income	5
Employment	6
Market Data	7
Residential Development	9
Neighborhoods	11
Public Projects	12
Infrastructure Improvements	14



# City of CITRUS HEIGHTS

## > *Community Profile*

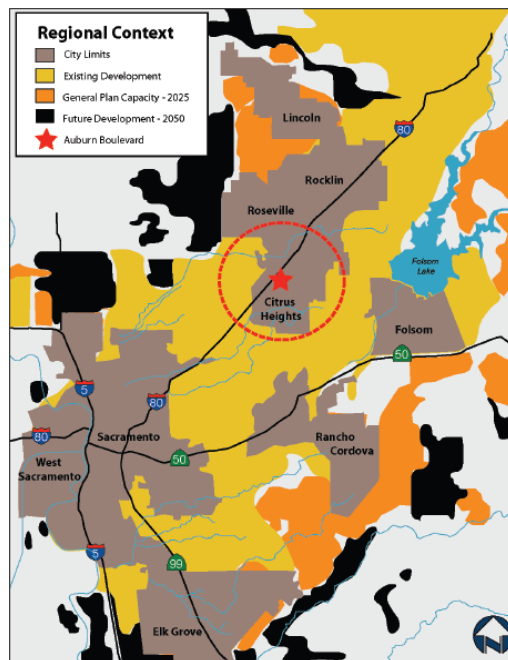
Although it may seem as if the City of Citrus Heights is relatively young as it gets ready to celebrate it's 15 years of cityhood, the Citrus Heights area has a deep-rooted history dating back to the late 1800s and the Gold Rush days.

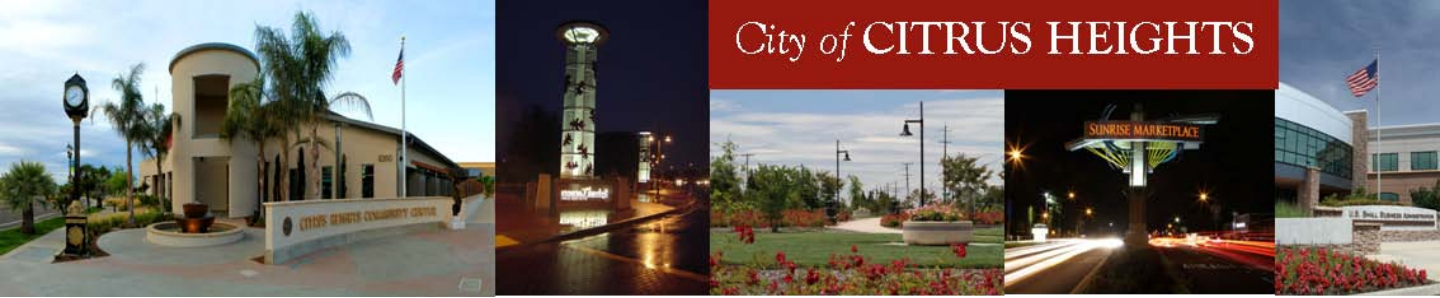
Citrus Heights, with a population of 83,301 is a unique established community in Sacramento County. Conveniently located between downtown Sacramento and Roseville, Citrus Heights is a short commute to nearly all greater Sacramento area neighborhoods, such as Rancho Cordova, Folsom, Sacramento, and Rocklin, providing an impressive employment pool.

Citrus Heights has established itself as an important employment hub in the Sacramento region with its solid base of small businesses, retail chains, and food service establishments and its prime location between both Interstate 80 and Highway 50. With an ongoing commitment to providing high-quality, economical, responsive services to the local community, the City is well-positioned for future commercial redevelopment, neighborhood enhancements, and positive changes.

The Citrus Heights community is family friendly with good schools, beautiful parks, a wide offering of youth programs and many community events, in addition to lots of nearby shops and restaurants. Citrus Heights is definitely a great place to live, work and play!

## *Regional Map of Citrus Heights*



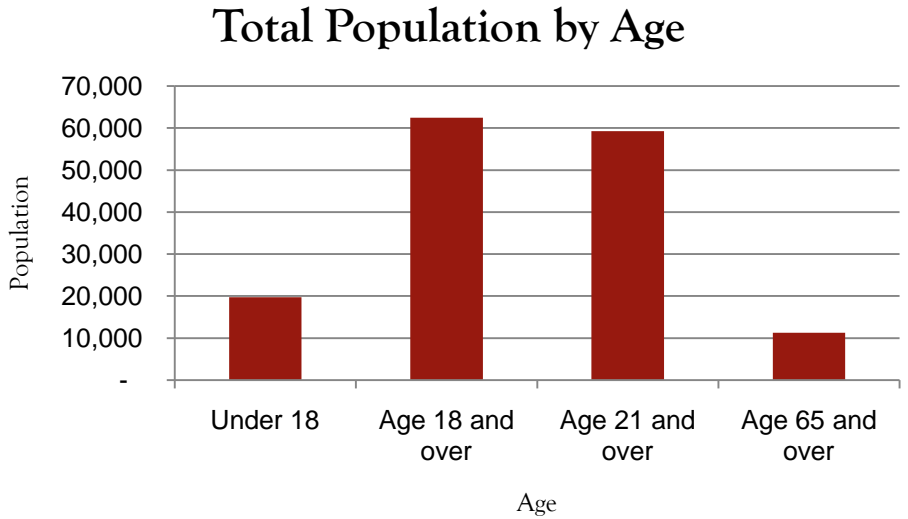


> *Population*

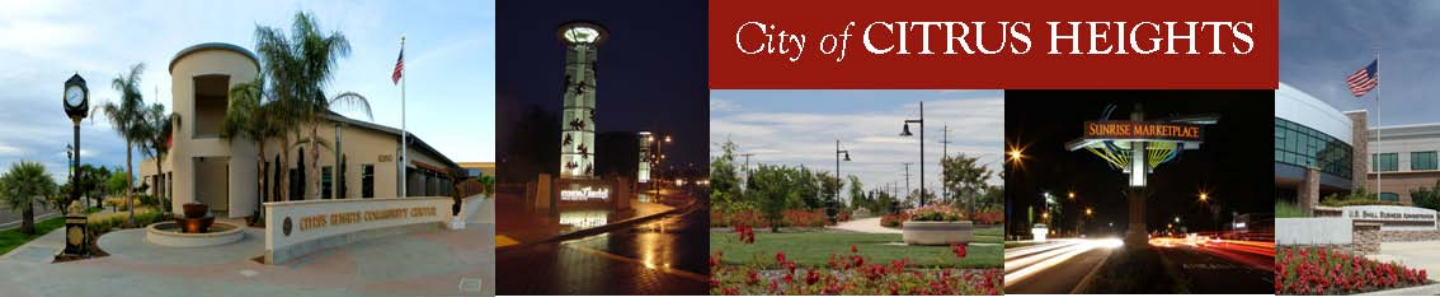
Citrus Heights, with a population of 83,301 is a densely populated, established community in Sacramento County. Conveniently located between downtown Sacramento and Roseville, Citrus Heights is a short commute to nearly all greater Sacramento area neighborhoods, such as Rancho Cordova, Folsom, Sacramento, and Rocklin, providing an impressive employment pool.

Total Population by Age	% of Population
Under age 18	24
Age 18 and over	76
Age 21 and over	72
Age 65 and over	14

Source: 2011 Nielsen



The 2011 median age for this population is 35.82, while the average age is 37.70.



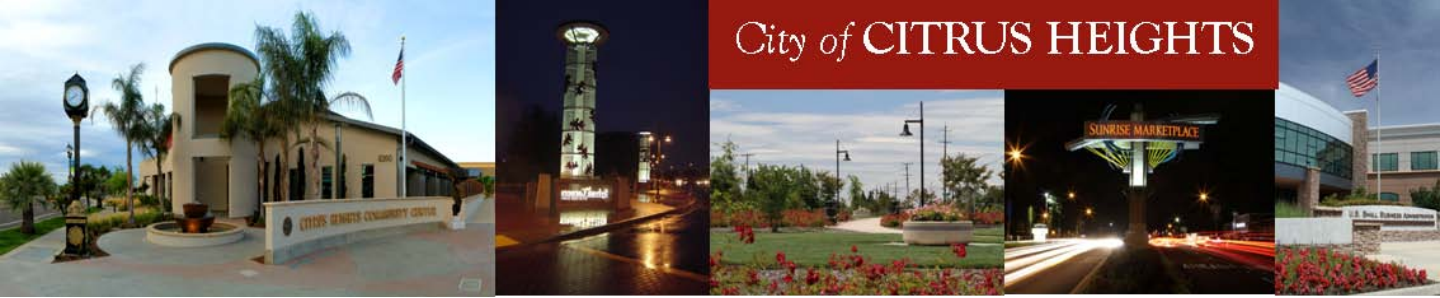
City of CITRUS HEIGHTS

> *Income*

2011 Estimated Average Household Income	\$61,248
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2011 Estimated Households by Household Income	Total Households	%
Income Less than \$15,000	3,048	9.36
Income \$15,000 - \$24,999	3,303	10.14
Income \$25,000 - \$34,999	3,777	11.59
Income \$35,000 - \$49,999	6,082	18.67
Income \$50,000 - \$74,999	7,459	22.90
Income \$75,000 - \$99,999	4,273	13.12
Income \$100,000 - \$124,999	2,464	7.56
Income \$125,000 - \$149,999	1,015	3.12
Income \$150,000 - \$199,999	644	1.98
Income \$200,000 - \$499,999	438	1.34
Income \$500,000 and more	72	0.22





City of CITRUS HEIGHTS

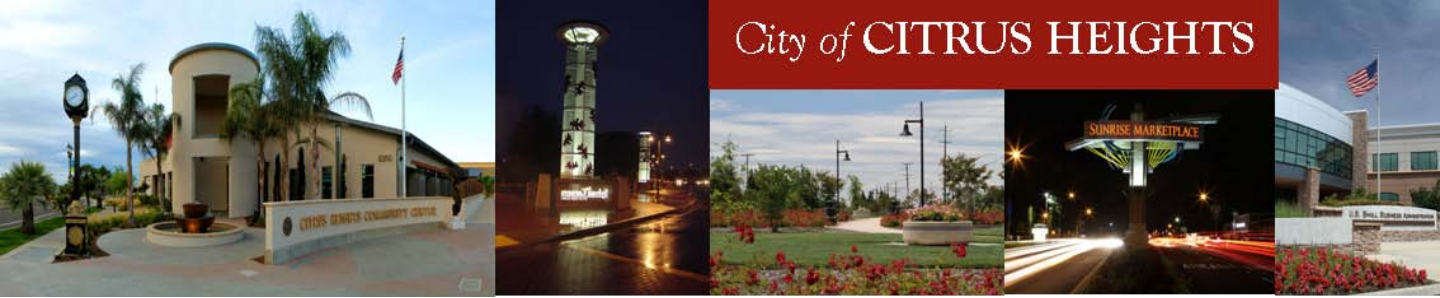
> *Employment*

2011 Estimated Employed Population 16+ Class of Worker		
	Total	%
In Armed Forces	97	0.15
Civilian - Employed	39,754	61.62
Civilian - Unemployed	3,250	5.04
Not in Labor Force	21,412	33.19
For-Profit Private Workers	28,905	70.70
Non-Profit Private Workers	2,548	6.23
Local Government Workers	2,688	6.57
State Government Workers	2,586	6.33
Federal Government Workers	915	2.24
Self-Employed Workers	3,819	9.34
Unpaid Family Workers	49	0.12

For this area, 61% of the population is estimated to be employed and age 16 and over for the current year.

Top 10 Citrus Heights Employers (Alphabetical order)

- City of Citrus Heights
- Costco
- JC Penny
- Lowe's
- Macy's
- Sam's Club
- Small Business Administration –Area 4
- Sears
- Target
- Wal-Mart

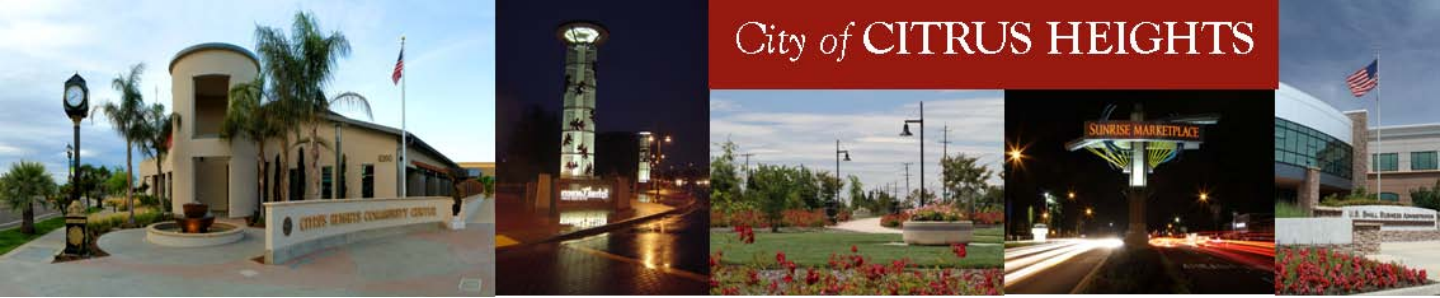


# City of CITRUS HEIGHTS

## > *Market Data*

All information is defined by a 1, 3 and 5 mile radius from the intersection of Auburn Boulevard and Old Auburn Road .

Description	0-1 Mile Radius	0-3 Mile Radius	0-5 Mile Radius
Population			
2016 Projection	17,342	150,598	386,793
2011 Estimate	16,596	143,856	360,642
2000 Census	16,683	145,657	343,645
1990 Census	15,175	139,372	298,410
Households			
2016 Projection	7,135	58,800	147,212
2011 Estimate	6,739	55,747	136,419
2000 Census	6,653	56,221	130,018
1990 Census	5,951	52,472	112,328
2011 Est. Average Household Size	2.41	2.55	2.62
2011 Est. Median Age	37.01	36.66	36.08
2011 Est. Average Age	38.90	38.00	37.30
2011 Est. Tenure of Occupied Housing Units	6,739	55,747	136,419
Owner Occupied	3,340	33,213	80,985
Renter Occupied	3,399	22,534	55,434
2011 Est. Average Household Income	\$62,116	\$67,226	\$70,839
2011 Est. Median Household Income	\$50,098	\$54,404	\$55,778
2011 Est. Per Capita Income	\$25,593	\$26,348	\$27,067

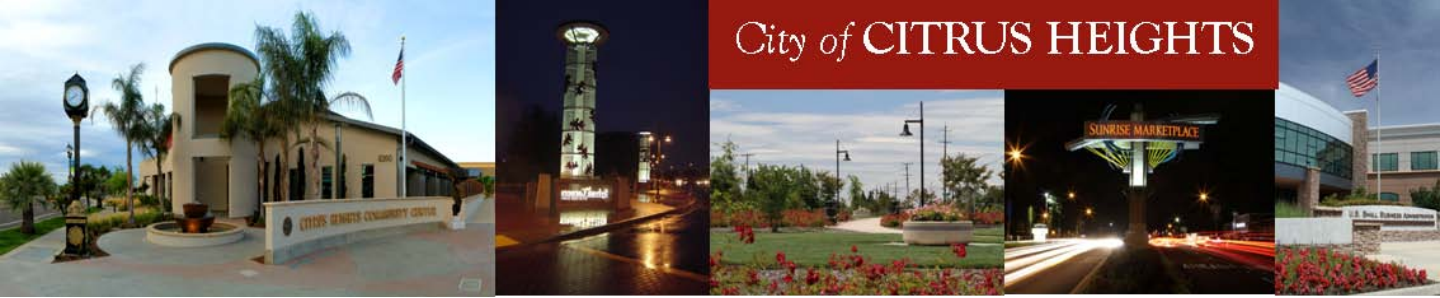


# City of CITRUS HEIGHTS

## > Market Data: Employment

Description	0-1 Mile Radius	0-3 Mile Radius	0-5 Mile Radius
Total Employment	8,011	73,017	178,798
Architect/Engineer	154	1,300	3,429
Arts/Entertainment/Sports	186	1,230	2,968
Building Grounds Maint	384	2,725	6,470
Business/Financial Operations	422	4,248	10,486
Community/Social Services	89	845	2,478
Computer/Mathematical	229	2,079	5,616
Construction/Extraction	681	5,323	11,047
Education/Training/Library	316	3,458	8,636
Farm/Fish/Forestry	7	62	142
Food Prep/Serving	417	4,112	9,463
Health Practitioner	278	2,922	7,877
Healthcare Support	289	1,754	4,013
Maintenance Repair	377	2,952	6,154
Legal	75	570	1,947
Life/Physical/Social Science	60	589	1,303
Management	594	5,894	16,714
Office/Admin Support	1,300	12,664	30,513
Production	252	2,184	5,559
Protective Services	161	1,418	3,518
Sales/Related	951	9,559	23,687
Personal Care Service	287	3,196	7,595
Transportation/Moving	502	3,933	9,184





City of CITRUS HEIGHTS

> *Residential Development*

Households	Total
2016 Projection	33,973
2010 Census	32,575
2000 Census	33,478
1990 Census	31,403



**2011 Estimated Housing Units by Year Structure Built**

Description	Units	%
Housing Units Built 2000 or later	1,220	3.57
Housing Units Built 1990 to 1999	2,575	7.54
Housing Units Built 1980 to 1989	8,416	24.63
Housing Units Built 1970 to 1979	13,334	39.02
Housing Units Built 1960 to 1969	4,213	12.33
Housing Units Built 1950 to 1959	3,276	9.59
Housing Units Built 1940 to 1949	712	2.08
Housing Units Built 1939 or Earlier	423	1.24

Over the next five years, the number of households is projected to increase by 4.29%.



# City of CITRUS HEIGHTS



## > Residential Development

2011 Est. Households by Household Size	Units	%
1-person household	9,045	27.77
2-person household	10,950	33.61
3-person household	5,382	16.52
4-person household	4,025	12.36
5-person household	1,897	5.82
6-person household	772	2.37
7 or more person household	504	1.55



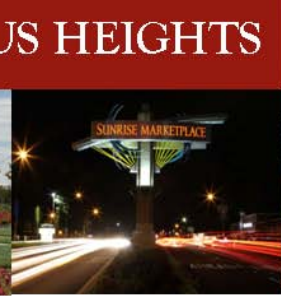
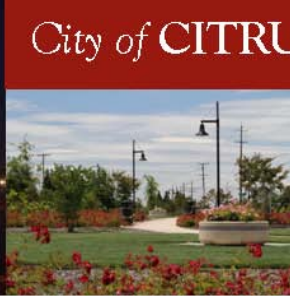
In September 2008, the City Council adopted an updated Housing Element that puts the City "on-cycle" with the state housing plan update calendar. The updated plan reflects the new housing needs projected by Sacramento Area Council of Governments (SACOG), and the available population and housing data from the 2000 national census and current state projections.

As one of the very first steps in this process, staff meet with the Planning Commission to discuss issues and Regional Housing "fair share" (RHNA) that have been identified by the State, issues staff has encountered, and changes in the housing and population of the City. This also was the first opportunity for the Commission to bring to staff's attention any concerns it has related to housing in the city, and any direction it wishes to give staff in updating the housing element of the General Plan.

The RHNA allocation for the City of Citrus Heights requires accommodation of 262 new residential units in the city. This allocation is also broken down further into affordability requirements. The allocation requires the following income breakdown based on State Median income information:

- \* Very Low Income: 78 Units (29.8%)
- \* Low Income: 20 Units (7.6%)
- \* Moderate: 10 Units (4%)
- Above Moderate: 154 Units (58.6%)

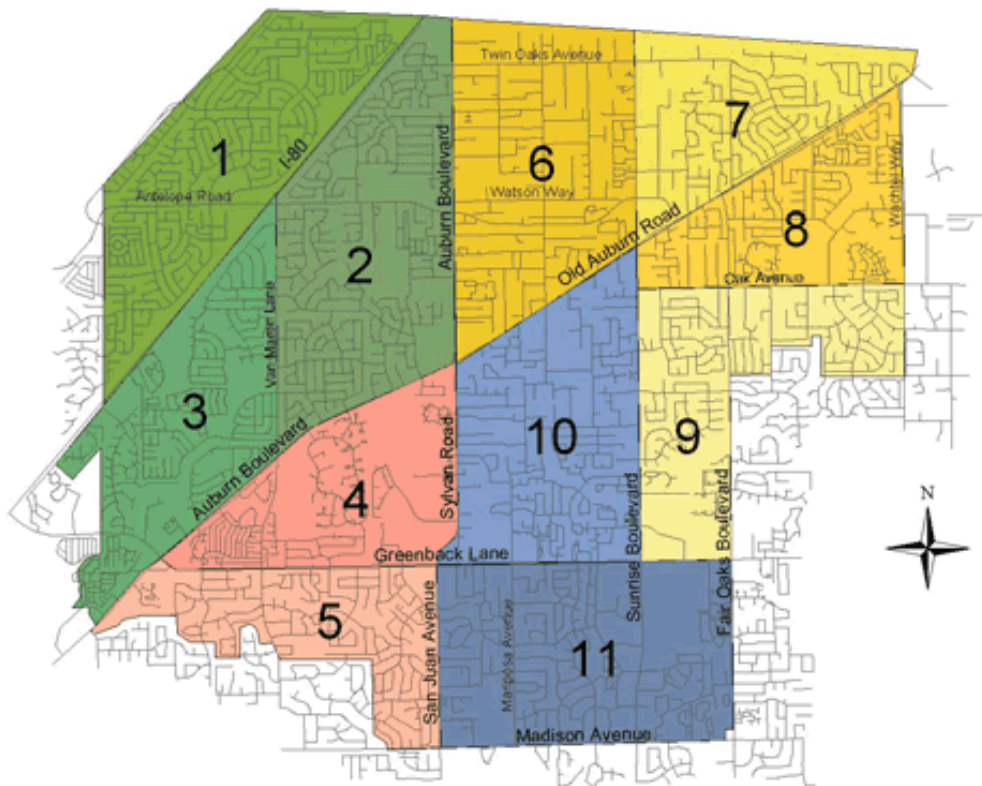
Despite the requirement to prove that the City can accommodate these units, there is no requirement that these units are physically constructed; rather we are required to demonstrate that sufficient land is allocated for to meet these numbers.



# City of CITRUS HEIGHTS

## > *Neighborhoods*

Neighborhood Associations are groups of grassroots community volunteers who work together to make a difference in their neighborhoods and in the City. Citrus Heights has eleven neighborhood areas, and each one has a corresponding neighborhood association group. Each association meets monthly and has bylaws and a board of directors.



- Area 1 – Northwest Neighborhood
- Area 2 – Rusch Park Neighborhood
- Area 3 – Citrus Heights Association Number Three (CHANT)
- Area 4 – Arcade Creek Neighborhood
- Area 5 – Park Oaks Neighborhood
- Area 6 – Sunrise Ranch Neighborhood
- Areas 7&8 – Citrus Heights Area Seven and Eight (CHASE)
- Area 9 – Sunrise Oaks Neighborhood
- Area 10 – Sylvan Old Auburn Road (SOAR)
- Area 11 – Birdcage Heights Neighborhood





## > *Public Projects*



### Sayonara and Sylvan Neighborhood Centers

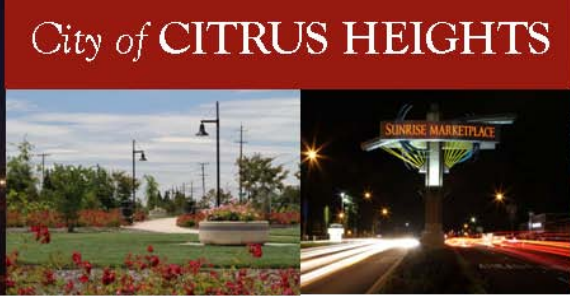
There is a need in the community to provide two neighborhood centers. One, on Sayonara Drive to house after school programs for the over 150 children that currently utilize school related services provided by Campus Life. This site will also feature a community garden. The second,

on Sylvan Road, will provide flexible meeting space for local community groups who cannot afford to rent other meeting space in the City. This project will also serve as a hydromodification demonstration project. Both community centers are scheduled to be completed June 2012.

### Citrus Heights Community Center

The City of Citrus Heights is pleased to welcome you to our exciting 29,174 square foot Community Center located at 6300 Fountain Square Drive across the street from City Hall and the Citrus Heights Police Department. This architectural gem is the largest facility in this region with state of the art amenities for almost any occasion. The facility provides an inviting atmosphere for a wide range of community activities and is available to rent for private parties, weddings, birthdays, dances, banquets, business events, fundraisers, memorials, meetings and many other functions. Visitors are greeted at the main plaza entrance by a beautiful bubbling water fountain before walking through the tower into the building. The interior colors are warm, peaceful and inviting. The main hall boasts a cascading wall fountain that adds to the calm and soothing atmosphere. Visitors are received at the main reception desk where Facility Staff and Volunteers are available to provide assistance. This wonderful facility has meeting and entertaining areas that can accommodate 12 to 966 people in rooms complete with state of the art amenities.





## > *Commercial Development*

### Redevelopment Agency Update

Citrus Heights uses Redevelopment as a tool to enhance, preserve and expand the major commercial corridors that are losing their competitive edge and showing signs of decline. With the State's Fiscal Year 2011-2012 Budget two trailer bills were passed that would first eliminate redevelopment agencies and then give existing agencies the opportunity to participate in a "Alternative Voluntary Program," allowing agencies to operate if annual remittance payments were submitted to the State. These bills are currently being litigated and redevelopment agencies are suspended from undertaking any projects. The Citrus Heights Redevelopment projects that are currently being affected by this suspension are: Auburn Boulevard improvements, improvements to the Sunrise Mall area in the Sunrise MarketPlace and the Commercial Improvement and Marketing Program for small businesses.

### Business/Development Update

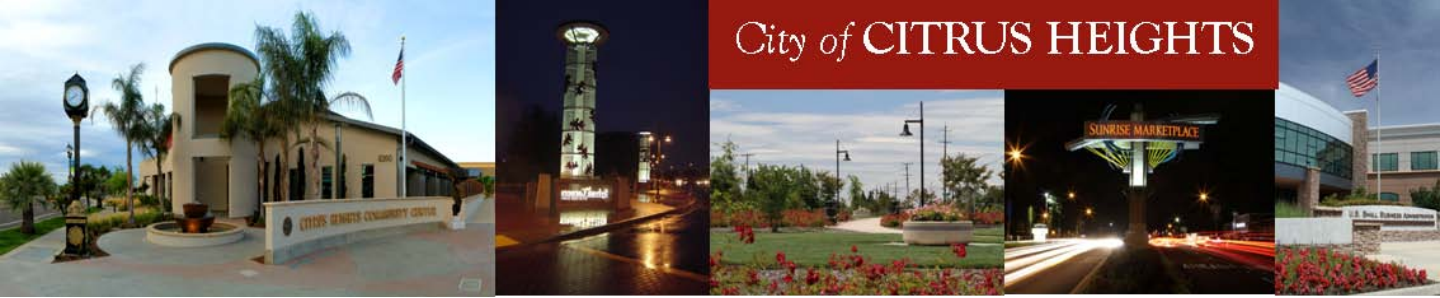
- **Sports Authority** (5995 Birdcage Centre Lane) constructed a new 61,000 sf building in the Marketplace at Birdcage.
- **Panera Bread** (7901 Greenback Lane) rehabilitated the old Krispy Kreme building and now features the only drive-thru Panera Bread on the West Coast.
- **Institute of Technology** (6249 Sunrise Boulevard) has transformed 51,000 sf of retail space into a state of the art vocational school. The school offers programs in the culinary arts, medical, accounting, and more.
- **Citrus Town Center** (7905 Greenback Lane), formerly known as Sunrise Festival I, is undergoing a major remodel and the addition of several new tenants, including Sprouts Farmers Market.

### Other new developments include:

The **Sacramento Capitals World Team Tennis** have returned to Citrus Heights. The Capitals state-of-the-art temporary stadium is located in the Macy's Men's parking lot along Greenback Lane during the season, June - August. The 2011 Season was a success, come out to enjoy Capitals tennis, its fun for the whole family!







> *Infrastructure Improvements*

**Auburn Boulevard Complete Streets Revitalization Project**

On August 13, 2009, the City Council approved \$3 million in Redevelopment funds to purchase the right-of-way and easements to begin the initial phase of the Auburn Boulevard Complete Streets Revitalization Project. Improvements include undergrounding overhead utilities, sidewalk widening, adding bike lanes, constructing ADA accessibility improvements, as well as adding trees and landscaping. The project is expected to begin construction Spring 2012. For more information go to [www.abcupdate.net](http://www.abcupdate.net).



**Greenback Lane – Auburn Boulevard Intersection Improvements**

This project reconstructed the entire intersection of Greenback Lane and Auburn Boulevard. Improvements included full road reconstruction, reconstructed medians, ADA and pedestrian upgrades at all four corners of the intersection, and traffic signal modifications.

**Antelope Road Improvement Project**

Antelope Road a four-lane section of Antelope Road to a six-lane roadway, and constructed sidewalks where none currently existed. The project stretched from the I-80 overpass to the western City limits, just east of Roseville Road. New pedestrian safety features such as enhanced ADA access ramps and upgraded pedestrian crosswalks were included in this project.



**Sunrise Boulevard Complete Streets Project – Phase I**

This project will construct significant pedestrian, bicycle and ADA improvements, as well as enhance the roadway for transit users from Oak Avenue to Antelope Road. Improvements will include widened sidewalks, ADA compliant curb access ramps, stamped crosswalks, vibrating pedestrian push buttons and audible count down devices at the crosswalks. New LED street lights will be installed, as well as enhanced medians and landscaping. Additionally, this segment of Sunrise Boulevard will receive a full road repaving. This \$5 million project is scheduled for construction from early Spring through late Fall 2012.