

**Broadway Station
Fast Facts**

Station Overview

| | |
|--|------|
| Projected Daily Boardings | 717 |
| Park & Ride Capacity | None |
| Station Amenities: | |
| Pavement Decoration & Decorative Fence | |

Station Area Characteristics

(¼ Mile Station Radius, 2000)

| | |
|--------------------------------|----------|
| Resident Population | 872 |
| Median Age | 39.5 |
| Average Household Size | 1.94 |
| Population under 18 | 18.3% |
| Population 65 and older | 15.0% |
| Median Household Income | \$32,604 |
| Median Family Household Income | \$36,818 |
| Per Capita Income | \$19,276 |
| | |
| Total Employment | 2,230 |

**Station Area Population and
Employment Projections 2000-2010**

| | |
|-------------------------------|------|
| Annual Population Growth Rate | 0.4% |
| Annual Employment Growth Rate | 0.4% |

Asking Lease Rates

(October 2000)

| | |
|--------|--------------------|
| Office | \$1.19 Per Sq. Ft. |
| Retail | \$0.95 Per Sq. Ft. |

Apartments Rents (October 2000)

| | |
|---------------------|-------------|
| 1-Bedroom (1 bldg.) | \$385/month |
| 2-Bedroom | \$538/month |
| 3-Bedroom (1 bldg.) | \$595/month |

Recent Property Sales

(January – December, 2000)

| | |
|----------------------|-----------------------|
| Office (3 sales) | \$64/Buildng Sq. Ft.. |
| Multifamily (avg.) | \$33,700/unit |
| Single-Family (avg.) | \$176,800 |

Auto Traffic Volumes (24 hour total)

20,353 Broadway, west of 20th St.
(12/93)

Retail Leakage Highlights (2000)

Grocery Stores, Drug and Proprietary Stores, and Eating Places

Sources: Claritas Inc., Sacramento RT, First American Real Estate Solutions Inc., Coldwell Banker, City of Sacramento, SACOG, and BAE.

STATION OVERVIEW

Broadway Station will be the first South Line station to the south of Business 80. The Broadway Station platform will stand just south of Broadway between 19th and 20th Streets, next to an auto parts store. The walk-on station will include a



“gate” entrance, signage, and pavement decoration. The Station will also have a decorative fence to separate the station from the Union Pacific tracks.

The area contains primarily one- and two-story buildings with neighborhood serving retail and professional offices along the Broadway corridor. In areas off of Broadway, there are more residential units with one- and two-story single-family and multifamily units. Nearby retail establishments include auto parts, bookstores, and restaurants. Office space is primarily one-story with onsite surface parking. The surrounding residential neighborhoods contain a number of older pre-World War II housing, and housing units converted into duplexes and four-plexes likely to accommodate renters. Sacramento RT does not own any parcels at Broadway Station that could be made available for joint development; however, the City of Sacramento owns a vacant parcel directly east of the Station. This parcel is likely to be redeveloped for transit-oriented development.

Because of its proximity to Downtown Sacramento, this area could be attractive to office users; however, a lack of large vacant parcels will likely encourage mostly small office users, rather than tenants who require large blocks of space with large floor-plates. This area should be attractive to professionals in “creative” fields such as architects, graphic designers, and the like who value a close-in location for proximity to downtown clients but do not want a formal office work space and instead prefer studio type space.

The Broadway Station area, with its urban feel and pedestrian scale, should also prove attractive to “twenty- and thirty-somethings” in small households like those who currently inhabit the area. High density multifamily housing would be attractive, if not preferable for these types of households. Lofts would also likely find market support, whether used exclusively as office space, for live-work, or for residential use only. Although this area has an attractive and eclectic mix of neighborhood-serving retail and services, the leakage analysis indicates opportunities for additional retail and services development. With relatively few vacant parcels, the development potential for this area is limited by site availability more than by market demand, and over the mid- to long-term it should be expected that market forces will encourage redevelopment of parcels that are developed at relatively low intensities.