

Florin Station

Fast Facts

Station Overview

RT Property 22 Acres
 Projected Daily Boardings 3,318
 Park & Ride Capacity 1,350
 Station Amenities:
 Pedestrian shelters, landscaping, and telephones.

Station Area Characteristics

(¼ Mile Station Radius, 2000)

Resident Population 1,276
 Median Age 32.8
 Average Household Size 2.79
 Population under 18 30.7%
 Population 65 and older 20.0%

Median Household Income \$26,786
 Median Family Household Income \$28,333
 Per Capita Income \$12,587

Total Employment 487

Public Facilities: Luther Burbank School and Florin Meadows School.

Station Area Population and Employment 2010 Projections

Annual Population Growth Rate 1.4%
 Annual Employment Growth Rate 1.6%

Asking Lease Rates (December 2000)

Office (1 bldg.) \$0.85 Per Sq. Ft., NNN
 Retail (1 bldg.) \$0.65 Per Sq. Ft., NNN

Apartment Rents (January, 2001)

1-Bedroom \$505
 2-Bedroom \$580
 3-Bedroom (1 bldg.) \$595
 4-Bedroom (1 bldg.) \$725

Auto Traffic Volumes (24 hour total)

36,899 Florin Rd., east of 29th Street (9/95)

Retail Leakage Categories:

Grocery Stores, Video Tape Rental, Photofinishing, Drug & Proprietary Stores

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

STATION OVERVIEW



Florin Station will serve nearby residential areas, Luther Burbank High School, and the Department of Human Assistance facility on Florin Road. Florin Station will be a major activity hub with bus transfer facilities and a large park and ride lot. Sacramento RT has purchased the old Lumberjack site to build park and ride facilities but will make a portion of the site available for transit-oriented development. The RT site is approximately 22 acres.

The Station Area contains a mix of land uses. Directly west of the station is an auto parts retailer and a range of convenience retail, along Florin Road. A large mobile home park lies on the east side of the Union Pacific Railroad tracks along with additional auto-related commercial fronting on Florin Road. Properties to the northwest and southwest of Florin Road are generally single-family residential in character.

The Florin Station Area’s characteristics are relatively unique compared to the South Line Corridor. The Florin Station Area has a relatively large resident population of 1,276, which is anticipated to grow at one percent year over the next twenty years. In addition, the Florin Station Area should experience significant employment growth, averaging 1.6 percent annual growth over the next ten years.

The 22-acre Florin Station site is the largest RT-owned property of any of the stations that are included in this study. This large site size creates opportunities for transit-oriented joint development that do not exist at other stations. While accommodations must be made to meet the anticipated park and ride demand at this site, the site can be configured to meet other community needs in a transit supportive manner.

The surrounding retail market area has a large overall injection of retail sales, but also has leakages in certain convenience retail categories. This is because until relatively recently, very large portions of the Florin Road district’s retail activity focused on regional and destination retail activities that attracted shoppers from throughout the south Sacramento County area and beyond. This included Florin Mall, Southgate Plaza, numerous stand-alone big-box stores that line the corridor, and the district’s numerous auto dealers. Meanwhile, there was much less emphasis on neighborhood-oriented retail and services to serve the residents of the immediately adjacent neighborhoods.

The availability of land at the station site presents an opportunity to design a project that combines community services, like a childcare center, along with neighborhood retail and housing and/or other public uses in a “placemaking” design that would incorporate public spaces so that the station could function as a community gathering spot. Retail uses at this site should be configured to be convenient not only to the large numbers of anticipated transit riders, but also to the large volumes of drive-by traffic on Florin Road.