

# FRUITRIDGE STATION

## Fruitridge Station

### Fast Facts

#### Station Overview

Projected Daily Boardings	754
Park & Ride Capacity	None
Station Amenities:	
Pedestrian Shelters, walkways, a sound wall, and landscaped islands.	

#### Station Area Characteristics

(¼ Mile Station Radius)

Resident Population	824
Median Age	36.1
Average Household Size	2.64
Population under 18	26.2%
Population 65 and older	17.6%
Median Household Income	\$35,833
Median Family Household Income	\$45,375
Per Capita Income	\$15,596

Total Employment 380

**Public Facilities:** Fruitridge Community Center and James Mangan Park

#### Station Area Population and Employment 2010 Projections

Annual Population Growth Rate	0.3%
Annual Employment Growth Rate	0.1%

#### Asking Lease Rates

(December 2000)

Office	\$0.65 Per Sq. Ft., NNN
Retail	\$0.90 Per Sq. Ft., NNN

#### Apartment Rents (January 2001)

1-Bedrooms (1 bldg.)	\$495/month
2-Bedrooms (1 bldg.)	\$595/month

#### Recent Property Sales

(January – December, 2000)

Retail (1 sale)	\$45/Bldg. Sq. Ft.
Vacant Land (3 sales)	\$40/Sq. Ft.
Multifamily (3 sales)	\$27,700/unit

#### Auto Traffic Volumes (24 hour total)

23,855 Fruitridge Rd., east of 24<sup>th</sup> St.  
(5/93)

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

## STATION OVERVIEW

The Fruitridge Station will serve the commercial corridor along Fruitridge Road and the residential neighborhoods of Hollywood Park and South City Farms. The station will have bus service, pedestrian shelters, landscape islands, and walkways that connect the



station with nearby residential neighborhoods. RT anticipates that the Fruitridge Station will average 754 boardings a weekday by 2015. RT does not own any parcels at the Fruitridge Station that could be made available for joint development. The Fruitridge Station is within SHRA's Franklin Boulevard Redevelopment Area, making the area eligible for redevelopment funds.

The Fruitridge Station Area (¼ mile radius from the station) contains a mix of land uses. Fruitridge Road has a number of auto-related commercial stores as well as neighborhood serving retail. Other than parcels fronting on Fruitridge Rd., the area is primarily single-family residential. Interspersed with the single-family residential communities are higher density two- and four-story residential buildings. While there are only a few light industrial properties within the Station Area, many properties involve heavy commercial uses (e.g., body shop and tool rental).

The Fruitridge Station includes portions of ZIP Codes 95820, 95822, and 95824 in its trade area for convenience retail and services. The estimated leakage from these three ZIP Code areas combined is \$481 million per year. This includes substantial leakage in the convenience retail categories of Grocery Stores, Drug Stores and Proprietary Stores, Eating Places, and Florists. In addition, services categories with estimated leakage include Photofinishing Laboratories, Video Tape Rentals, and Legal Services.

The primary development opportunities in the Fruitridge Station Area at present are a series of relatively small vacant parcels that are scattered throughout the Station Area. In the absence of parcel assembly and redevelopment of improved properties, the future development will be fine-grained, and small-scale. The use of these parcels will be dictated primarily by their surrounding land uses, which range from industrial to single-family residential. New neighborhood-serving retail and office uses could be targeted to fill unmet convenience retail and service needs. Future residential development in the northern part of this Station Area may be successful in attracting households seeking a more affordable alternative to the City College and Curtis Park neighborhoods just to the north.