



2/8/2019

VIA EMAIL

Angel Anguiano, Junior Planner  
City of Sacramento Community Development Department  
300 Richards Boulevard, 3<sup>rd</sup> Floor  
Sacramento, CA 95811

**RE: Fruitridge Shopping Center (P18-007)**

Dear Mr. Anguiano:

WALKSacramento reviewed the project routing for Stockton and Fruitridge Shopping Center (P18-007) and emailed comments to the City on July 20, 2018. Revisions made to the site design addressed several of the issues we identified – pedestrian plaza at the corner, pedestrian travel path at the coffee kiosk, bike parking locations and trees. However, our primary concern with the site design remains – the Starbucks doesn't address the street and the drive-through lane separates the building from the public sidewalk.

A pedestrian plaza with two benches was added at the southeast corner of Stockton Blvd at Fruitridge. This is in line with recommendations made in the Broadway/Stockton Urban Design Plan, and it will provide room for people to wait to cross the street without being crowded or standing in the street gutter. The drawings indicate that an existing traffic signal will be relocated; we presume to allow a right-turn lane and bike lane to be added on Stockton Boulevard. Although many details of the corner improvements will be determined as site engineering proceeds, we request that pedestrian push buttons on separate poles be convenient to each of the crosswalk ramps and/or crosswalks.

The revised plans also moved the coffee kiosk, crosswalk and sidewalks so that people will have a more direct travel path. This new arrangement will make it less tempting for people to cut through the landscaping or between cars in the drive-through lane. However, the drive-through crosswalk appears to be so close to the kiosk that cars at the service window may be in the crosswalk. We recommend evaluating the situation to avoid this.

Bike parking is shown on the plan drawings, although not all racks and locker locations are included. So far, the racks and lockers are in places that won't impede pedestrians. The racks next to landscape planters in front of Building E are too close to the planter to be used on both sides, so the capacity of the five racks will be 5 bikes rather than 10 bikes. It appears there are 13 fewer bike racks and 8 fewer bike lockers shown on the plans compared the numbers listed in the Project Statistics table. As the remaining racks and lockers are located, we recommend providing additional bike racks near the Starbucks and the CVS entrance. There's no bike lockers near the CVS, but if it has inside long-term bike parking, which is preferred, then lockers outside may not be needed.

We are also happy to see that trees were added to the generously wide landscape planter on the Stockton Boulevard side of the parking lot, and many trees were added to the parking lot. The denser planting of trees will create a much more appealing green view and a cooler parking lot.

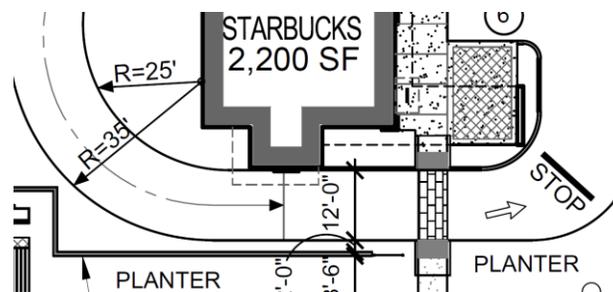
The Starbucks should welcome pedestrians from the corner with an active front or corner facing the intersection. The City's General Plan policy *LU 4.1.3 Walkable Neighborhoods* states "The City shall require the design and development of neighborhoods that are pedestrian friendly and include features such as ... buildings that define and are oriented to adjacent streets and public spaces, limited driveway curb cuts, ..." Also, the General Plan listing of key urban form characteristic for suburban corridors includes "Building façades and entrances directly addressing the street and have a high degree of transparency on street-facing façades."

How does the Starbucks define and orient itself to the street? The Starbucks building is at the corner of two streets well-traveled by pedestrians but it has very little relationship to the street and pedestrian environment. The drive-through lane and a 3-foot-tall solid wall is between the building and the corner; the wall facing the corner has no activation or transparency other than two small windows; and the service door will contribute little to street activation.



What about the Starbucks contribution to limiting driveway curb cuts? There are several reasons for limiting curb cuts. It reduces the number of conflict points entering/exiting vehicles have with pedestrians on the sidewalk, and it reduces the number of conflicts and potential crash severity between entering/exiting vehicles and traffic on the street.

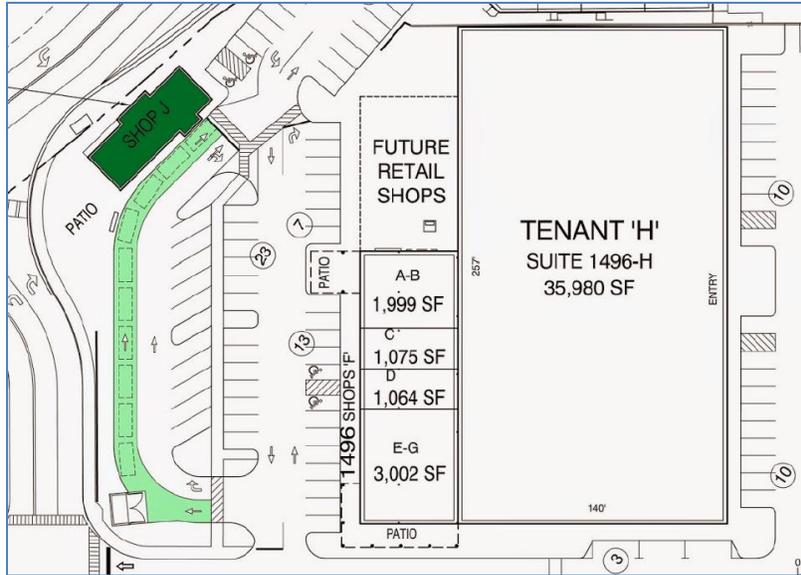
The Fruitridge Shopping Center project removes a driveway that is hazardously close to the corner, but the Starbucks drive-through lane effectively adds two curb cuts. Although the curb cuts are not at the street, conflict points with pedestrians remain at the drive-through lane pedestrian crossings. The drive-through exit will present the greater risk to pedestrians because drivers can be distracted as they leave the pickup window which is less than a car length from the crosswalk.



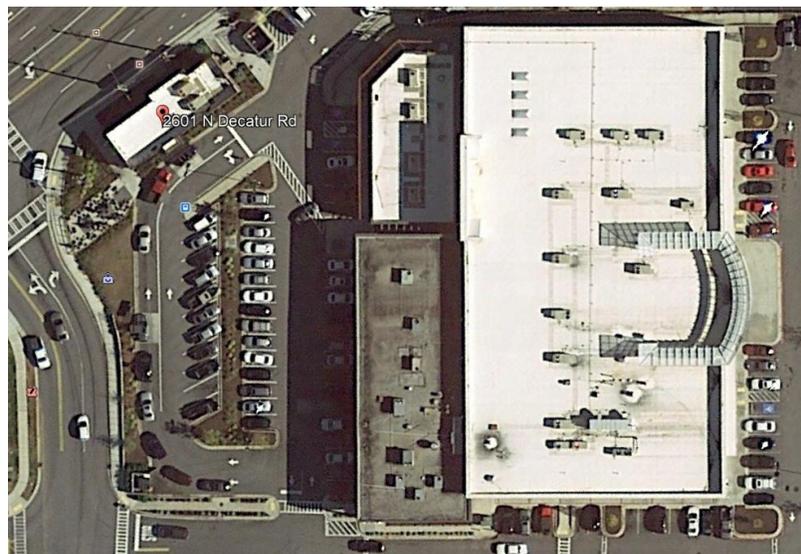
The drive-through entry is also a concern for the potential of autos blocking the pedestrian crossing. The traffic analysis appendix in the draft Mitigated Negative Declaration states ITE research indicates the drive-through 11-car queue length should be adequate for the vast majority of drive-through volumes. The analysis for the CVS, though, uses a report by a consultant to

support the pharmacy drive-through length. It should be noted that the same consultant recommended a stacking length of 13 cars for coffee shops with drive-throughs. Anecdotally, we have seen the stacking extend over the drive-through entrance crosswalk at another Starbucks in Sacramento. We could have the same situation at the Fruitridge Shopping Center Starbucks.

**The optimum resolution of the issues we've mentioned above would be to face the Starbucks building towards the corner or one of the two streets, and locate the drive-through lane on the shopping center side of the Starbucks.** A similar situation of siting a Starbucks at the street corner of a shopping center in Decatur, Georgia is shown below with the Starbucks entrance at the street sidewalk in a commercial area adjacent to residential neighborhoods that are not very walkable.



The design that was constructed also incorporated an ADA ramp between the corner and the parking lot, as shown below.



It's our understanding that the applicant tried unsuccessfully to revise the site plan so the drive-through lane would not come between the building and the street. We're not sure what extent of the site was considered in the various alternatives that were attempted. If changes to the subdivision of the existing parcel wasn't considered, we can see how there'd be no feasible way to locate the drive-through on the interior side of the Starbucks building. We hope part of the alternatives analysis was to shift the parcel line and the orientation of the CVS building. If not, then alternative designs incorporating such changes should be evaluated.

Several years ago, WALKSacramento with the help of several volunteers and local residents conducted pedestrian and bicycle observations in the area of the Stockton-Fruitridge intersection and we found there was quite a bit of activity. The Fruitridge Shopping Center Starbucks could be a popular destination to which many local residents would walk. With its back to the street and the sometimes steady flow of cars in the drive through lane and driveways at the streets, the Starbucks will not contribute to a walkable neighborhood.

WALKSacramento is working to support increased physical activity such as walking and bicycling in local neighborhoods as well as helping to create community environments that support walking and bicycling. The benefits include improved physical fitness, better air quality, a stronger sense of social cohesion, and greater personal and traffic safety in local neighborhoods.

Sincerely,

Chris Holm  
Project Manager