

LOCATE IN SMP



View our website for a complete directory.

WHERE BUSINESS WANTS TO BE





LOCATION

Located along the highly traveled Sunrise Blvd./ Greenback Lane/ Madison Avenue corridors, Sunrise MarketPlace Business Improvement District (SMP) serves as the economic and social heart of Citrus Heights. Just look for our colorful banners, palm trees, well-groomed medians, and gateway signs.

DIVERSITY & DENSITY

Sunrise Mall (A large opportunity site), MarketPlace at Birdcage, and CitrusTown Center anchor the District with several successful neighborhood shopping centers, office buildings, financial institutions, and popular dining spots rounding out our mix. With nearly 387 businesses, the District hosts a variety of value-added businesses offering a wide range of goods and services. SMP has many retailers with depth in several areas and a number of best-of-kind merchants including: Lowe's, Target, Macy's, Barnes & Nobles, Staples, Starbucks, Walgreens, and Best Buy.

PRIVATE/PUBLIC PARTNERSHIP

SMP provides added value to businesses in the District by providing marketing, special events and entertainment, banners, holiday decor, and directory kiosks. SMP leveraged our investment with the City of Citrus Heights to create more than \$6 million in public area improvements. Together we have created a sense of place and a cohesive, branded destination.

Target Your Business For Sunrise MarketPlace



SMP BY THE NUMBERS

\$900,000

Annual BID Budget

500,000+

Annual non-paid media Impressions

76 Palms 71 lighted

Number of palm trees in median

\$107,463,976

Total Sales Revenue Life of PBID

387

Number of district businesses

20

Annual special events

88,126+

Citrus Heights population

80

Number of property owners

100

Annual Promotions

1 Million+

Annual Paid Media Impressions

140

Number of banners

DEMOGRAPHICS

28,854

Cars Per Day Sunrise/Greenback One Way

\$1,157,371,500

2021 City of City Heights Sales Revenue

\$111,055 Per 2022 Census

2022 Five Mile Radius Average Household Income

37,837

Cars Per Day Sunrise/Madison One Way

330,412 Per 2022 Census

2022 Five Mile Radius Population

\$6 Million

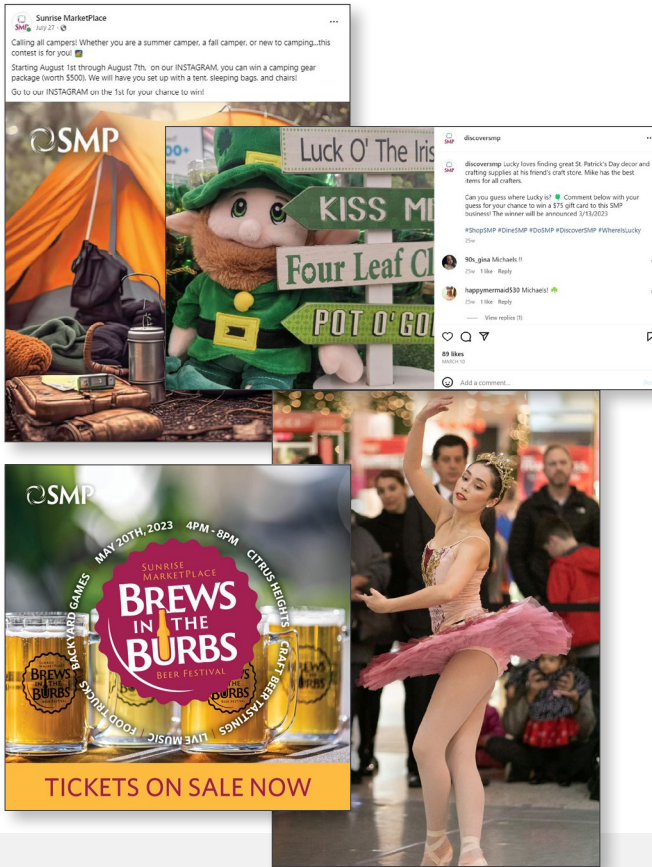
Public Area Improvements

\$404,874,400

2021 City of Citrus Heights Sales Revenue within District Boundaries

*Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.





Area Advantages

- A short drive from interstate 80 and Highway 50
- Established business district/broad mix of retail offering
- Significant critical mass of retail and commercial uses
- Served by major surface streets with high vehicular traffic
- Strong demographics and regional population growth
- Sunrise MarketPlace BID marketing, advocacy, maintenance, and security
- Millions invested in public area improvements
- SMP consists of several well-known, respected developers and property owners such as Merlone Geier, Gerrity Group, Cordano Company, Intercal RealEstate, Patterson Properties, Namdar Realty, and Ethan Conrad Properties.

MARKETING

Your businesses benefit from a regular advertising schedule, including robust social media advertising and active Facebook and Instagram pages. Your business is also promoted on our website and popular map guides. Additionally, we tout your achievements to the media and help advertise your events, grand openings, and promotions.

EVENTS

SMP works diligently to bring exciting events to the District to bring new consumers to the area. Over the years, SMP has done spectacular holiday events called Magical Moments, Concert Series, Annual Brew Fest called Brews in the Burbs, and many small events that bring attention to the many areas of our District.

ADVOCACY

An Important component of Sunrise MarketPlace's success is the external advocacy on behalf of property owners. Attending public/government meetings, speaking to the community and its leaders is a vital part of the strength and growth of the District.

SAFETY AND SECURITY

Sunrise MarketPlace has initiated our new District Security Patrol, which includes dedicated Citrus Heights Police Department Officer Jeff Schouten. Officer Schouten patrols the Sunrise MarketPlace District during his shifts to help deter crime. The officer works with property and business owners, as well as private security representatives to proactively identify crime trends and develop strategies to resolve ongoing issues. To assist the District's Police Officer, SMP also contracted NorCal Security to cover when Officer Schouten is not on duty. NorCal Security Officers are armed security who patrol our District seven days a week to keep our community safe.



MAINTENANCE

SMP contracts with City Wide Property Services to focus on public areas, picking up illegally dumped items, removing and returning shopping carts, cleaning graffiti, and picking up trash and debris Monday- Friday 12:00 PM - 3:00 PM. Day porter services play a vital role in the day-to-day appearance of the District. While picking up trash and hazardous waste is the top priority, they will also help monitor daily activity. Each team member will proactively report hazards, vandalism, or any other items that requires immediate attention.

Economic Development

SMP is a primarily built-out business District. For the past 25 years, since SMP was established and Citrus Heights became an incorporated City, adaptive reuse has been a core building block of economic development efforts. This has made the District resilient, always evolving and adapting to changing needs and market demands. This can be a more sustainable approach compared to demolishing and reconstructing a new building. There are times when a building does need to be demolished. SMP and the City work closely with developers, property, and business owners to execute both strategies for redevelopment and transformation of spaces.

The District presents a vibrant sense of place with destination signage, banners, lighted palm trees and public art. Parking lots are animated with special events such as Brews in the Burbs. A lively, energetic atmosphere attracts people, fostering connections with the community. Security and maintenance services ensure a clean, safe and attractive environment. The area is accessible and boasts plenty of free parking.

The District features numerous examples of re-imagined buildings, mid-century shopping centers and strip plazas. SMP is a repository of decades of memories for residents and consumers. They have grown and changed along with the area, embracing the new uses while retaining memories of previous uses.

BUSINESS RESOURCES

[Business Incentive Program](#)

[City of Citrus Heights Business Tool Kit](#)

[Commercial Sign and Design Assistance Program](#)

[Business Development Fund](#)

[Economic Development Support Fund](#)

The largest site in the District and the City of Citrus Heights, Sunrise Mall is currently slated for a complete transformation. See next page.



Tallen Capital recently transformed a former Patelco building into a corporate headquarters/retail store for See's Candies. Refurbishing, refreshing and modernizing the building has given it new life.



Bureau Veritas was completely transformed by RCMI property management into a class A office and conference space.



Shopping centers such as Citrus Town Center, Capital Nursery Plaza, Marketplace at Birdcage and Sunrise Village have undergone or are undergoing extensive redevelopment.



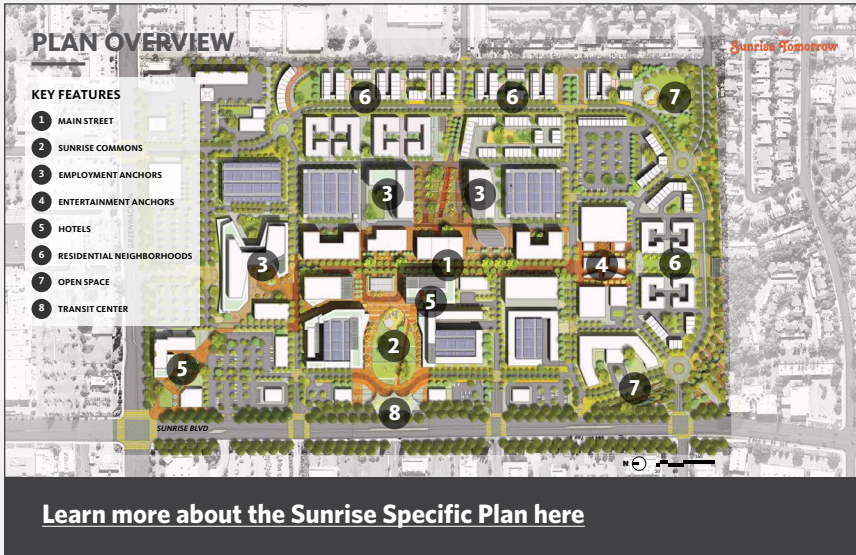
SMP also features parcels that have been completely transformed.



Sunrise Tomorrow Plan

Sunrise Tomorrow Specific Plan Unanimously Adopted by Citrus Heights City Council City staff worked with redevelopment experts, mall owners, stakeholders, the community, and elected officials to create a Specific Plan that allows mixed use development at the 100-acre Sunrise Mall site.

THE SPECIFIC PLAN



[Learn more about the Sunrise Specific Plan here](#)

- **Introduces new uses to the Sunrise Mall site** including new zoning for a variety of residential options, entertainment, office along with existing retail zoning.
- **Triplies the development allowed on the site** creating an opportunity for the community to diversify its economy, attract quality industry sectors like medical and tech, and more.
- **Streamlines future development review** so that projects aligned with the Sunrise Tomorrow vision can be expedited, saving developers time and money.
- **Allows flexibility for redevelopment** empowering responsiveness to changes in the market.
- **Fulfills CEQA requirements** and mitigates development risk, which is one of the most impactful ways local government can stimulate redevelopment.
- **Aligns market demand with community vision** building grassroots, local support in favor of re-imagining the Sunrise Mall site.

PROJECT PHASING PLAN

- **Phase 1 - Ready Now**
Redevelopment of former Sears as a Dining Entertainment District, Retail, Limited-Service Hotel, Residential, and Open Space.
- **Phase 2 - Employment Anchor**
Redevelopment of Macy's Men & Home as Creative Office Campus, additional Retail and Dining, Extended Stay Hotel, Residential, and Neighborhood Park.
- **Phase 3 - Mixed-Use Main Street**
Redevelopment of Sunrise Mall as mixed-use Main Street with Retail, Dining, Office, Residential, Full-Service Hotel, and Central Open Space.
- **Phase 4 - Longtime Opportunities**
Redevelopment of JCPenney and Macy's Women as mixed-use district with Office, Retail, Open Space, and Residential.

