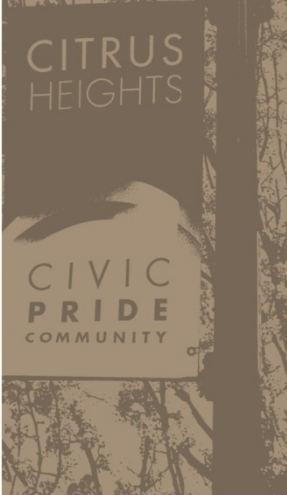


Demographic and Economic Profile

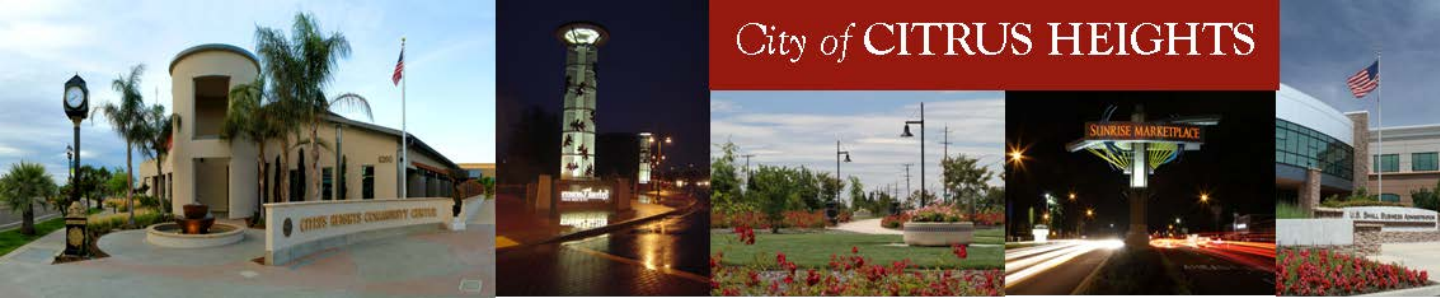
Updated October 2015



City of **CITRUS HEIGHTS**



City of Citrus Heights
6237 Fountain Square Drive
Citrus Heights, CA 95621
(916) 725-2448
www.citrusheights.net



City of CITRUS HEIGHTS

> *Introduction*

The purpose of this report is to summarize the City of Citrus Height’s demographics and development activities. The report provides a comprehensive look at development in the City. The report highlights some of the most recent projects, including new retail stores and future development. The report also forecasts future development and employment trends in the City of Citrus Heights.

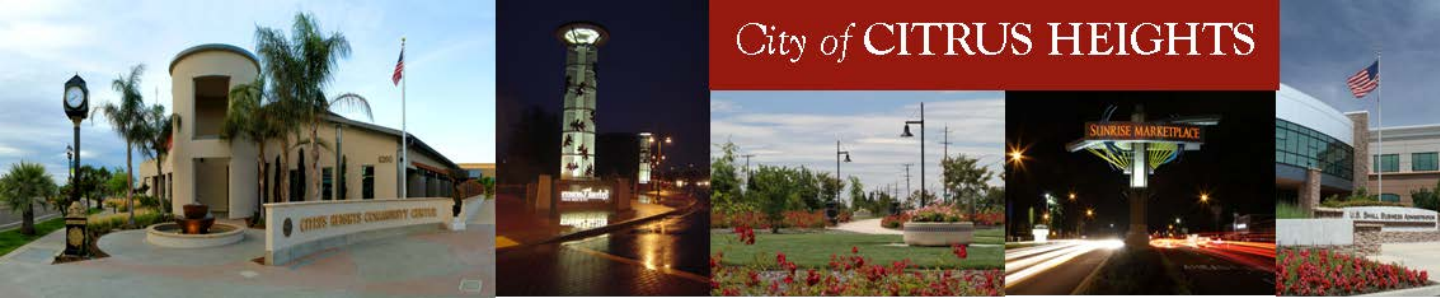
For more information regarding development in the City of Citrus Heights, please contact the Community and Economic Development Department at (916) 725-2448 or email edrda@citrusheights.net.

> *Source Information*

All statistics and information were made available through Nielsen Reports.

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City of CITRUS HEIGHTS

> *Community Profile*

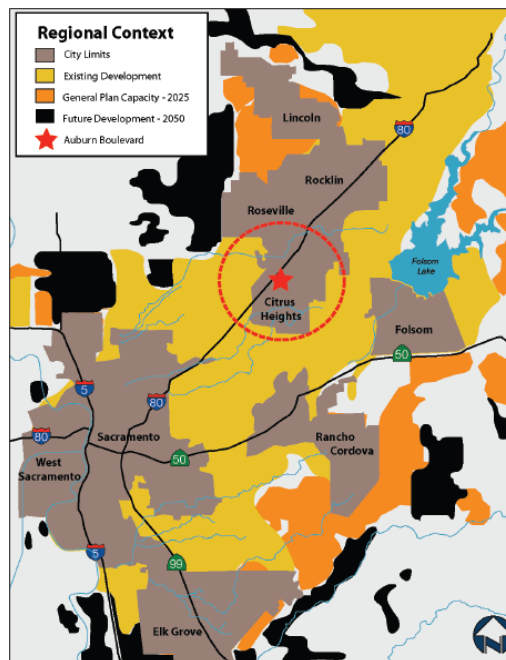
Although it may seem as if the City of Citrus Heights is relatively young, incorporating in 1997, the Citrus Heights area has a deep-rooted history dating back to the late 1800s and the Gold Rush days.

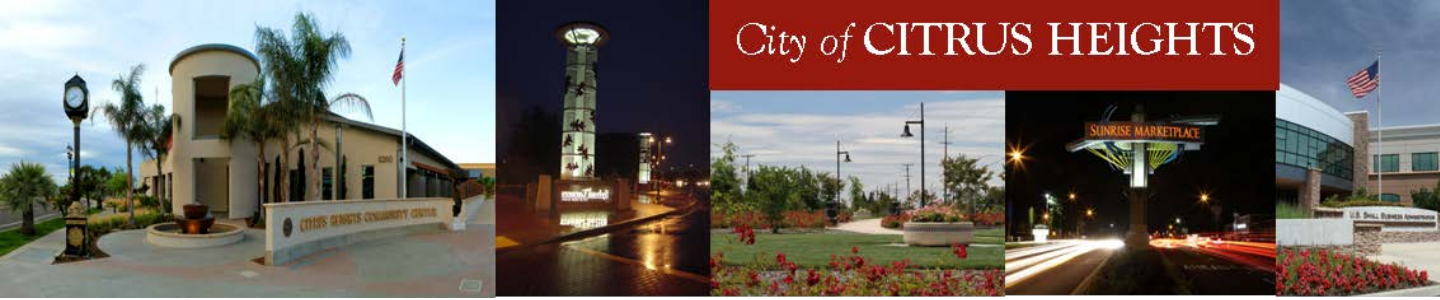
Citrus Heights, with a population of 83,406 (2015 estimate) is a unique, established community in Sacramento County. Conveniently located between downtown Sacramento and Roseville, Citrus Heights is a short commute to nearly all greater Sacramento area neighborhoods, such as Rancho Cordova, Folsom, Sacramento, and Rocklin, providing an impressive employment pool.

Citrus Heights has established itself as an important employment hub in the Sacramento region with its solid base of small businesses, retail chains, and food service establishments and its prime location between both Interstate 80 and Highway 50. With an ongoing commitment to providing high-quality, economical, responsive services to the local community, the City is well-positioned for future commercial redevelopment, neighborhood enhancements, and positive changes.

The Citrus Heights community is family friendly with good schools, beautiful parks, a wide offering of youth programs and many community events, in addition to lots of nearby shops and restaurants. Citrus Heights is definitely a great place to live, work and play!

Regional Map of Citrus Heights





City of CITRUS HEIGHTS

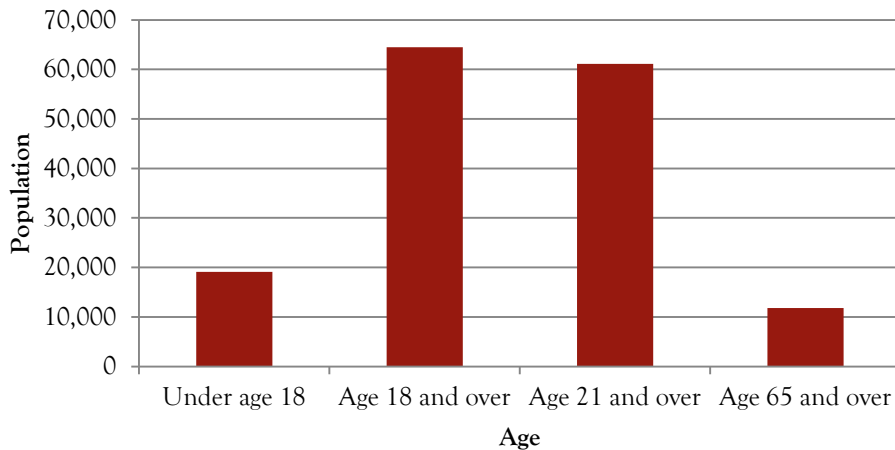
> *Population*

Citrus Heights, with a population of 83,406 (2015 estimate) is a densely populated, established community in Sacramento County. Conveniently located between downtown Sacramento and Roseville, Citrus Heights is a short commute to nearly all greater Sacramento area neighborhoods, such as Rancho Cordova, Folsom, Sacramento, and Rocklin, providing an impressive employment pool.

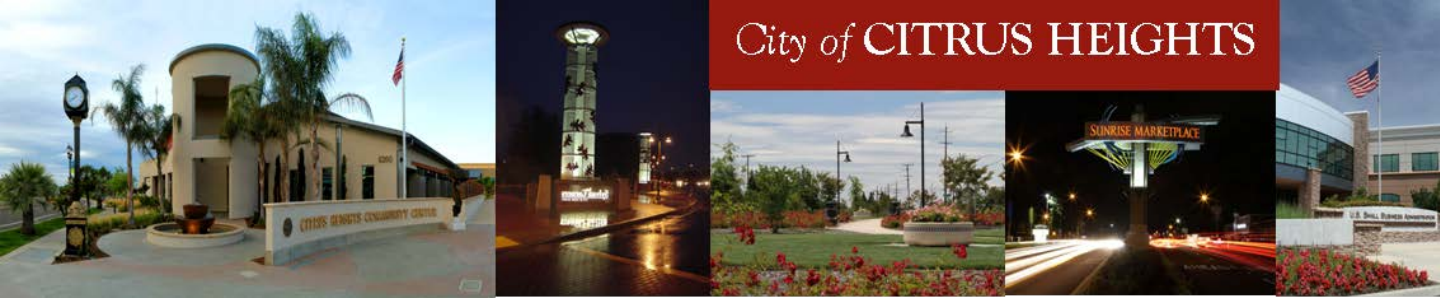
Total Population by Age	% of Population
Under age 18	23
Age 18 and over	77
Age 21 and over	74
Age 65 and over	15

Source: 2015 Nielsen

Total Population by Age



The 2015 median age for this population is 37.3, while the average age is 38.7.

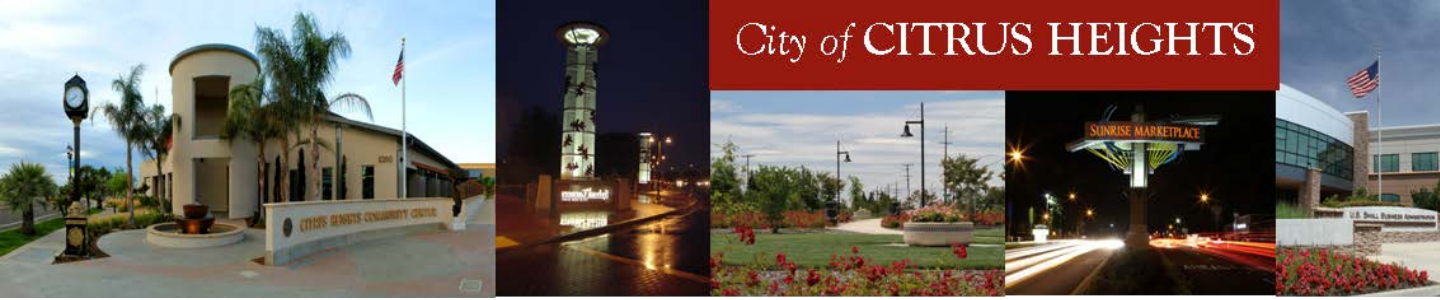


City of CITRUS HEIGHTS

> *Income*

2015 Estimated Average Household Income	\$66,447
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2015 Estimated Households by Household Income	Total Households	%
Income Less than \$15,000	3,250	9.85
Income \$15,000 - \$24,999	3,515	10.65
Income \$25,000 - \$34,999	3,120	9.45
Income \$35,000 - \$49,999	5,572	16.88
Income \$50,000 - \$74,999	6,861	20.79
Income \$75,000 - \$99,999	5,068	15.35
Income \$100,000 - \$124,999	2,594	7.86
Income \$125,000 - \$149,999	1,406	4.26
Income \$150,000 - \$199,999	1,072	3.25
Income \$200,000 - \$499,999	265	0.80
Income \$500,000 and more	48	0.15



City of CITRUS HEIGHTS

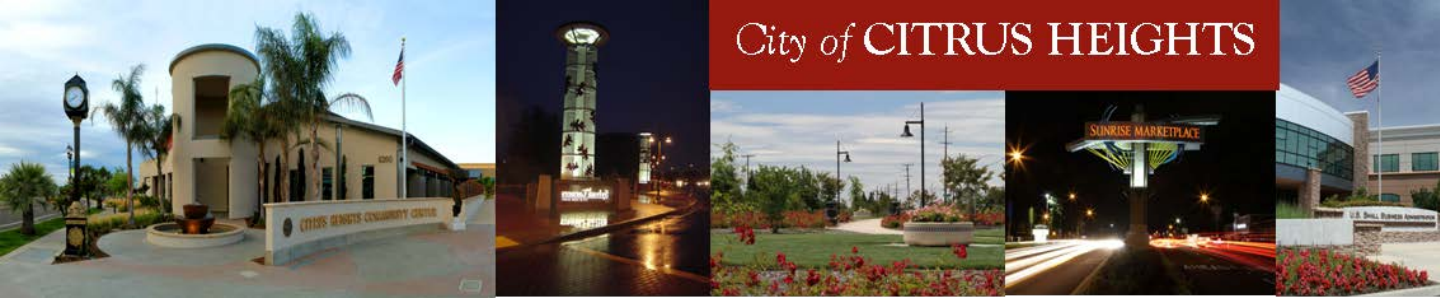
> *Employment*

2015 Estimated Employed Population 16+ Class of Worker		
	Total	%
In Armed Forces	75	0.11
Civilian - Employed	37,461	56.56
Civilian - Unemployed	6,706	10.08
Not in Labor Force	22,129	33.25
For-Profit Private Workers	35,695	66.05
Non-Profit Private Workers	3,056	7.86
Local Government Workers	2,845	7.31
State Government Workers	2,578	6.63
Federal Government Workers	811	2.08
Self-Employed Workers	3,819	9.82
Unpaid Family Workers	97	0.25

For this area, 57% of the population is estimated to be employed, age 16 and over, for the current year.

Top 11 Citrus Heights Employers (Alphabetical order)

- City of Citrus Heights
- Costco
- JC Penny
- Lowe's
- Macy's
- Sam's Club
- Small Business Administration -Area 4
- Sears
- Stone's Casino
- Target
- Wal-Mart

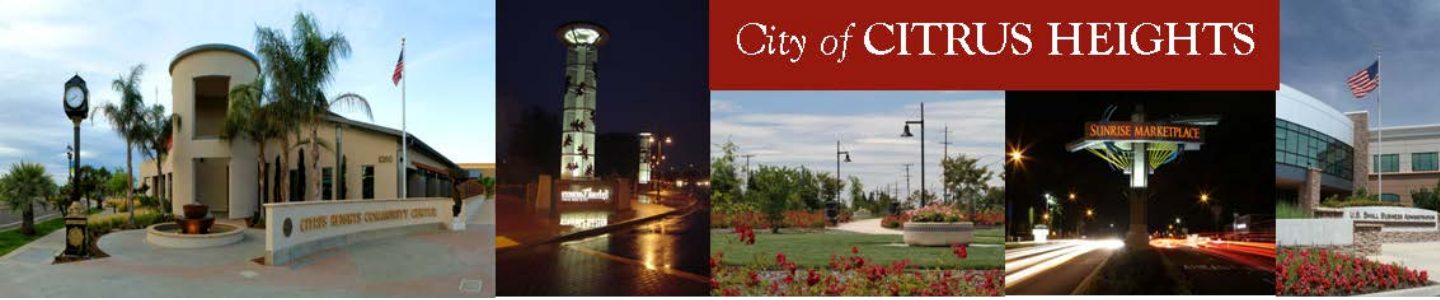


City of CITRUS HEIGHTS

> *Market Data*

All information is defined by a 1, 3 and 5 mile radius from the intersection of Auburn Boulevard and Old Auburn Road.

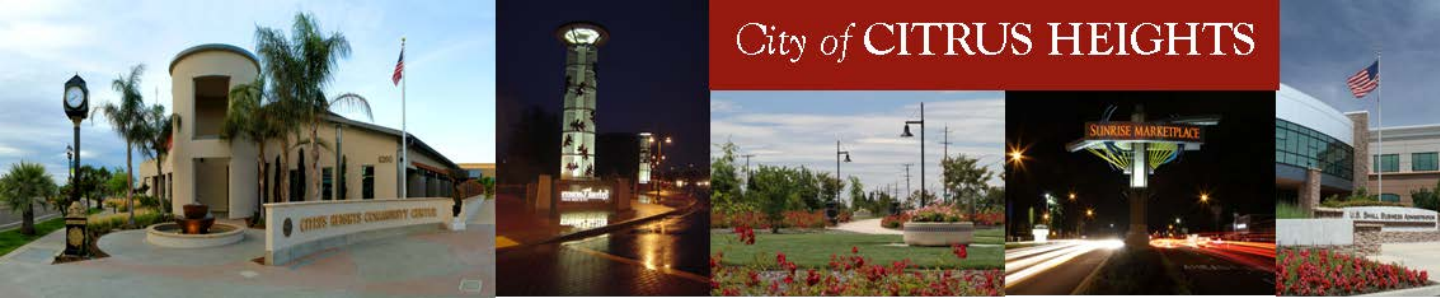
Description	0-1 Mile Radius	0-3 Mile Radius	0-5 Mile Radius
Population			
2020 Projection	16,169	143,530	368,749
2015 Estimate	16,046	141,754	360,495
2010 Census	16,089	141,475	355,319
2000 Census	16,933	143,166	345,243
Households			
2020 Projection	6,260	56,525	141,341
2015 Estimate	6,189	55,493	137,474
2010 Census	6,183	54,805	134,614
2000 Census	6,748	55,300	130,479
2015 Est. Average Household Size	2.58	2.53	2.60
2015 Est. Median Age	37.7	38.3	37.7
2015 Est. Average Age	38.9	39.3	38.7
2015 Est. Tenure of Occupied Housing Units	6,189	55,493	137,474
Owner Occupied	3,689	33,865	82,673
Renter Occupied	2,500	21,628	54,802
2015 Est. Average Household Income	\$63,384	\$67,752	\$71,320
2015 Est. Median Household Income	\$53,850	\$56,042	\$55,320



City of CITRUS HEIGHTS

> Market Data: Employment

Description	0-1 Mile Radius	0-3 Mile Radius	0-5 Mile Radius
Total Employment	7,421	65,721	163,824
Architect/Engineer	123	940	2,636
Arts/Entertainment/Sports	65	766	2,507
Building Grounds Maint	284	2,699	6,831
Business/Financial Operations	397	3,655	9,311
Community/Social Services	92	963	2,466
Computer/Mathematical	178	1,956	5,604
Construction/Extraction	593	3,931	8,828
Education/Training/Library	285	2,979	8,102
Farm/Fish/Forestry	26	282	416
Food Prep/Serving	378	4,443	10,164
Health Practitioner	267	3,030	8,217
Healthcare Support	229	1,809	4,176
Maintenance Repair	332	2,696	6,357
Legal	34	710	1,735
Life/Physical/Social Science	26	351	874
Management	592	5,643	14,200
Office/Admin Support	1,499	10,723	25,511
Production	232	2,142	5,116
Protective Services	112	1,557	3,642
Sales/Related	1,032	8,267	20,480
Personal Care Service	354	2,896	8,193
Transportation/Moving	290	3,283	8,459



City of CITRUS HEIGHTS

> Residential Development

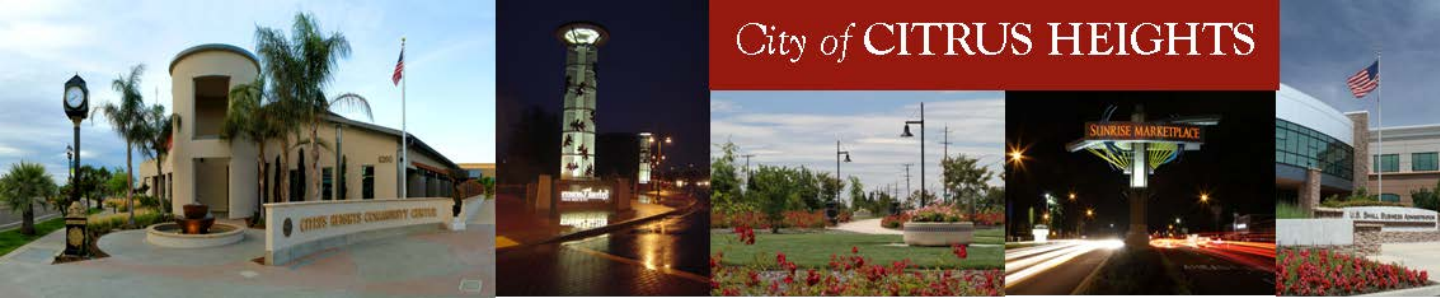
Households	Total
2020 Projection	33,566
2015 Estimate	33,007
2010 Census	32,680
2000 Census	33,060



2015 Estimated Housing Units by Year Structure Built

Description	Units	%
Housing Units Built 2010 or later	638	1.79
Housing Units Built 2000 to 2009	1,420	3.99
Housing Units Built 1990 to 1999	3,190	8.96
Housing Units Built 1980 to 1989	8,060	22.63
Housing Units Built 1970 to 1979	13,284	37.30
Housing Units Built 1960 to 1969	4,680	13.14
Housing Units Built 1950 to 1959	3,267	9.17
Housing Units Built 1940 or 1949	714	2.00
Housing Units Built 1939 or Earlier	360	1.01

Over the next five years, the number of households is projected to increase by 1.69%.



City of CITRUS HEIGHTS

> Residential Development

2015 Est. Households by Household Size	Units	%
1-person household	9,190	27.84
2-person household	10,943	33.15
3-person household	5,478	16.60
4-person household	4,003	12.13
5-person household	1,956	5.93
6-person household	883	2.68
7 or more person household	554	1.68



In March 2013, the City Council adopted an updated Housing Element that puts the City "on-cycle" with the state housing plan update calendar. The updated plan reflects the new housing needs projected by Sacramento Area Council of Governments (SACOG), and the available population and housing data from the 2010 national census and current state projections.

The RHNA allocation for the City of Citrus Heights requires accommodation of 696 new residential units in the city. This allocation is also broken down further into affordability requirements. The allocation requires the following income breakdown based on State Median income information:

- * Very Low Income: 146 Units (21%)
- * Low Income: 102 Units (14.7%)
- * Moderate: 130 Units (18.7%)
- * Above Moderate: 318 Units (45.7%)

Despite the requirement to prove that the City can accommodate these units, there is no requirement that these units are physically constructed; rather we are required to demonstrate that sufficient land is allocated to meet these numbers.

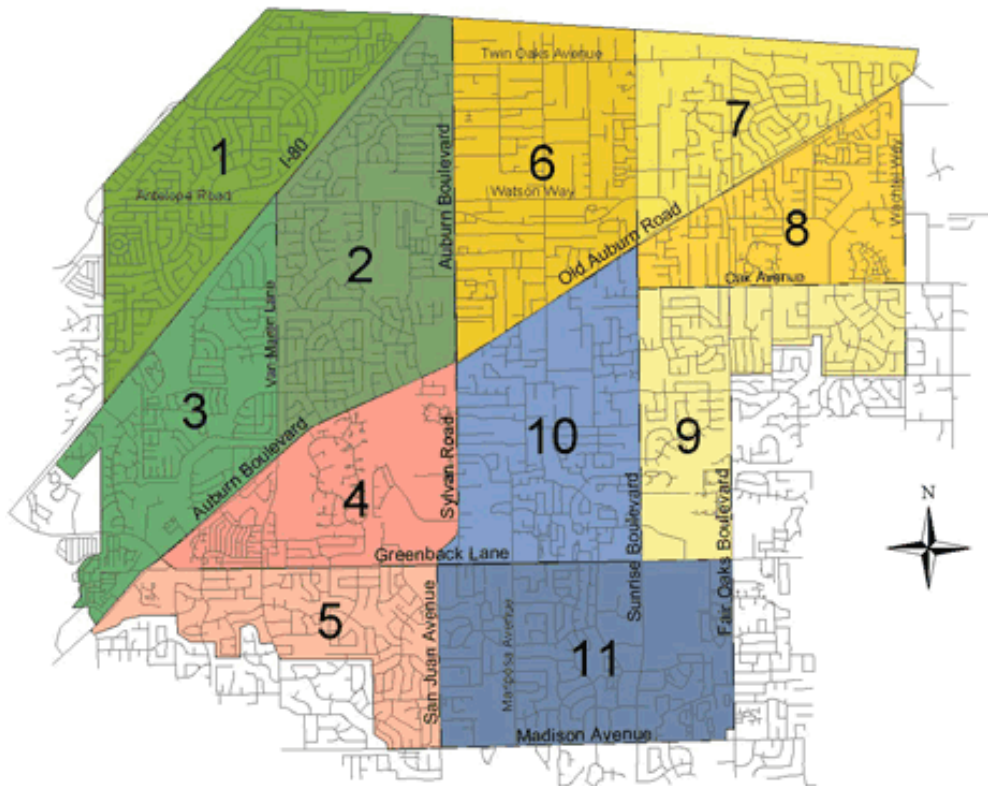


City of CITRUS HEIGHTS

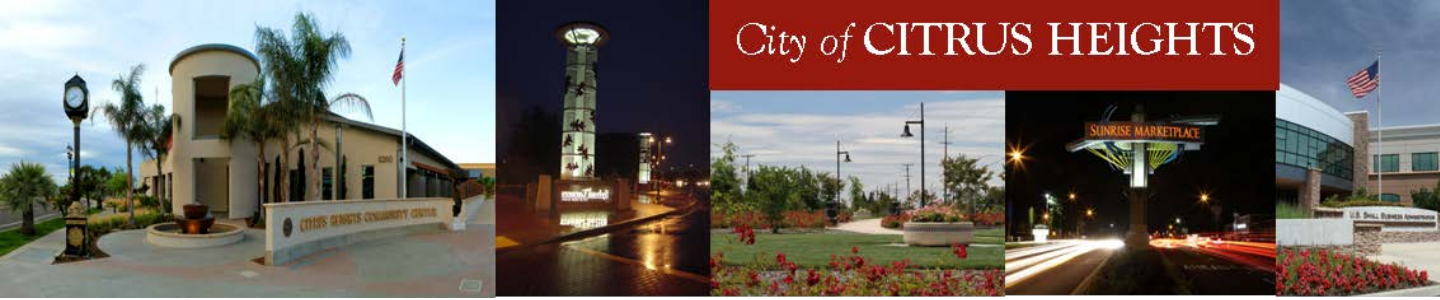


> *Neighborhoods*

Neighborhood Associations are groups of grassroots community volunteers who work together to make a difference in their neighborhoods and in the City. Citrus Heights has eleven neighborhood areas, and each one has a corresponding neighborhood association group. Each association meets monthly and has bylaws and a board of directors.



- Area 1 - Northwest Neighborhood
- Area 2 - Rusch Park Neighborhood
- Area 3 - Citrus Heights Association Number Three (CHANT)
- Area 4 - Arcade Creek Neighborhood
- Area 5 - Park Oaks Neighborhood
- Area 6 - Sunrise Ranch Neighborhood
- Areas 7&8 - Citrus Heights Area Seven and Eight (CHASE)
- Area 9 - Sunrise Oaks Neighborhood
- Area 10 - Sylvan Old Auburn Road (SOAR)
- Area 11 - Birdcage Heights Neighborhood



> *Economic Development Incentives*

The City of Citrus Heights has a variety of incentives and business assistance available.

- 1. ED Support** – provides up to a maximum of \$25,000 per organization/business in grants or sponsorships for events, marketing and promotions, studies to further economic development and other economic development-related activities that promote program goals.
- 2. Sign Improvement Grants** – provides 1:1 matching, (reimbursement) grants for new/improved signage up to a maximum of \$5,000.
- 3. Design Assistance** – provides up to \$10,000 for conceptual architectural, sign or site designs. The City will provide the architect and the applicant will work with staff to receive a completed design. This program does not provide assistance for constructing façade improvements, but the City is working to partner with a financial institution to provide those resources.
- 4. Development Fund** provides a variety of different assistance and is meant to be flexible in order to capture development opportunities and reduce or eliminate impediments to development. For businesses, property owners and developers the Fund provides:
 - Funding to assist with development requirements, such as undergrounding utilities, offsite improvements, sewer relocation, etc.
 - Funding to assist in the attraction, retention or expansion of a business in the City. This could also include special studies to spur development of a specific project.
- 5. Sewer Credit Program** – offers reductions on sewer impact fees for eligible commercial projects. The savings is more than \$1,500 per equivalent single family dwellings (ESDs)/unit.

The City is also a member of the Statewide Community Infrastructure Program (SCIP) and the Sacramento Regional Recycling Market Development Zone (SRRMDZ). All information regarding the programs can be found on the program webpage at www.revitalizech.net.

> *Commercial Development*

For information on the latest commercial development under review or construction, visit [here](#).

> *Infrastructure Improvements*

The City has an emphasis on improving our commercial corridors. Information on the latest public improvements projects can be found [here](#).