



Appendix Raw Data:

Appendix A:

Question 1: Why do you usually visit the Central Business District area:

- A child attends Sutter MS
- A middle school-aged child attending Sutter MS.
- biking through on my way to work
- Dance classes at LDP, picking up middle schoolers
- DMV, Post Office
- everything is too far away from each other, and it is not walkable
- Farmer's market
- Fitness
- Grocery.
- Gym, post office, car wash
- Healthcare
- I live adjacent to the central business district
- I live in Steeplechase
- I rarely go to the Central District because of all the transients and crime.
- I try to avoid, miserable
- It's a main thoroughfare for me.
- It's the area we live in.
- Live in the area bordering Lembi Park
- Medical appointments
- Passing through
- Physical therapy
- Pickleball!
- Planet Fitness
- Post office and DMV locations
- Post office, Car wash
- Purchase groceries/Banking
- reside blocks away in the blue area
- Resident
- School
- Shopping, UPS store, banking
- Small business owners in this district
- Taking kids to Sutter Middle School
- Target, there's a good boba place there
- This is the neighborhood where we live
- US Post Office
- visit persons living in the area
- Volunteer work
- We live nearby



Appendix B:

Question 2: What do you currently like most about the area?

- Very little. Can something be done about the nonprofits and their transient friends?
- Not much.
- Not much, but it does have the necessities. But is kind of the Stepchild of Folsom, Dirty, Homeless vehicles in the Parking Lot, the Post Office landscape looks like crap, too much traffic?
- Cheaper eats than other Folsom area
- Proximity to my house. Some of the small businesses
- Nothing - it's not a good area. It's cookie cutter and boring by Lowe's and it's tired and run down near the middle school and even before that, near the BJ Cinnamon area. It's just a jumbled-up, hodgepodge that was poorly planned. It hurts the city tremendously.
- There isn't a lot to "like." I go there to patronize businesses that I need/want, but don't spend much other time there.
- The city keeps it neat and clean.
- It has the funky, natural feel of a small city that grew up organically over decades near the side middle school side. I'd rather not see it get over-planned like many "town centers" but it has outgrown its capacity so if you can improve traffic, parking, business & residential mix without losing the organic feel of a small town with history, then that would be desirable.
- I do not like the central business district
- Lowe's, Target and Home Goods
- Bank
- Parks
- The Aquatic Center
- Nothing to like, I go there out of necessity...
- It is more enjoyable than the Palladio.
- don't go to the business district - not walkable
- We only occasionally visit Walmart, the car wash, and the dry cleaners. Other than that, the area seems "old" with lots of small specialty shops that we do not frequent.
- Farmer's market
- Can't say since I don't currently visit the area
- Accessibility.
- Don't love the area it looks run down
- DMV services
- Not a ton!
- Library
- Nearby convenience and sporting activities (Pickleball)
- Lembi Park
- Lembi Park for pickleball
- There is nothing here that I particularly like.
- Close parking
- Parks, Miklos Aquatic Center
- Public spaces like parks
- Everything is right there, I can run errands on a bike easily (though maybe not always safely)
- Youth sports
- I like that the new focus of trade and business in Folsom is mostly by the



Palladio. I like that the central/north side of Folsom is mostly left alone and not as busy.

- Nearby.
- Post office, Car Wash
- Parks and Recreation
- Pickleball at Lembi
- It's a relatively calm area compared to other shopping eg near the Palladio
- Convenient access to many necessary products and services.
- The way it is.
- Budget-friendly retail and grocery stores
- Pickleball Courts and social events held by the Folsom Pickleball Club.
- It has the small old town feel, not packed like Palladio. Been shopping at Handley's for 50 years. Easy to drive around, not bumper to bumper.
- Lake Natomas
- Farmers market
- Easy access and parking and the ability to walk to any of the areas in this district
- Close to where I live
- The only thing I like about this area is that as I must work here - I have options for lunch/coffee/food shopping within walking distance. But you must navigate around

homeless people and it's scary to work late at night as you don't know who you will encounter.

- Target Drive Thru Starbucks
- Not sure
- It feels like the center of Folsom with the post office, aquatic center, etc.
- 24-hour fitness and the post office
- Gym
- Absolutely nothing except the Aquatic Center.
- Proximity
- Adequate and convenient parking
- Jack in the Box
- The old town charms
- Gym - Planet Fitness
- Centrally located Target, Lowe's, car services, and banks, but no other "retail" shopping
- Density of Businesses
- Lembi Park is nice, but the rest of it is just your typical Anytown USA, suburban, corporatized, sea-of-asphalt blah. It's a hostile environment for pedestrians and I laugh every time I see it described as the "Central Business District." Folsom has gone and given it all away to Wall Street. There's nothing community-oriented about it.
- Close By
- Walkability



Appendix C:

Question 4: What uses/amenities would you like to see expanded or created in the area?

- None. We do not need additional reasons for traffic in an area that was already poorly developed by the city planners. As a taxpayer, I am not interested in more development. The current overpopulation and infrastructure need to be fixed before this conversation begins.
- NONE. Don't change it, clean it.
- Noise abatement / concrete sound wall across from Lembi Park
- Anything but infill development
- Leave it alone.
- None. It's already a super busy area
- It's perfect how it is
- For god's sake, stop over-developing this city.
- More after-school stuff for kids leaving Sutter.
- afterschool program space for K-8 grade
- Please do not expand. It is perfect the way it is. There are other places in Ritzy Folsom to expand on. Stop thinking Folsom has to be fixed or improved. Leave it alone!
- Senior activity center
- I don't think it needs anything. A total waste of Revitalization money. And the city wants to raise the sales tax?
- I'm satisfied with the current offerings
- Outdoor entertainment
- NOT special events--it will shut down traffic flow.
- Condos/townhomes for purchase, walkable amenities/entertainment
- 1, get rid of the homeless in Lembi Park. Then create weekend events other than just sports. 2. You really can't change what is on Bidwell or Riley (for example the post office is a disgraceful, Wal-Mart parking lot), but you can make it more attractive.
- Affordable housing and recreation are tied into existing trails in Folsom.
- Better/safer access for bicycles to access the area, e.g. wider, more protected bike lanes and monitored areas to secure bikes while shopping. 2) Better city-provided care of the Lembi baseball fields and surrounding areas.
- More appealing lighting and landscaping
- Demolish the big boxes and replace them with dense, transit-oriented, mixed-use development with lots of parks.
- Korean spa, Biergarten, dog parks
- Clean up some of the run-down storefronts and plant more trees
- More dog parks! :-)
- More Pickleball Courts at Lembi
- Yet the post office does not maintain its landscaping
- "Play structure" for adults. We want to swing, jump, and climb, too, but don't want to make it creepy at a kid's playground
- Parks
- More and improved pickleball courts (cracking cement)
- More pickleball courts



- Sports fields
- Pickleball courts
- Additional pickleball courts with good lighting
- Focus on Recreation. It is by its nature a healthy gathering for our community.
- More pickleball courts at Lembi Park. Pretty busy during peak times mornings and evenings.
- Outdoor Park, water feature, dog area (I don't have one) bike racks, public water fountain, outdoor art, etc. lights on rooftops outlining buildings. Look up Country Club Plaza Kansas City.
- The City needs to stop catering to motorists' convenience. Take away a lane of traffic and use it for stuff like dedicated bike/bus lanes or more public space.
- Better traffic flow. Potentially cohesive look of the buildings.
- Improve the existing buildings. Improve INFRASTRUCTURE for traffic - it's so bad. DO NOT ADD!!!
- East Bidwell through this area is very rough and needs replacement, line stripping, traffic calming
- Fix traffic and roadway issues, safe routes to schools
- The area is too impacted by traffic. Area businesses appear run down and in need of visual improvements. The area is too impacted by the homeless from the Lembi area. Generally only use this area for cut-through. Do not want to shop or do business where homeless are prevalent.
- Safe Route to Middle School
- I don't want to see any expansion that increases traffic in the area
- Better traffic planning
- Traffic calming
- Better traffic. It's a mess and I try to avoid that area
- Infrastructure- more roads, reduce traffic
- just close Sutter Street to traffic already!
- Whatever the real estate market demands, without impacting traffic on Bidwell.
- A mindful traffic plan and enforcement of the same
- No more building there. Traffic is a nightmare to access the bridge and schools' times.
- Anything doesn't cause more traffic.
- Walking/Biking trails/Arboretum. Safety in Lembi, safety on the trails we have in the area.
- Safer cycling and walking travel options.
- Expanded walking/biking trails. Safe, not on the street. Even more, sidewalks would be good. The streets are angled for runoff and cannot be walked comfortably.
- Better Walkability/Bikability for grocery shopping
- I would love it if it was walkable. It's currently neither fun nor safe to walk around. I would love it if I could park and then walk around to do all my errands.
- Separated Cycle lanes
- better pedestrian and bike access
- Alternative transportation. Better walkways and bikeways along E. Bidwell.
- Safe bike lanes and wider sidewalks



- Better pedestrian and bicycle infrastructure along Bidwell
- Improved pedestrian and bike infrastructure
- improved bike access and bike parking
- Public transit between residential and CBD
- Pedestrian improvements, a crossing bridge at Glenn and Oxborough, or a pedestrian crosswalk. People cross illegally there all the time. It's a disaster waiting to happen.
- Decorative roadway improvements, roundabouts, bicycle paths
- Designated Bike lanes
- safer cycling
- Safe bike lanes added on East Bidwell. Painted green bike lanes on Riley and additional street signals that can detect bikes in the lane
- Increase bicycle-friendly paths & lanes; decrease vehicle traffic
- Safe and convenient active transportation facilities.
- More bike and pedestrian-friendly from the adjacent neighborhoods. Crossing over Bidwell is daunting.
- Class 1 Bike and Pedestrian Trail to Connect East to West
- Cleaning up the Central District and removing Mercy Village is the only thing that will save it. Dutch Bros is pretty good though.
- Creation of public spaces that do not include homeless people
- I would like to see the design upscaled to make it a more appealing area to visit - similar to the feeling at Palladio
- Less strip mall atmosphere, and more outdoor dining mixed with music/ entertainment venues.
- better ambiance (landscaping, lighting, etc)
- Upgrade the appearance of the area.
- Redevelopment of older buildings
- Reduced pavement footprint; Structured planning for redevelopment following the potential exit of large retail stores (Kohl, Walmart, Target, etc)
- The 3 shopping areas that need a new look are just past where Riley meets E Bidwell (across the street from the school), the one that has DMV, and the one across the street where the thrift store is.
- I would love to have a Folsom sports mural on my building
- Fewer cell towers and general upgrade of the area
- A full upgrade to the strip mall businesses, more trees in parking lots, good signage,
- Connectivity with Sutter Street, monuments telling this area's history
- Higher end restaurants
- Healthy Food
- Folsom needs better food options. Folsom might have the worst food of any city in its size range in California. Many of the restaurants are D listers.
- hair salon
- Build an indoor mall
- Restaurants with desirable, landscaped outdoor dining not on noisy streets.
- Variety of sizes of retail spaces, smaller sizes can support unique uses



- The area is substantially built-out with a good mix of businesses offering necessary goods and services.
- Local Breweries
- International markets, specialty foods, cooking classes
- Additional some fast food some sit down type. Services like social security satellite offices for these types of govt services
- Boutique shopping, outdoor dining, healthy food options
- Add low-cost housing
- No more housing. Let's not create more traffic as Folsom lacks infrastructure without a better long-term plan
- No more housing, especially no apartment complexes
- Just clean the area up, and not focus all attention on South of 50 and the Palladio!
- there are too many homeless in this area, so make it safer
- The State of Oregon has an emergency shelter and daily shower program that utilizes empty businesses at night to sleep.. daily showers each morning for a limited time frame at different church locations around the city, run by volunteers, both programs work, Please inquire about programs for Grants Pass.. im sure local pd
- Less homeless loitering
- REMOVE HOMELESS NEAR THE MIDDLE SCHOOL

Appendix D:

Question 5: With the desire to provide housing for all ages, what housing options for this area appeal most to you?

- Affordable apartments for all ages and circumstances
- Low-income housing
- year-round Emergency shelter option.
- Senior housing - not care facilities
- Place for homeless
- Specialized housing for “supported living” for those with disabilities
- Multifamily homes
- Other than more affordable senior living, there's no need for any further apartments!
- AFFORDABLE tiny homes
- entry-level housing for younger ages
- More affordable housing!!!
- Allow Housing for all ages without income restrictions.
- code enforcement of existing rules
- Duplex
- Doing something about the homeless filling Folsom and bringing crime and constant begging in almost all parking lots. Make it a crime to use minors to beg
- If residential buildings are added, also need to ensure that there is commerce on the first floor and that parking structures are added and streets closed off for cars, similar to Santa Row in San Jose or Sunnyvale downtown.
- Houses that can house multiple people.



- Mixed-use Commercial and residential
- Lofts over shops... area is not conducive to housing in general.
- housing above businesses, encouraging walkable activities
- Retail on the first floor and condos/apartments above
- Mixed-use. Retail below, housing above.
- Condos/townhomes for purchase
- High-end residential - no Section 8 or homeless
- No high-density housing here - cannot be supported with current or proposed infrastructure
- high-rise
- The missing middle housing. Folsom has plenty of apartments.
- Stop the BUILDING!!!!!! Why is everything on this side of the freeway? The other side of 50 has a lot of room.
- No more low-income and junkie houses. Bidwell Studios is a pit. So it is Powerhouse and Mercy House.
- None- seems the population is so high and crowded in Folsom.
- The area across from Palladio is going to be full of tall apartment blocks. I'd hate to see that in central Folsom. I hope you only allow low, unique housing that adds character so Folsom isn't just a corporate suburb.
- Cut the crap with all of these infill apartment buildings. Is this to gain compliance with New Son's laws to provide low-income housing commensurate with the south of 50 new homes? We're on a trajectory to wreck this town with all of this low-income housing going in. We don't need more infill housing!!!!
- None Folsom is far too crowded as it is. The council members have ruined our small-town vibe by approving the amount of building that is going on.
- It's already very crowded with lots of traffic in this area. Not sure where you could put additional housing.
- Stop building apartments!!!
- Traffic is already bad. I worry that introducing more residential uses (especially apartments) would only make it worse.
- Too much density now
- No desire for more housing. Already overpopulated with dense housing in Folsom. Don't ruin city quality.
- This city does not need any increased housing. The infrastructure here that is already in place does not support the amount of houses that are currently here let alone the amount of houses currently being built south of Highway 50. Just take a look at traffic on E. Bidwell Near Highway 50 any day of the week. It is an absolute joke and a standstill parking lot.
- No more. Folsom North has enough.
- Where on earth would you add housing? Remove Lembi??
- This area cannot sustain more housing. Traffic is already seriously bad on E. Bidwell in particular. NO more housing in this area. Makes no sense.
- None. More housing will result in more traffic. Traffic is already bad.
- No more housing Folsom has houses down the street by Palladio and



across 50 why are more houses needed

- RV park
- More single-family homes

Appendix E:

Question 6: How do you typically get to the Central Business District?

- This is a car-dependent city regardless of how many bike trails there are.
- I bike to lots of places in town, but this area does not feel safely bikable.
- Scooter
- This town is not walkable. It's all parking lots now
- I live there. There daily
- Depending on the weather.
- I live there.
- Scooter
- jog
- Driving is the only safe option.

Appendix F:

Question 7: What mobility improvements would you like to see in the Central Business District area?

- Need to remove excess parking lots and provide parking structures at the edges of the area so cars are not crossing all over the area. Also, need better bicycle access.
- Fix the rail line. Huge missed opportunity
- never should have allowed RT to take over
- Pickleball Courts
- Beautify the area
- Solar panels over parking structures provide shade for cars and energy that the businesses can draw from
- more parking, close to business
- Not allow people living in cars/trucks/vans/campers
- Lighting all around Lembi - specifically around the pickleball courts and parking lot.
- CODE ENFORCEMENT. There is too much illegal selling in parking lots and the homeless encampments are out of control.
- More parking
- Parking. When you have to hunt for parking it is an obvious turn-off.
- Lowe's needs a taller sound wall. I can hear everything. Early mornings and late nights.
- This area could be a vibrant neighborhood where work, play and recreating could occur
- Less Parking lots
- This seems more like a wish list. Money is better spent somewhere else I like moving the popularity from Sutter Street two out where the Palladio is because at least you can park out there.
- Ada mobility for the blind
- Better handicap opportunities
- Parking for disabled and elderly who can't walk up hills or easily ride a shuttle.



- Dedicated lanes for non-electric micro-mobility and electric micro-mobility. Also rental scooters/bikes.
- Traffic wouldn't be a problem if traffic headed to Roseville didn't have to go through Riley. Not sure how you solve it though...
- Widen the streets to 4 lanes all the way to Natoma.
- Improved road and sidewalk conditions. The area north of Wales on Bidwell is falling into disrepair and not in keeping with the other parts of the CBD
- Fix the road surface on East Bidwell. Resurface or fill potholes
- wider roads
- Repaved road! Bidwell asphalt quality is atrocious
- bus comes by my house 2 times a day - one going one coming back
- Provide alternatives to Bidwell St
- Need light rail extension to Sac Airport!
- Light rail
- So many accidents and speeding on Riley. Unsafe walking/biking conditions, especially to the middle school for our children
- Enhancements to facilitate both pedestrian & vehicle traffic
- Safe route to Sutter Middle School and Sutter Street
- Fix the traffic on East Bidwell
- Slower speed is good for the area
- Faster traffic speeds or alternative routes as the road is a very slow road that I often need to pass. And for things in the area I hate the slow traffic to get to places I need in the CBD.
- NO ROUNDABOUTS!
- Better traffic flow around the middle school and at Riley and Natoma
- Fewer stoplights and enhanced traffic control systems
- There are already too many traffic lights and too many cars for these roads to handle.
- I haven't had traffic problems in the city anywhere except on Riley headed toward Historic Folsom
- Not being an engineer/civic designer I don't know the how, but the traffic congestion is horrendous. Many times I'll do anything to avoid that section of East Bidwell simply because the traffic makes it unsafe.
- If adding houses, need to consider increased vehicle traffic.
- Increased use of roundabouts
- synchronized stop lights to keep traffic moving
- roundabouts
- People drive to everything here. Any effort to slow traffic or reduce trips is misguided. This is not the place for cute planning.
- reduce traffic congestion.
- East Bidwell in this area feels very congested and disorganized. I'm not sure what the solution is to fix but it feels like it needs something
- Widen E Bidwell or none.
- Better traffic flow, safe access for bikes
- Traffic is a huge issue, especially when Sutter releases
- Alleviate traffic
- I have no problem with traffic
- What we need is some traffic law enforcement by the police department. We need a crackdown on directed drivers, specifically,



people sitting at green lights while on their telephones. The number of electric bicycles and scooters with people who have absolutely no understanding of the vehicle code is amazing. It's only a short matter of time before one of these people is killed due to their ignorance of the rules of the road.

- Black Diamond Road needs a stoplight
- Riley and Coloma are the only streets to go across the river. That's a mess when school is out and dinner rush hour. If you add housing, you'll create bottleneck traffic all day. Nothing needs to be "better".
- What will eliminate waiting forever at lights? It takes far too long to get from point A to point b in this area. So whatever addresses the terrible traffic, do that do that
- Reduce Riley St. bottleneck near Folsom Middle School.
- Better traffic flow
- More lanes to accommodate traffic
- Roundabouts
- Improve traffic flow on Bidwell
- Less Traffic/more lanes to accommodate the too many cars
- Red light cameras
- Traffic control is #1 !!!
- Relative to the above, reducing "cut-through" traffic will only increase vehicle congestion.
- Have motorists use Riley Street instead of East Bidwell Street
- Update all the sidewalks. Don't have the signs so close to the street that you cannot see around them to get out of parking lots. I.E northside of E. Bidwell from Riley to Glenn.

- I stopped riding my bike to TJ's because traffic is unsafe.
- As it is, this is basically a "no ride" zone for bicycles. It is VERY unfriendly to cyclists and pedestrians as well.
- Pedestrian biking & walking trail around undeveloped open greenbelt that is bordered by Lembi Park, Folsom Aquatic Center, and Folsom Fire Station.
- Create a pedestrian-friendly environment with a complete street makeover.
- E Bidwell Corridor is not pedestrian or bicycle-friendly
- Creating more density and mixed-use development is incredibly important, but it will not see its full potential without a robust network of pathways, bike lanes, and reliable public transportation options. Folsomites will only be turned off from future dense, mixed-use development if all it does is add more personal vehicles to the already congested road network.
- fewer vacant buildings, less graffiti, better landscaping, more pedestrian-friendly walkways
- Trails and bike routes
- A safe way for our children to walk and ride bikes to school
- No scooters, please. Too dangerous for the rider and drivers.
- Outskirt parking with shuttles/walkable district. Perhaps a driving loop on the perimeter of the CBD
- More crosswalks on Riley between Blue Ravine and the aquatic center



- Increased not decreased speeds. Make Bidwell one way and Riley the other way. Problems solved
- Lembi Park Pickleball path to the courts could use additional lights and in the parking lot too. It is pretty dark in the evenings once the sun sets.
- Safer crosswalks. Put in the new crosswalk at Orchard or Hazelmere over Riley to Lembi Park.
- bike paths separate from car traffic lanes.
- Stop catering to cars only. There are too many cars.
- more footpaths that are not subject to e-bike use
- Better pedestrian connection between plazas and higher-density retail shops, so people can park once and visit multiple destinations.
- Emphasize pedestrian friendliness so pedestrians feel safe from cars
- Demo the big boxes and make the CBD a dense, vibrant, mixed-use, transit-oriented, pedestrian-friendly paradise.
- More pedestrian right of ways and crosswalks across Riley and Bidwell
- NO LIGHT RAIL!!!! SacRT buses are gross and have ruined this town. The only thing that rides the light rail or the buses are the town drunks and transients.
- No more public transit. Folsom has too much already. Light rail and SacRT have ruined this city.
- No changes to the traffic structure
- None no need for a bike or ped
- Nothing. Leave it alone. Same city money.
- I think it's pretty good
- No more public transit. It's a problem. Light rail sucks.
- None
- N/a
- None. It has accessibility and parking.
- Improved landscaping and area beautification. Center street landscaping would calm traffic. The area appears "old" and outdated. Needs an Anchor business and private investment. No city funding should be wasted on this.

Appendix G:

Question 9: What aspects of the area would you like to see eliminated or phased out over time?

- Homeless people neighborhood would improve things.
- Get rid of Mercy House, Powerhouse, and Bidwell Studios. Also, want to see arch design styles unified to give the center some cohesion and draw visitors
- The only thing that comes from those houses is crime and drugs. That would make a HUGE difference in saving what's left of the Central District.
- To noncontinuous sidewalks
- Parking lots and pavement to the sidewalk/road. Adding landscaping and trees like in the Broadstone
- I would like to see the people proposing changing this area phased out.
- Fix East Bidwell traffic
- Cut out out-of-touch leadership in the city and establish a real identity



for the city. This whole prison town, Johnny Cash, pub haven image is done. Stick a fork in it.

- COFFEE DRIVE UPS
- Less transitional housing.
- Narrow parking spaces
- E. Bidwell St. should be connected to Bidwell St. through the school property.
- lane number increase and decrease. Irregular sidewalks and parking lot entrances. Large setbacks for parking: over time move parking behind businesses and bring the businesses to the street-side for better visibility and pedestrian access.
- Street lights that don't allow logical flow of traffic
- Lower-priced homes must be because they are near a Walmart.
- Reduced Traffic on Riley Street, and improved intersections for walking and biking
- Tear it all down and rebuild, fuck it!
- Homeless and camping on sidewalks and parking lots right next to schools. Verbally abusive, living in cars with all their trash everywhere. It's disgusting, have you looked around this area recently?
- A car-centric environment. Transition the infrastructure into something people will be delighted to walk through.
- All Personal Cars
- Areas of disrepair on Bidwell, reinvestment in the area to support community growth and upkeep.
- Things feel kind of crowded on the roads, foot traffic doesn't seem

encouraged, hard to explain, doesn't feel like there's a great mobility flow

- Relocate the Unhoused individuals who feel threatening
- Enhance the area for an upscale feel
- Excessive business signage
- No bike or ped
- Blight
- Outdated strip malls
- I've always thought that the section of E Bidwell from Blue Ravine and Wales should be wider
- Single-story buildings -- must build up and condense
- Too wide roads
- Old run-down buildings
- The strip mall businesses do not enhance the look of our city. They need a facelift. Although we don't live in the area, we imagine that the cut-through traffic is annoying to residents in that area.
- Drabness
- Leave it alone more density
- This area is the main thoroughfare through Folsom. Will always have heavy traffic. Need bridges, etc for pedestrians.
- extremely long stoplights
- WHY Did you cut down the trees in the lot below Gaslight? NO Shade now?
- eliminate blight and loitering
- Homeless people need to be provided for. Now they park at Walmart. Also more security.
- all of these choices curb freedom of movement and choice
- Traffic congestion
- Walmart's parking lot should be cut in half and overnight campers should not be permitted. Walmart should



also employ a regular porter to clean up trash surrounding the parking lot and building.

- Narrow sidewalks should be widened and bike lanes added
- Getting rid of boring old-looking buildings
- Apartments
- Old buildings/ not historic
- Walmart parking lot is way too big. It sits half-empty and could be a much nicer space.
- Run down storefronts and not enough trees and green
- dirty/dated-looking parking/shopping/dining areas
- Wasted space in parking lots
- Ugly, dreary old buildings
- Lack of safe walking
- The area functions well for necessary products and services.
- Less areas where the homeless live. Our parks and aquatic center are not safe to have kids riding their bikes or playing without worrying about the homeless living at the baseball fields and bike trails
- Unmaintained landscaping
- Blind spots for drivers
- Relocate the DMV; separation between the CBD & the Middle School
- Traffic jams
- Above-ground parking lots--move them underground
- Homeless transients make children feel unsafe. Find a better way to manage them.
- Yield Flashing lights left turn for reduced collisions
- Lowe's being allowed to make noise at all hours of the night. No more leaf blowing at 2 am
- Please don't take parking lots away; also please improve the landscaping at businesses
- I would love to see the politicians who are trying to make Folsom copy Seattle eliminated. le
- Older, non-historic buildings (they need a refresh)
- No more housing in Folsom
- The middle "suicide" lane is dangerous. Maybe make designated turn areas like up by Lowes.
- Buildings not being used- retail and office make them updated and something else Folsom seems to have a lot of unused office space. Would like to minimize school traffic on the main roads and edit that intersection by Sutter ms /shell
- Legacy commercial properties languishing and sitting empty; prepare for the possibility of a major retailer (Walmart/Target) relocating south of US 50 and having a plan in place to redevelop the space left behind, large empty retail buildings lead to blight and further business exodus
- No more housing, there's plenty here already and lots available south
- Again the City has no control over any of this until the property is for sale unless the city is planning eminent domain. Given the City's financial woes, is this being considered? This is yet wasting more money on studies that lead nowhere fur to the lack of leadership.
- Housing in. Business/retail areas



- People will walk between stores if it is a beautiful place to do so but all of our communities are designed for cars.
- Vape/Liquor Stores
- The sloped grass at Les Schwab tires is pointless and the water always runs out all over the sidewalk and into the street.
- potholes
- How are ya going to do that? Kick people out? Get rid of the homeless first
- Don't allow more housing WO infrastructure (Incl. schools)
- Vagrants. Trash closed businesses.
- More parking
- Get rid of bike lanes
- Expressways
- Streets that are essentially freeways: Iron Point, Bidwell. Decrease speed limits and enforce them. The current policy for setting speed limits is insane.
- Unshaded parking lots
- Dutch Bros Coffee drive-thru is dangerous to school walkers
- East Bidwell should be treated as an expressway that has limited

intersection and business access. All entrances should be located on streets adjacent. Also, I wish the entire district had two parking structures where it is forced for people to walk/bike through businesses, creating foot traffic. more foot traffic means more business opportunities. Cars driving past don't provide business opportunities. Please make this area walk/bike centered with a protected bike trail connecting and going through it, also no cars inside. This should be designed as a natural mall all buildings should be mixed-use buildings with first-floor retail/restaurant, 2nd-floor office, and housing above to create high density and walking/biking friendly.

- Setbacks of buildings from the street
- Streets without crosswalks. We need way more crosswalks in this region, particularly to cross Riley at Lembi Park. Even when crossing at designated areas, cars do not respect pedestrians and I've been almost hit multiple times

Appendix H:

Question 10: What ideas could support the area as a 'destination' with a unique identity and 'sense of place'?

- It would be nice to have a 'main' street that is pedestrian-friendly and has shops that encourage walk-in traffic. Unfortunately, the central business area is comprised of big box generic stores with massive parking lots (Walmart, Lowes, Target, Raley's, etc. so it is not walker-friendly. I go to the Central Business

District for quick shopping and leave right away. Lembi Park, the pool, and all the recreational activities are a gem and it would be nice to have this beautiful park space expanded.

- Indoor/Outdoor spaces that encourage a mix of retail, dining, and lingering in the space (tables, green spaces, performance spaces) but NOT a cheesy themed thing



- quit destroying the greenbelts and preserved land for the sake of saving a dollar
- You have already paved over this whole town. Make it natural again
- Integrate nature with human uses. Less concrete.
- Greater pedestrian culture by increasing pedestrian safety
- Pedestrian mall / easy walking
- Don't waste money on public art! Improve sidewalks and lighting.
- Palladio and downtown are destinations largely because you can walk them and interact on a human scale. The central district is dominated by motor vehicle traffic
- More pedestrian/bike friendly! I would never ride a bike to this area - it is so car-centric. Need public square concepts like many cities in Europe
- The area needs to be walkable. Currently, it is not. Sidewalks are narrow, parking lots are immense and there is no connection or satisfaction bike access or secure places to park bicycles.
- Folsom is full of artists and creative people who need somewhere to regularly sell their talents, and express themselves, The city police and city council have ruined the town by controlling too much, and stop making rules that conflict with the way life was. how the fuck do you want people to survive:/:? everyone is too focused on homeless activity causing a blindness to the real crimes.
- More police enforcement of speeding homeless harassment and

blatant drug abuse in broad daylight. People avoid this area now because of how bad it is. You can make it as nice as you want but if you don't clean it up and enforce rules people won't visit and will move out of the area. It's already happening. Spend more money on increased police force instead of revitalizing and adding more homes in an already congested area.

- Increase public safety in the area. Lots of DUI, and needles in the area, crime surrounding the Walmart area, accidents
- People begging in the Trader Joe's/Target parking lot. Using their children to beg is horrible.
-
- Better enforcement of crime, homeless/mentally unstable, panhandling, vagrancy which makes the area unsafe. I have stopped shopping in the Sutter Street Historic District because of being accosted by the homeless when I wanted to shop in the area. It's a huge and to visit the Historic District in particular.
- The area does not need additional attractions that will increase congestion. I am already starting to avoid the area due to Bidwell traffic.
- Auburn has done a good job having two city centers. They have an "old town" and "downtown" model that is unique, thriving, and offers variety to visitors and residents.
- Create open space by constructing multi-level parking structures at a (some) key location.
- Leave it as shopping.



- Farmers Market (different days than Historic District); more wine/beer/distillery establishments
- Make the drive look more instead of just slow traffic and large retail center parking lots. By all ages need to appeal to the young professional age group and not just those with families.
- Programming (festivals, events, activities) will follow a good design that creates the space for this. Provide something that creates an identity, something that is talked about, remembered, photographed, or posted on social media.
- Farmers Market
- Nonalcoholic tea/coffee/craft drinks lounge bookstore
- There are no indoor malls near Folsom
- Restaurants
- A car-free shopping area like the Irvine Spectrum
- Non chain restaurants
- Peets Coffee is in the wrong place. Needs a good bakery.
- Redevelop it as a dense, grid street pattern with several blocks of retail shops above housing.
- a queer area like the lavender district in Sacramento
- The only option that makes sense here is the city center because all of the other options just reinforce what I said in my response to #9. However, I have my doubts that the city center would be a success because city leadership is out of touch and no good businesses want to come to Folsom so we're left with low-tier options.
- Folsom is a historic city, not a Bay Area urban city.
- Large upscale senior center w ed center, an art center for active seniors as well as elderly. See Simi Valley Senior Center!
- Business or tech incubator
- Missing middle housing
- Silly question. You listed all the answers. A better question would be to ask what we prefer
- Why do we need to be a destination???
- No more residential buildings
- For the love of God do not do auto shows. Folsom cannot handle that many cars.
- Senior center
- Shift the focus from the Sutter Street Historic District. The historic district will never be able to handle the amount of people during community gatherings.
- A few tall buildings
- Nothing. Quit trying to bulldoze it. Simply clean it up.
- Support existing community activities and events.
- Continue to use Lembi Park and the swimming for events as is currently done
- Traffic is already awful. For people living near there, it all sounds like a parking nightmare
- Nothing is going to make this part of town a destination.
- Leave it alone.
- Already clogged area. Why not do this on Sutter Street? Or Palladio?
- The area provides convenient access to necessary products and services.



- We already have Harris Center, Johnny Cash Trail, and community events everywhere and tournaments are at every school/sports field. You need to keep the train running in Folsom where it is.
- This all sounds insane. This is a vibrant business area located on major thoroughfares for the city. Nothing mentioned here is going to make things better, most would serve to make it worse. Civic center? This is the worst possible area to consider such a thing. Have the people who made the survey ever driven on East Bidwell? Just NO!
- Consistent design features
- Town center/downtown style redevelopment with a mix of housing, office, retail
- Railroad-themed or Gold Rush-themed.
- Creating and allowing a space for local artisans, food vendors, and the general public to simply exist would do so much more for building a sense of community than another Palladio-esque space that is only available to large companies and people who are able to spend money.
- Create an identity for the area
- If you did not know you were in Folsom, you could be in any suburb in America. That area is soulless.
- Center landscape medians.
- Park Plaza for weekly farmers markets and an amphitheater
- Street fairs
- Old Folsom draws people with its history, but they need more unique shops. When we travel to cities in other countries, we want to stroll their cities and window shop, etc. How can we make central Folsom stroll-worthy?
- More small and unique businesses that cater to currently unfilled markets within Folsom
- Make it like Palladio
- Aesthetic requirements. Too many old bland looking strip malls
- Clean it up/modernize it. It has no cohesion and looks old/sometimes sketchy
- I would strongly recommend improvements to the streetscape. Specifically, consider wider sidewalks, antique lighting, tree-lined streets, tree medians where possible, and upgraded building facade architecture on new construction and renovations. Essentially, try to make it feel more quaint. I would also recommend a gateway intersection at Blue Ravine & E. Bidwell and Riley & E. Bidwell.
- Pop-up art/fashion/collabs etc.
- All of these are bad ideas due to congestion (unless held at Lembi). Buy closed Walgreens across from Walmart and utilize it for recreation. It should have never been sold.
- How about those decorative fabricated neighborhood arch signs as they have on R Street in Sacramento? They regentrified that area and the metal fabrications look really nice. It gives it an artsy feel.
- Folsom "distinctive by nature" enhancements
- Make Folsom distinct by nature as the tagline says



- Tying Folsom's history (gold rush, Pony Express, etc.) to Old Folsom and connecting the two areas would help build an identity. Right now this area isn't connected to Old Folsom or the shopping complexes near the Palladio.
- Clean up the area. It looks run down and brings in the homeless and out-of-town people who bring public safety concerns.
- Regularly used services we have to leave Folsom for would be helpful DMV/ post office revitalization
- Streetscape would be nice
- Enhance the town's cowboy history !!
- Remove fences from Sutter Middle School and make it a neighborhood.
- An outdoor music venue with outdoor dining options.
- Bring more outdoor recreation. Skate parks, rock climbing, etc. An indoor Roller-skating rink would also be amazing!!!
- Music oriented venues
- Public gathering places. Currently, it's just a big paved strip mall.
- Indoor entertainment areas for families like roller skating
- Pop Up Craft/Artisan Events
- Pickleball Courts
- More family options
- Outdoor activities for pets and children
- Public spaces
- An "adults allowed" play structure. We like to swing and climb, too but don't want to panic parents at the kid's play structure.
- Create a center focused on supporting local school-aged children's scholastic and physical development (especially middle schoolers who need structure and guidance), i.e. center with free tutoring, after-school programs for middle school kids to develop fitness, nutritional educational programs with local growers and chefs to show how healthy eating and meal preparation can be fun and how it supports life-long wellness, etc.
- More community events at Lembi Park, and the Aquatic Center.
- Local live music concerts, festivals, events
- FREE family events, an amusement park!! An indoor/outdoor amusement park!
- By example. Pickleball is and has been and will be the number 1 community sport in the nation. It attracts people of all ages in the community and from out. Lembi Pickleball courts Are packed and provided zero financial aid. There are literally hundreds of people who visit it daily. These visitors and community members not only benefit but also the city by their economic use.
- Concerts/Music Venues
- For community events, provide shuttle services
- Music or performance stage featuring local talent.
- Sports venue or park area
- Bring in more employment and business with an entertainment focus



Appendix I:

Question 11: If it were to change, what is your preference for a new community name (vs. the Central Business District)?

- Lembi Historic District
- Folsom Commons (FolCo), Bidwell Row, Midtown Marketplace, Folsom Central
- "Bidwell Crossing
- East By Bidwell
- The Hub
- The East Bid"
- Bidwell District
- Anything but Central Business District. CBD is both cold and non-descriptive since it is easy to confuse with the Historic District or other parts of Bidwell St. Might be good if it had Bidwell and/or Riley in the name.
- The RB (Riley-Bidwell) District
- East Bidwell-Riley Corridor. That's what it is. No one thinks of this as the central anything.
- East Bidwell corridor
- Riley & East Bidwell Area
- "Tough question!!
- Mid-Folsom; Central Folsom; The Middle; Bid-thee-well; Bidville; Lembiland; (I'll quit while I'm behind...)"
- The Bidwell-Riley Corridor
- Bidwell Boulevard
- "The Folsom core
- Bidwell central or center"
- The Bidwell District
- Heart of Folsom, Central District (eliminated business to avoid "CBD" acronym), Central, or leave as is.
- Folsom Business center
- Main Business District
- Folsom Ranch Business District
- Central lifestyle district
- Central Folsom District
- West Central Folsom Business District
- Central Folsom District
- Maybe just central district but what is it central to anymore? Possibly a region number - general public refers to areas by landmarks (Old Folsom, Palladio, by the aquatic center, etc. maybe just the major street names would be descriptive -like the Riley East Bidwell something or other
- Central District (but only because of the possible confusion with "CBD")
- Folsom District
- North Folsom Business District
- Folsom Business District
- Something that would focus on it was once the main center of town after Sutter St.
- Big Boi Section
- Something brand-able like "DoCo" - Downtown Commons in Sac where G1C/Kings play
- The name should reflect the plan that is approved. Right now, it is anything but a central business district.
- Wholesome Folsom; Rainbow Corridor; Rainbow District; The Arches; The Hills; The Shire; The Shrieking Shack; Godric's Hollow
- Goldrush Commons
- "Some fancy community name like Broadstone.
- However Central Business District currently accurately describes the



area most nicely until it becomes less of a traffic-heavy/bottleneck area full of big parking lots."

- Folsom Founders Square, like the entertainment stage on Sutter, build one next to the aquatic center, and bring back horseshoe pits! That was the only senior activity at the zoo but now a barn? I'll never understand that move
- Something with the word "community" in it, with sort of like a town square feel to it.
- Addressing homelessness, Folsom doesn't have the resources to deal with this like Sac Co. Protect the neighborhoods from outside elements, like crime, and hire more police.
- Central Community Quarter
- The Shores at Folsom - An HC Elliot Business Center
- "Sutter District
- Folsom Heights
- Festive Folsom District
- Whatever it is make it impactful
- Don't care.
- Name it after a school or a park.
- "Pack your patients: this area is a disaster
- Bottleneck Capitol
- Not the oldest part of Folsom
- Fast food alley"
- Folsom Heights
- Folsom Paseo
- Wholesome Folsom
- "Folsom Eco Center" - Eco being a play on the words "Economy" and "Ecology" celebrating both Folsom's economy as well as its unique ecology."
- Folsom Grew Up (Something that signifies that Folsom expanded beyond "Old Town".)
- I think it's a waste of money to change this area. Clean it up, improve traffic flow, let us just shop. There are many other places for those things you're proposing.
- Folsom's Shopping Business Destination
- Something pleasant and evocative of flowers or art or what might be the new focus of the area.
- Anything paying tribute to the Native Peoples that lived here before us, especially honoring the Nisenan tribe.
- Beautify it. It's run down and starting to look like Roseville and just another "basic" town
- Blue Bid
- Central Folsom business and entertainment center
- Middlemost Consumerism Territory
- Golden Oak District
- This question is in a vacuum. What is the overall plan for both north and south Folsom and how do all the business/shopping areas relate?
- Folsom Community District
- Not somebody's name like Johnny Cash.
- Since no other place for it, I'll put it here. The homelessness in the area is out of control and makes the area unsafe, especially at night. The area needs to make it less appealing for camps to be set up. Also not sure why overnight parking is allowed at Lembi, but the same motorhome is always parked there, looks like the cook camper from Breaking Bad.



- DEF (District of Enchanting Folsom)
- Central Folsom Social Area For Enrichment (S.A.F.E.)
- Folsom Township
- Cash District
- It needs to change... something like Folsom Fusion Center or Folsom Culture Core
- No preference. Just enforce the codes and stop all the illegal activity. Our scouts weren't allowed to sell candy or cookies, yet we see illegal migrants peddling fruit, balloons, etc. in the parking lots. And the homeless are all over Lembi. This needs to stop! Our neighborhoods aren't safe for residents to walk in anymore.
- I'm not sure, but it would be nice to have the street named after my Mother Janice Green who was awarded Woman of the Year in 1995 and was told there would be a street named after her.
- Folsom is an overdeveloped center
- Fabulous Folsom
- The Village
- Riley district.
- Folsom Fair
- Folsom Middle
- Art Center
- Natomas Folsom business district
- Sodosopa
- Folsom Ring
- Folsom Entertainment District
- Folsom Gardens
- I am not sure too many people call it that or anything now.
- Utilize the riverfront with restaurants/shops
- More concerned about cleaning up the area to have it fit with the look and feel of Folsom. Needs to be a great place to live, work, and enjoy.
- Please not Johnny Cash Center!
- Folsom focus
- The parking lot of the old Dennys needs attention and the corner where the school district office was. That whole area has been ignored for many years.
- Folsom is perfect
- Too many homeless in this area. I avoid it as much as possible.
- the p2lladio
- Folsom Fanatic
- Art District
- Palladio is now Central due to S. of 50. So central is confusing. I have no idea what to name it, but it does need a new name. Maybe Rodeo. It is the workhorse of the City.
- Folsom Village
- Auction off the naming rights to the highest bidder.
- There's no need for any name at all. It's just part of Folsom Come On Aquatic Center named after Micklos. Who is he?
- Second City
- If the changes I've proposed in my answers to the questions above were implemented, the area would be a true CBD as opposed to the corporatized, Anytown USA, asphalt that it currently is.
- Sutter Landing (SuLa)
- The name is not important because only people who work in the city even know what the central business district is. Instead, focus on what the area should be. It needs direction and an identity. This question further



shows that leadership is out of touch with what matters.

- I like Central District.
- The new name is fine. I didn't even know it was called the central business district.
- "Lembis Friendlies"
- "Walmart and Friends"
- "CBD (CENTRAL BUSINESS DISTRICT)"
- Business district. Stop listening to consultants. Leave it alone
- please do not change the name. Example DOCO, ridiculous
- Folsom Main.
- Not sure. Something that would reflect the arts and maybe Folsom's history.
- Something that has reference to Folsom History
- Old Town Folsom
- Something Folsomy.
- FOLSOM
- Vintage Circle
- Old Folsom
- Historic Folsom
- Something with Folsom's history. Like what Folsom did with the Johnny Cash Trail. Central business sounds boring.
- Folsom's Center
- The Core
- The Hub
- The Square - especially if you add a gathering spot
- 1. Heart of Folsom. 2. Rodeo Central. 3. Power House Hub."
- Downtown Folsom, Heart of Folsom,
- The Centro or Centro Marketplace
- Folsom City Center
- Folsom Heart or The Heart of Folsom
- Central Folsom

- Folsom's heart
- Central Folsom
- The Center
- The Heart of Folsom
- Central Folsom
- Folsom Central, Folsom Hub, Main St. Folsom
- Folsom central
- Maybe Folsom Central
- The Heart of Folsom
- Central Folsom
- Folsom Town Center
- Heart of Folsom
- Folsom City Center
- Folsom Center City
- Folsom Town Centre
- Classic Folsom / Central Folsom?
- Vintage District. Central Folsom.
- Folsom Central District
- Folsom's heartbeat
- Heart of Folsom business district. I grew up hear. I was chased out by rising costs.
- Folsom Town Center
- "City Center of Folsom
- The Core
- ""The Block"" @ Bidwell or Bidwell Block"
- Central Folsom, Folsom Center
- Folsom City Center
- Folsom Towne Center
- Central Station. Heart of Folsom.
- The centre
- (Has a train line sound)
- "Gold Rush District"?"
- The Core
- The Folsom Business Hub
- Downtown, Uptown, Midtown Folsom,
- Central Business District telegraphs just who is pulling the string. It's not



about business from a community member's standpoint. How about something akin to Downtown?

- Midtown Folsom
- Middletown
- Downtown Folsom or Midtown Folsom in contrast to Oldtown Folsom or Sutter St area
- New Town, Up Town or Downtown
- Folsom Marketplace

- Folsom Urban Commercial Core
- Folsom Commons
- Folsom Marketplace
- Mid-Century Modern Folsom
- Folsom city center
- The Market District (ties to Market Street, but mostly would provide a "theme" for the civic heart of the area).
- Folsom Market Quarter