



CAC Mtg. #2

Jacobs
February 5, 2024



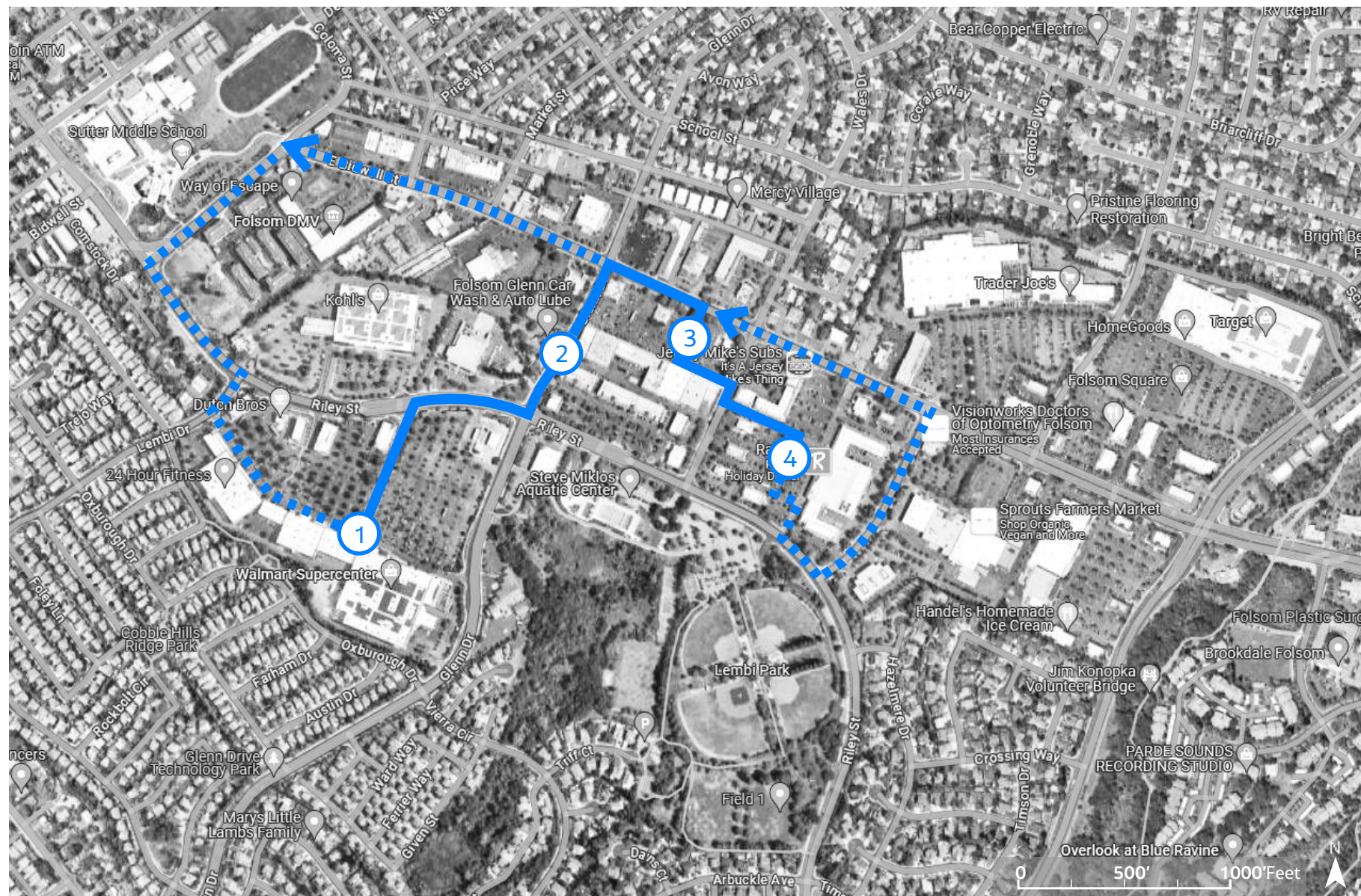
CAC Meeting #2: Agenda

- Meeting Protocols (City Staff)
- 'Virtual' Tour Discussion / Priorities & Opportunity Zones
- Preliminary Market / Economic Dynamics (BAE)
- Community Questionnaire / Survey Results (AIM)
- Vision & Goals
- Planning Scenarios & Case Study Overview
- Schedule Review
- Business From The Floor / Public Comment

MEETING PROTOCOLS

'VIRTUAL' TOUR DISCUSSION / PRIORITIES & OPPORTUNITY ZONES

Folsom District Masterplan - CAC Walking Tour Map



- ① Open Air Pedestrian Destination opportunity
- ② Mobility and Horizontal Mixed-Use corridor opportunities
- ③ Horizontal OR Vertical Mixed-Use opportunity (Bidwell adjacent)
- ④ Horizontal OR Vertical Mixed-Use opportunity (Riley/Lembi Park adjacent)

Priorities & Opportunities



- Legend:**
-  Prime Development Opportunities
 -  Existing Bus Stop(s)
 -  Existing Bus Route(s)
 -  Prime Mobility Opportunity

PRELIMINARY MARKET / ECONOMIC DYNAMICS (BAE)



- 88,100 population (2023 estimate)
- +16,000 residents since 2010
- Housing Element suggests growth potential +22,000
- Folsom Area Plan and Central Business District Plan initiatives support reaching this growth level
- Household size = 2.64 persons
- Families –Large percentage (65%) of residents aged between 35-64 and under 18
- Well-educated labor force –62% have bachelor's degree or higher
- \$137,700 median household income –higher than metro area (\$88,200)
- High rate of home ownership --71%

	Spending Potential Index (a)	Average Amount Spent per Household	Total Estimated Spending (b)
Apparel and Services	163	\$3,579.28	\$111,369,159
Computer	162	\$497.27	\$15,472,583
Entertainment & Recreation	164	\$6,186.09	\$192,480,240
Fees and Admissions	183	\$1,302.60	\$40,530,427
TV/Video/Audio	153	\$2,075.23	\$64,570,889
Pets	157	\$1,443.58	\$44,916,956
Toys/Games/Crafts/Hobbies (4)	161	\$255.62	\$7,953,708
Recreational Vehicles and Fees (5)	169	\$254.47	\$7,917,772
Sports/Recreation/Exercise Equipment (6)	186	\$521.05	\$16,212,423
Photo Equipment and Supplies (7)	168	\$78.58	\$2,444,879
Reading (8)	160	\$202.33	\$6,295,535
Catered Affairs (9)	173	\$52.63	\$1,637,650
Food	159	\$16,778.52	\$522,063,547
Food at Home	157	\$10,657.22	\$331,599,256
Food Away from Home	164	\$6,121.30	\$190,464,291
Alcoholic Beverages	167	\$1,126.98	\$35,066,119
Health	151	\$971.41	\$30,225,491
Household Furnishings and Equipment	163	\$2,970.50	\$92,426,788
Household Operations			
Child Care	188	\$970.34	\$30,192,045
Lawn and Garden (16)	166	\$1,112.73	\$34,622,643
Moving/Storage/Freight Express	160	\$143.64	\$4,469,329
Housekeeping Supplies (17)	158	\$1,474.63	\$45,882,979
Personal Care Products (18)	161	\$891.44	\$27,737,039
School Books and Supplies (19)	165	\$220.78	\$6,869,608
Smoking Products	128	\$554.05	\$17,239,315
Total Potential Consumer Spending		\$49,867.34	\$1,551,621,551

- Folsom households spend nearly \$50,000 annually on retail goods and services*
- Top 5 spending categories:
 - #1: Food at Home = \$332M
 - #2: Entertainment & Recreation = \$192M
 - #3: Food Away from Home = \$190M
 - #4: Household Furnishings & Equipment = \$92M
 - #5: Housekeeping Supplies = \$46M

*Excludes spending on housing, health care, insurance, transportation & travel, and financial services.

The Central Business District specific plan should be flexible to permit a wide variety of retail uses, especially restaurants, and offer multiple, well-designed gathering places and activity areas to attract leisure time shoppers.

LifeMode Group	Total Households	% Total Households
Affluent Estates	18,357	59.0%
Upscale Avenues	3,277	10.5%
Family Landscapes	3,264	10.5%
Subtotal, Top 3 LifeMode Groups	24,898	80.0%
Total Households	31,115	100%

- Esri Inc. Defines consumer segments based on many demographic and spending characteristics
- Affluent Estates = 59% of Folsom households
- Key Attributes:
 - High incomes
 - Mid-30s and 40s with children
 - Own their own home
 - Prefer suburban living
 - Highly skilled
 - High labor force participation
 - Spending on cars, technology, home upgrades, clothing and makeup, spas and salons, and gym memberships or home exercise equipment

Folsom has an opportunity to redevelop sites in Central Business District to provide mixed uses and unique retail environment

Macro Retail Trends

- E-commerce = 15.4% of total retail sales nationally
- Multi-channel retailing –online and store
- Rise of eating and drinking establishments
- Shopping for daily needs requires quick access and goods at competitive prices
- Shopping as leisure activity requires placemaking –offering a unique experience
- Older retail centers redeveloping into residential/commercial mixed uses
- Ground floor retail does not work everywhere

Folsom Central Business District Retail

- 1.7M square feet inventory
- 29% of citywide inventory
- 2.2% vacancy rate
- Limited new retail deliveries (5,800 square feet 2013-2013)
- Positive net absorption
- Many older retail centers with large parking fields

The Central Business District has capacity to offer multifamily rental housing as part of mixed-use development in a highly desirable community.

Multi Family Trends

- Local and regional job growth drives demand for apartments
- Many renters remaining as renters due to high interest rates putting homeownership out of reach
- New market rate apartments target top end of market with luxury amenities
- Renters seeks apartments with or near retail amenities
- Both younger and older renters share amenity preferences

Folsom Multifamily Rental

- 5,400 units
- 6% vacancy rate
- \$2,356 average asking rental rate
- 1,000 units delivered 2013-2023
- 432 units under construction

While the Central Business District is not an established office employment center, the specific plan should be flexible, permitting office use in response to market interest.

Office Market Trends

- Increasing demand for state-of-the art, sustainable workplaces
- Preference for locations with access to transit and retail amenities
- Shift to work-at-home and hybrid work reduces overall space demand
- Office property owners looking to reposition office parks by adding mixed uses and enhanced amenities

Folsom Office Inventory

- 310,000 square feet
- 5.7% of citywide inventory (5.4M square feet)
- \$23.75/mo./sq. ft. average asking rental rate
- Rents 18% cheaper than Highway 50 office corridor
- No new construction 2013-2023

COMMUNITY AWARENESS (AIM)

Building Community Awareness



TAKE OUR COMMUNITY QUESTIONNAIRE
On Folsom's Central Business District

The City of Folsom wants to hear from you regarding the Central Business District revitalization efforts.

Take the questionnaire today.
Your opinion matters!

Project Website: <https://bit.ly/Folsom-Central-Business-District>

bit.ly/FolsomCBDSurvey

 **Jacobs**

The flyer features the City of Folsom logo at the top right, a map of the Central Business District with labels for Middle School, Lowes, Target, Walmart, and Lembi Park, and a large QR code in the center. The background is a dark teal color with white text.

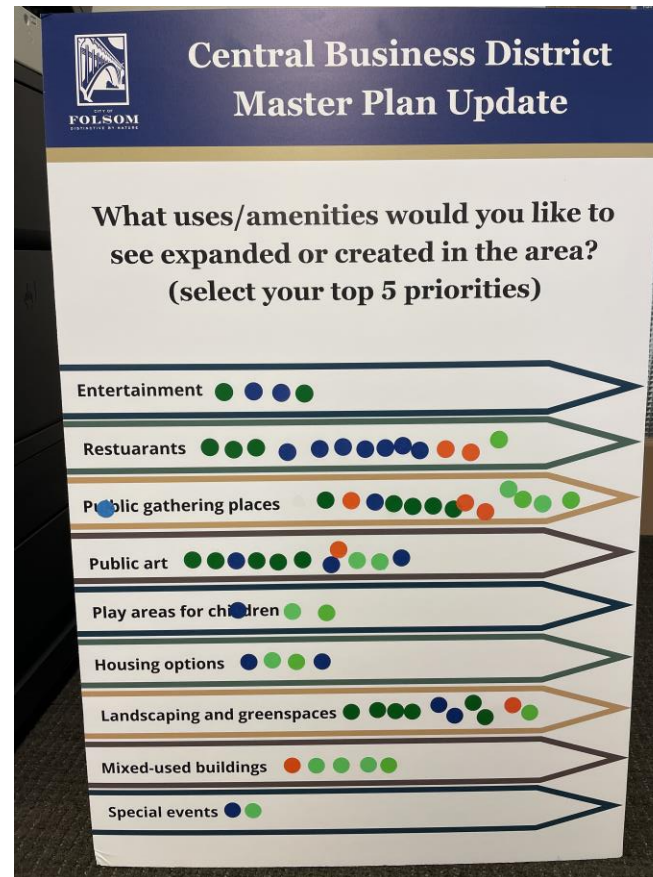
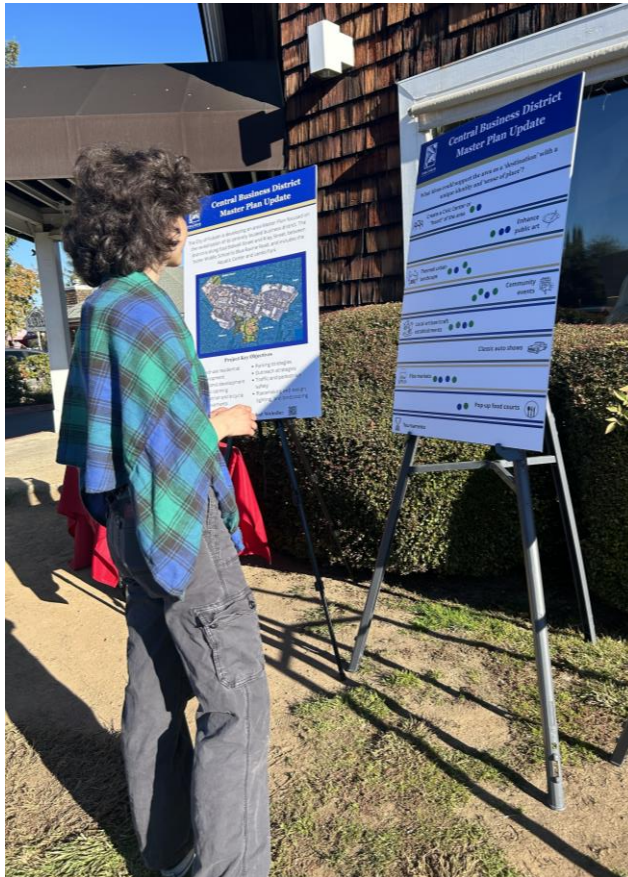
- **Communication Collateral**
 - Flyer with QR Code Card
- **City Weekly Newsletter Article**
- **Constant Contact Email Blasts**
 - 2 Emails to a list of 478 people
 - 68% open rate
- **Website Updates to Project Site**
- **Social Media**
 - City Social Media Posts
 - 2 Boosted AIM posts
 - 5,228 Facebook users were shown the posts and 712 engaged with the post on AIM's social media
- **2 Pop-Up Day activities** (engaged with more than 150 individuals)

Pop-Up Events



- On December 16th team tabled outside Karen's Bakery and visited Folsom Farmers Market
- On December 21st 50 businesses visited within project area
- 150 individuals spoke with team members and participated in two questions:
- What uses/ amenities would you like to see expanded or created in the project area?
- What ideas could support the area as a 'destination' with a unique identity and 'sense of place'?

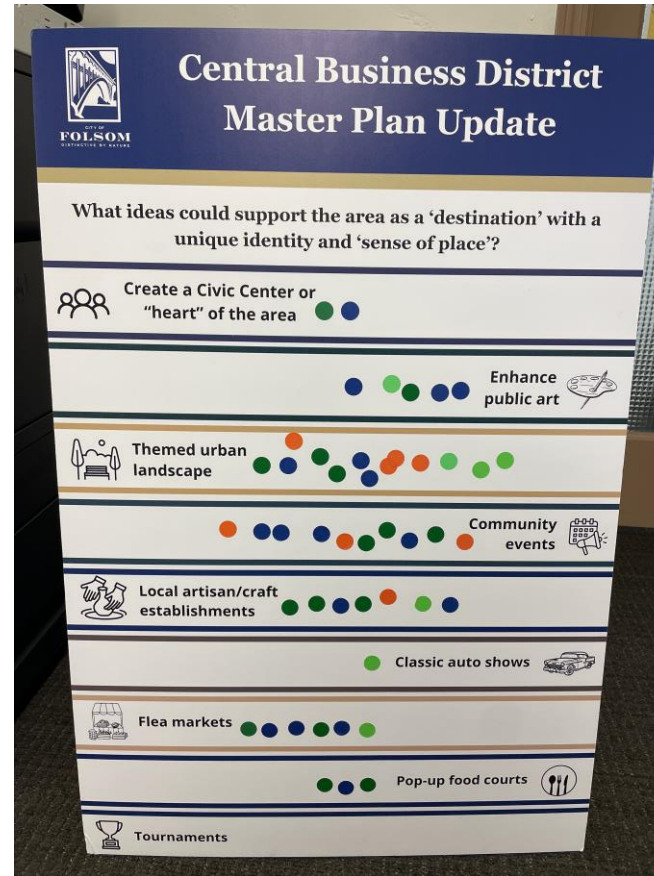
Pop-Up Events



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

- Public gathering spaces 14 stickers
- Restaurants: 13 stickers
- Public art: 11 stickers
- Landscaping and greenspaces: 10 stickers
- Mixed-use buildings: 5 stickers
- Housing options: 4 stickers
- Entertainment: 4 stickers
- Play areas for children: 3 stickers
- Special events: 2 stickers

Pop Up Events



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

- Create Civic Center or "heart" of the area: 2 stickers
- Enhance public art: 5 stickers
- Themed urban landscape: 13 stickers
- Community events: 10 stickers
- Local artisan/craft establishments: 7 stickers
- Classic car shows: 1 sticker
- Flea Markets: 6 stickers
- Pop-up food courts: 3 stickers
- Tournaments: 0 stickers

Questionnaire Results

The City of Folsom Central Business District Revitalization Survey

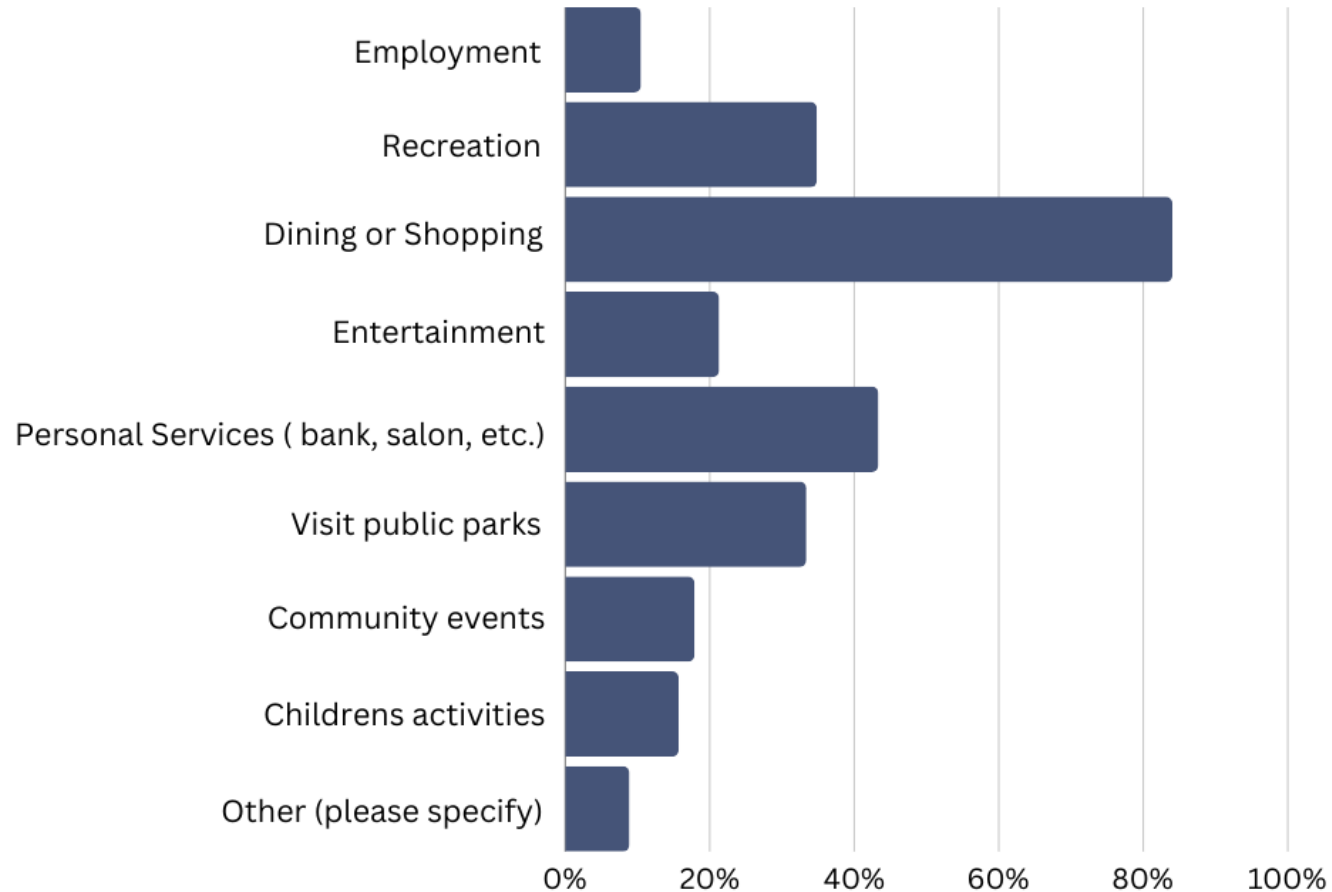
Welcome to our Online Survey!

The City of Folsom is developing an area Master Plan focused on the revitalization of its centrally located business district. The district is an important retail and commercial component of the City located along East Bidwell Street and Riley Street, between Sutter Middle School to Blue Ravine Road, and includes the Aquatic Center and Lembi Park. The Master Plan will focus on Urban Design/Placemaking, Economic Development, and Mobility Planning. For more information, please visit the project [website](#).



- 821 participants in the online questionnaire
- Participants from all age demographics
- Open from From December 12th to December 31st
- 90% of participants live in Folsom
- 38% of participants work in Folsom

Q1: Why do you usually visit the Central Business District area? (Select all that apply)



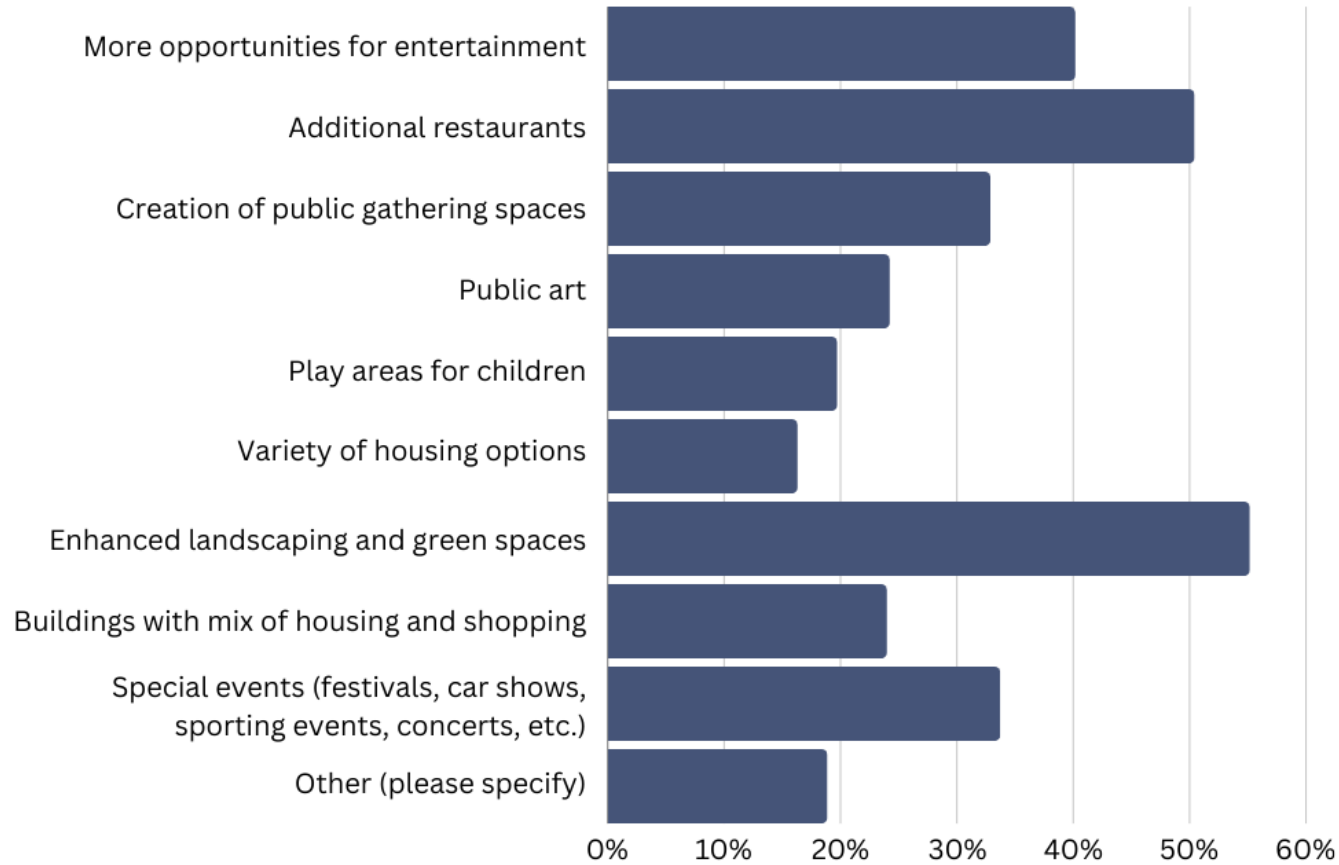
Data

- Dining or shopping **84%**
- Personal services **43%**
- Recreation **35%**
- Visit public parks **33%**
- Entertainment **21%**
- Community events **18%**
- Children's activities **16%**
- Employment **10%**
- Other (please specify) **9%**

Other comments included – 73 total additional comments

- Live in Central Business District/ Live nearby/ Visit friends that live there **(15)**
- Gym/ Recreation **(14)**

**Question 4: What uses/amenities would you like to see expanded or created in the area?
(select your top 5 priorities)**



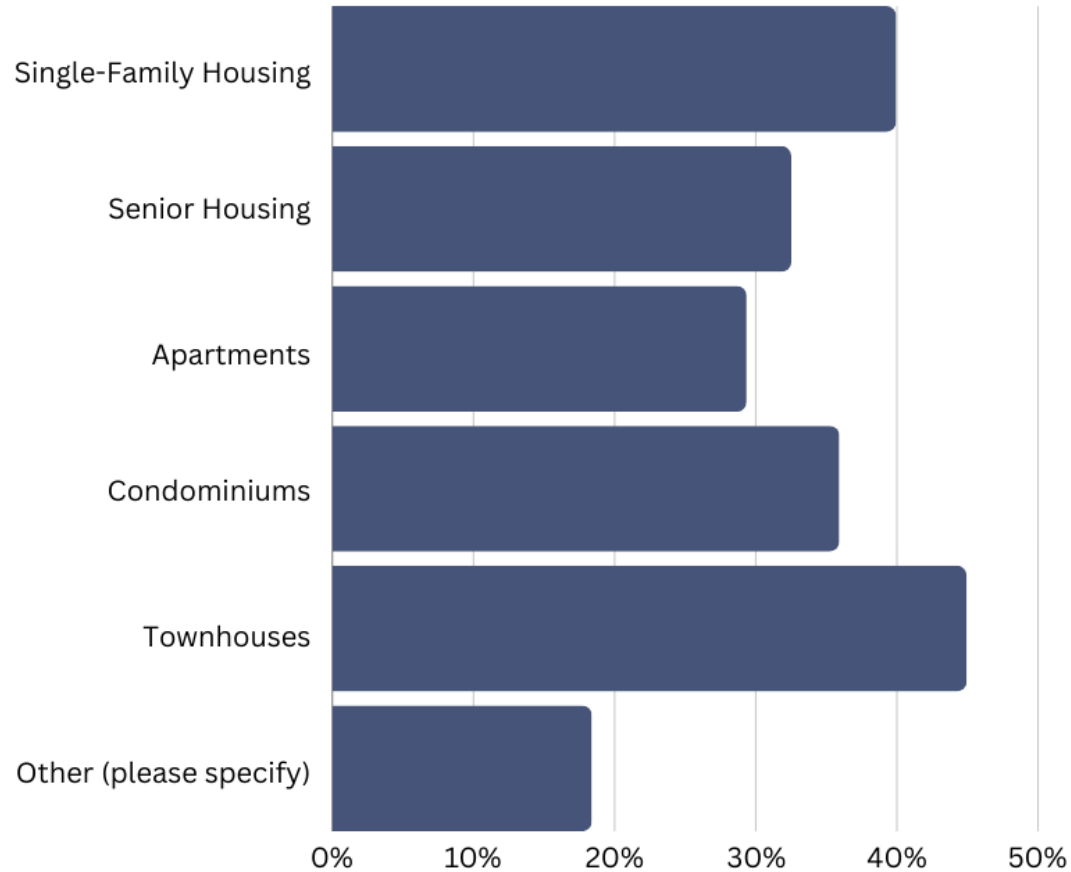
Data

- Enhanced landscaping and green space **55%**
- Additional restaurants **50%**
- More opportunities for entertainment **40%**
- Special events **34%**
- Creation of public gathering spaces **33%**
- Public art **24%**
- Buildings with a mix of housing and shopping **24%**
- Play area for children **20%**
- Other **19%**
- Variety of housing options **16%**

Other (please specify) - 155 comments

- Active/ Public Transportation (**29**)
- Traffic planning (**25**)
- Aesthetics/ Redevelopment (**20**)
- Decreased Vagrancy (**16**)

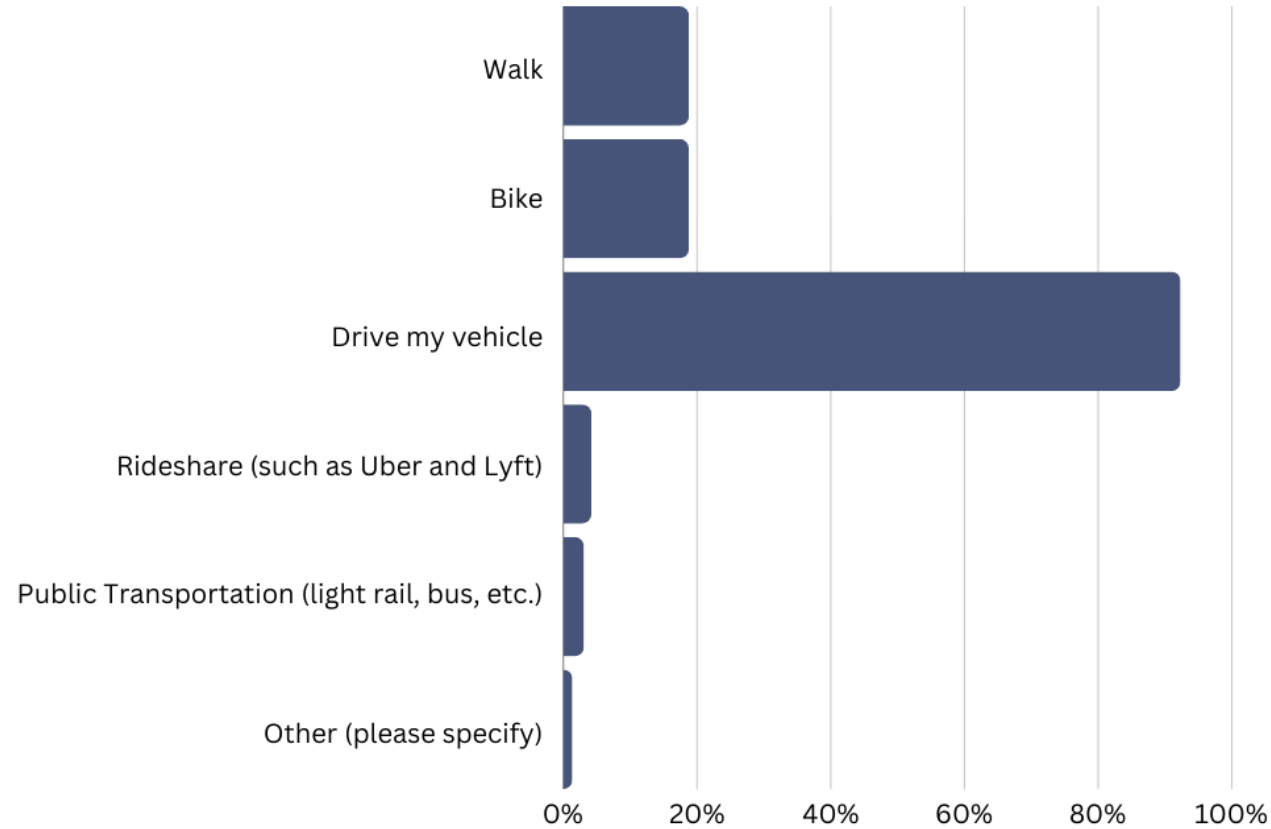
Question 5: With the desire to provide housing for all ages, what housing options for this area appeal most to you? (select your top 3 priorities)



Data

- Townhouses **45%**
- Single-family housing **40%**
- Condominiums **36%**
- Senior housing **33%**
- Apartments **29%**
- Other (please specify) **18%**

Question 6: How do you typically get to the Central Business District area? (Select all that apply)



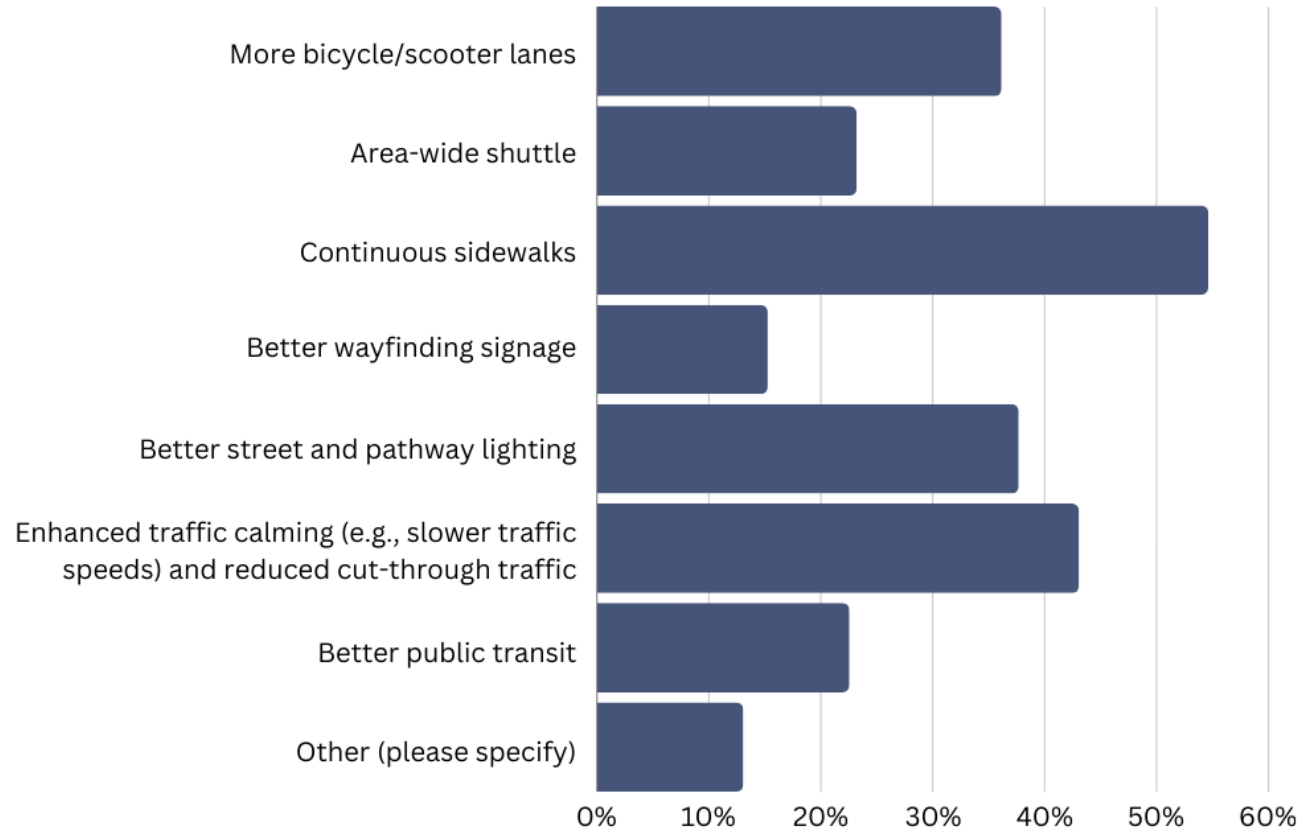
Data

- Drive my vehicle **92%**
- Walk **19%**
- Bike **19%**
- Rideshare (such as uber or lyft) **4%**
- Public Transportation (light rail, bus, etc.) **3%**
- Other (please specify) **1%**

Other (please specify) - 145 comments

- No more housing (**91**)
- Multimodal Homes (**22**)
- Mixed-use housing (**14**)

Question 7: What mobility improvements would you like to see in the Central Business District area? (select all that apply)



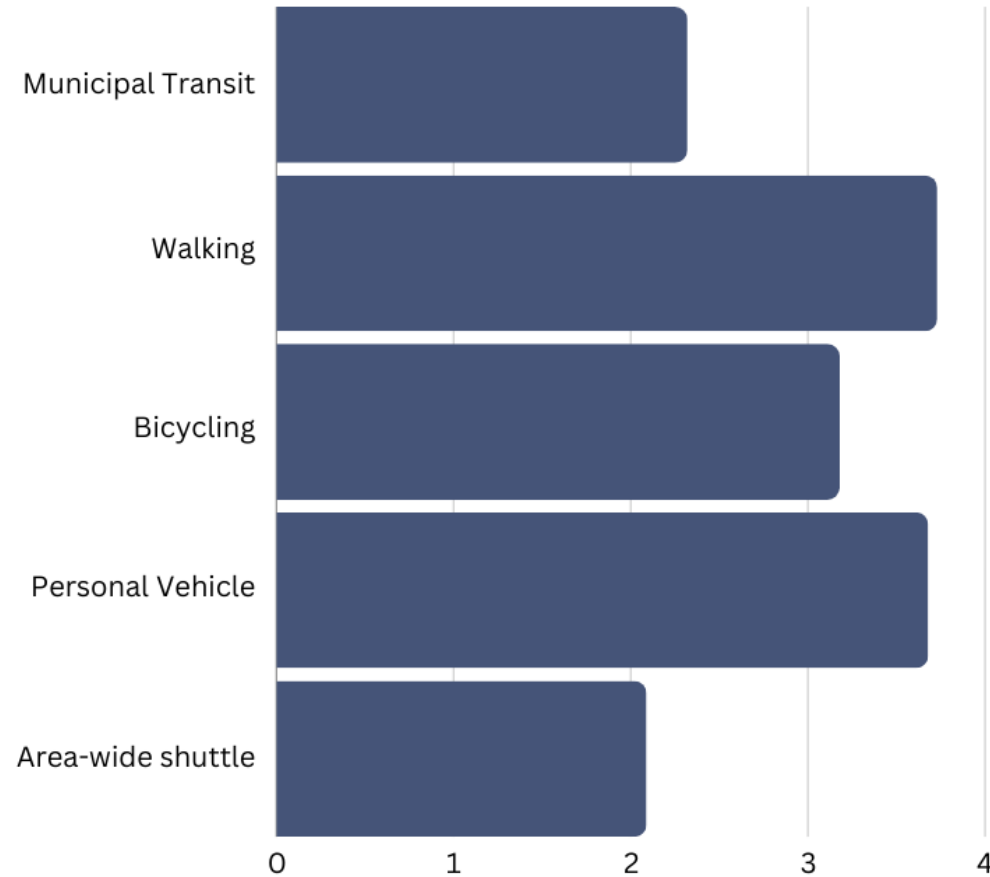
Data

- Continuous Sidewalks **56%**
- Enhanced traffic calming **43%**
- Better street and pathway lighting **38%**
- More bicycle/scooter lanes **36%**
- Area-wide shuttle **23%**
- Better public transit **23%**
- Better wayfinding signage **15%**
- Other **13%**

Other (please specify) – 102 comments

- More/ Safer Active Transportation **(28)**
- No Light Rail/ No more public transit/ No change **(10)**

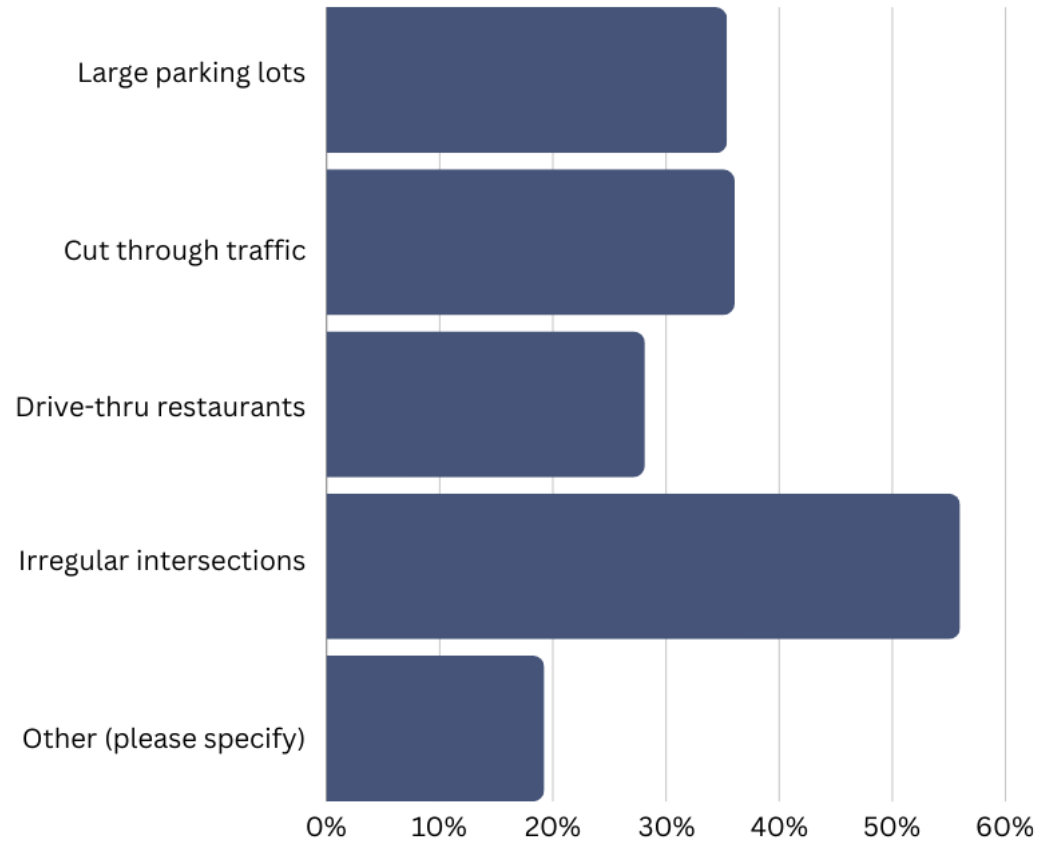
Question 8: Please rank the priority of transportation modes WITHIN the District.



Data

- Walking- score of **3.73**
- Personal vehicle – score of **3.68**
- Bicycling- score of **3.18**
- Municipal Transit- score of **2.32**
- Area-wide shuttle – score of **2.09**

**Question 9: What aspects of the area would you like to see eliminated or phased out over time?
(select all that apply)**



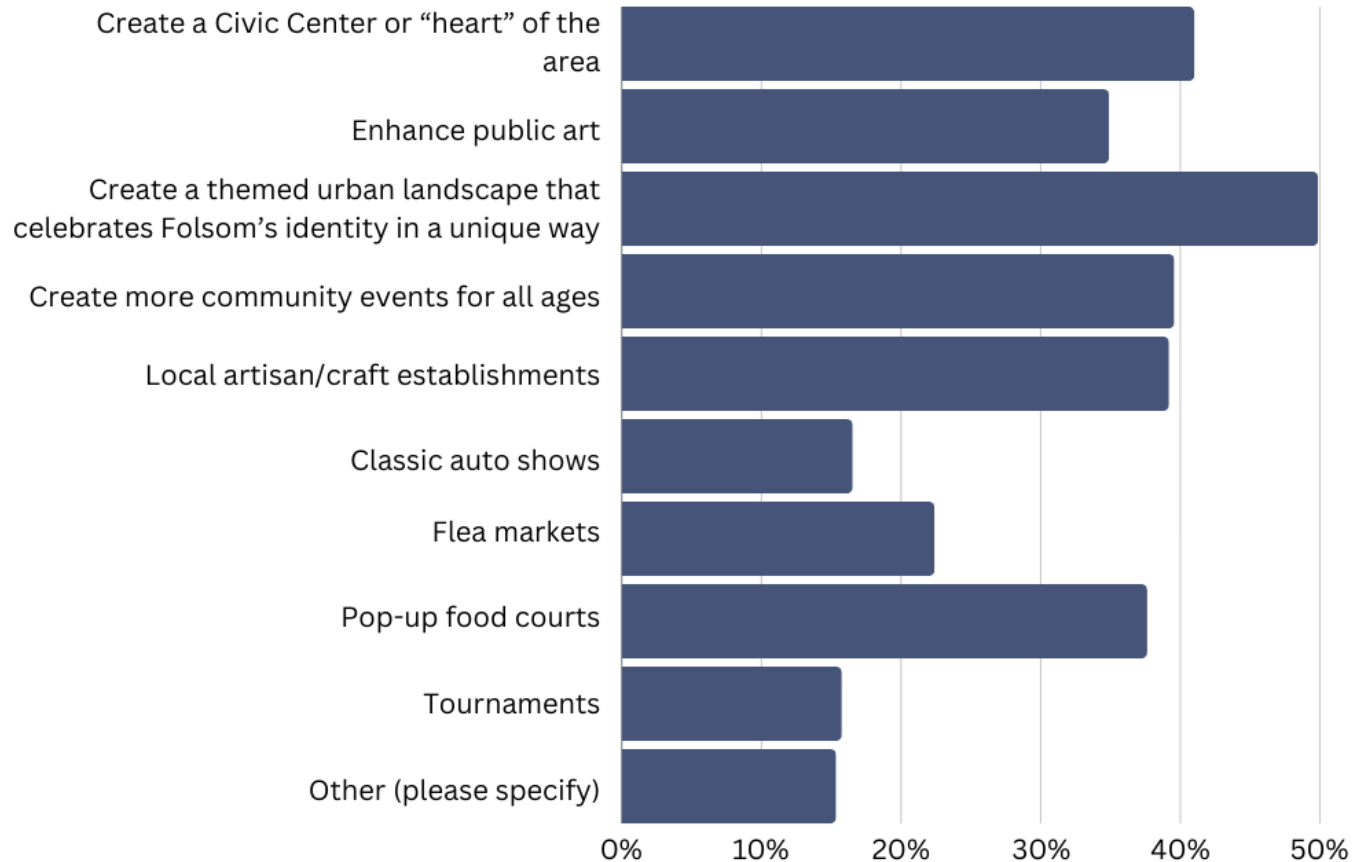
Data

- Irregular intersections **56%**
- Cut through traffic **36%**
- Large parking lots **35%**
- Drive-thru restaurants **28%**
- Other (please specify) **19%**

Other (please specify) – 143 Comments

- Unhoused **(38)**
- Current Aesthetics/ Buildings **(28)**
- Traffic/ Road issues **(22)**
- Unarranged sidewalks/ non-inclusive active transport **(13)**
- Nothing/ Unsure **(13)**

Question 10: What ideas could support the area as a ‘destination’ with a unique identity and ‘sense of place’? (select all that apply)



Data

- Create a themed urban landscape that celebrates Folsom’s identity in a unique way **50%**
- Create a Civic Center or “heart” of the area **41%**
- Create more community events for all ages **40%**
- Local artisan/craft establishments **39%**
- Pop-up food courts **38%**
- Enhance public art **35%**
- Flea markets **22%**
- Tournaments **16%**
- Other (please specify) **15%**

Other (please specify) – 118 comments

- Entertainment / Outdoor activities/Public Spaces **(37)**
- Aesthetics/ Culture **(24)**



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

Data

- Heart of Folsom (35)
- Keep Central Business District (35)
- Downtown/ Uptown/ Midtown (32)
- Including the word Central/ Centro (28)
- City Center/ Folsom Center (20)
- Bidwell/ Riley name (17)
- Play off of Central Business District (16)
- Historic Folsom related (13)
- The Hub/ The Core/ Folsom Hub (10)
- Including Lembi in the title (3)
- Miscellaneous (92)

VISION & GOALS



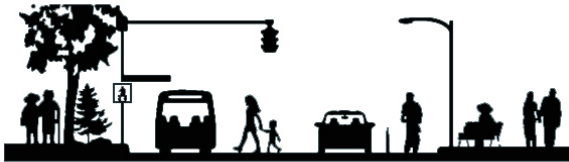
1. Sustainable Revitalization: Support the redevelopment, revitalization, and economic activation of the district.

- Promote development and redevelopment of vacant and underutilized space, including a vibrant mix of residential, retail, entertainment, office, civic, and mixed uses.
- Support business retention, entrepreneurship, and attract new innovative business opportunities to create jobs, support local economy and increase the tax base.
- Enhance and create partnerships and collaboration between residents, property and business owners, City officials, policy makers and developers to ensure a collective vision for the growth of the district is carried out.



2. Destination Oriented: Develop the district into a thriving destination for living, working, shopping, and recreation.

- Promote the creation of a variety of unique, attractive, and vibrant memorable social destinations for all (civic events, plazas, sports fields, amphitheater, parks) while enhancing the existing attractions.
- Promote a variety of well-designed public and private open spaces that will encourage the local community and visitors to stay and explore the district.
- Broaden and enhance the mix of services, shopping, dining, and entertainment opportunities and experiences.



3. Multimodal Connectivity: Expand and advance accessible transportation for all residents and visitors.

- Establish a family-friendly, pedestrian and bicycle-oriented district that provides a convenient and safe mobility network for all ages and abilities.
- Encourage a transportation network with more connections throughout the district with dedicated and integrated facilities for pedestrians, bicycles, vehicles, micro-mobility, and transit (such as a trolley).
- Design a transportation network that incorporates traffic calming techniques prioritizing pedestrian and bicycle safety.



4. Identity/ Placemaking: Create public spaces that support a vibrant social life and foster a sense of community.

- Design a district that reflects the heritage/ culture of Folsom embracing its diverse population and creates the 'heart of the community'.
- Incorporate placemaking done in collaboration with residents that includes gateway monuments, public art, and wayfinding to create a sense of arrival in the district.
- Create an attractive and appealing aesthetic environment with landscaping and well-designed architecture that offers residents and visitors an enjoyable experience.



5. Housing: Encourage high quality housing that supports a variety of incomes, market preferences, households, and ages.

- Meet the residential needs with an attractive mix of residential types and attract new residents that can support sustainable economic and social benefits.
- Support a wide variety of affordable housing products for young professionals, young families, aging seniors, empty nesters, and members of the local workforce.
- Encourage development of new housing infill to include amenities such as well shaded shared use paths and private neighborhoods parks.

PLANNING SCENARIOS & CASE STUDY OVERVIEW

DEVELOPMENT PATTERN TYPE 01

OPEN AIR PEDESTRIAN DESTINATION

Open Air Pedestrian Destination - *Character*



Emphasis On Separating Parking From A Highly Amenitized Pedestrian Experience That Includes:

- Community Event Spaces
- Playgrounds
- Plazas
- Fire
- Water Features
- Themed Architecture
- Signage
- Lighting



VINEYARDS AT PORTER RANCH, NORTHRIDGE, CA

- A modest increase in building setback creates an incredible placemaking opportunity.
- The landscape, architecture signage, lighting, etc. all contribute to a unique and memorable open air pedestrian destination.



Open Air Pedestrian Destination – Scale Comparison

Precedent



VINEYARDS AT PORTER RANCH, NORTHRIDGE, CA

Project Site



DEVELOPMENT PATTERN TYPE 02

HORIZONTAL MIXED-USE



Emphasis On

- Pedestrian-oriented Streetscapes
- Generous Sidewalks
- Street Trees
- Site Furnishings
- Bike Lanes
- Parallel Parking
- Dense Retail Corridors With Outdoor Seating/Public Art
- Adjacent Residential



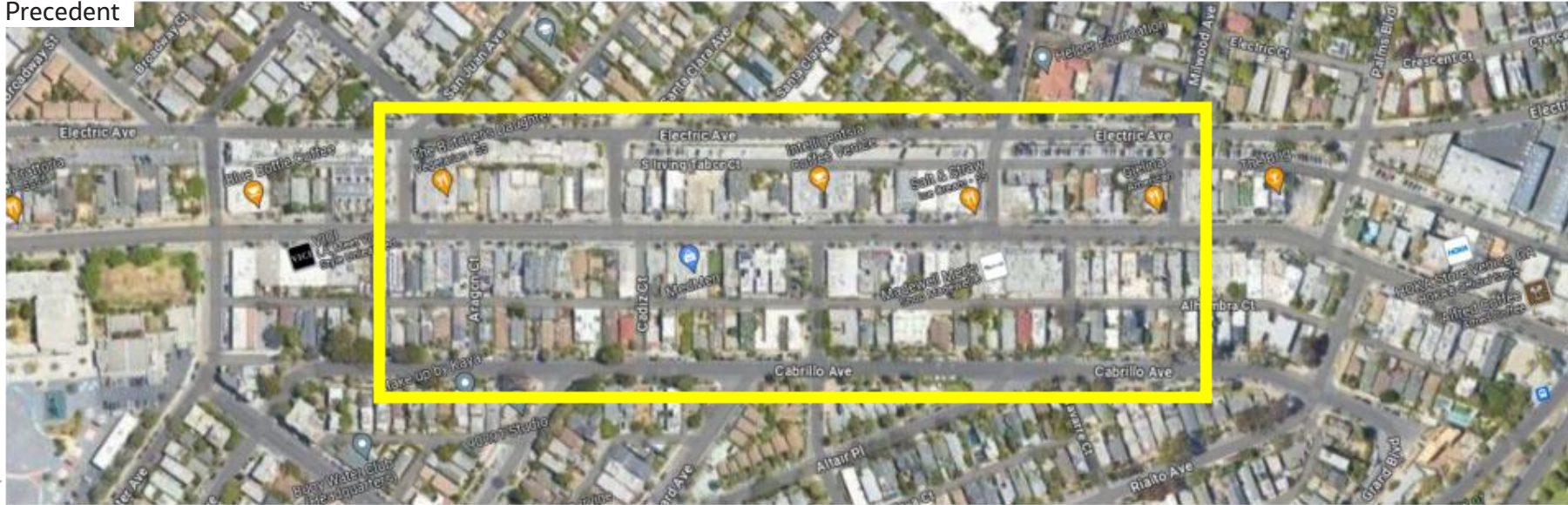
ABBOT KINNEY BLVD, VENICE, CA

- Low-rise commercial buildings frame a 60' right of way.
- Parallel parking buffers pedestrians from automobile bicycle traffic.
- Street trees provide shade.
- Artwork and people watching inspire curiosity and discovery.



Horizontal Mixed-use – Scale Comparison

Precedent



**ABBOT KINNEY BLVD,
VENICE, CA**

Project Site



FOURTH STREET SHOPPING DISTRICT

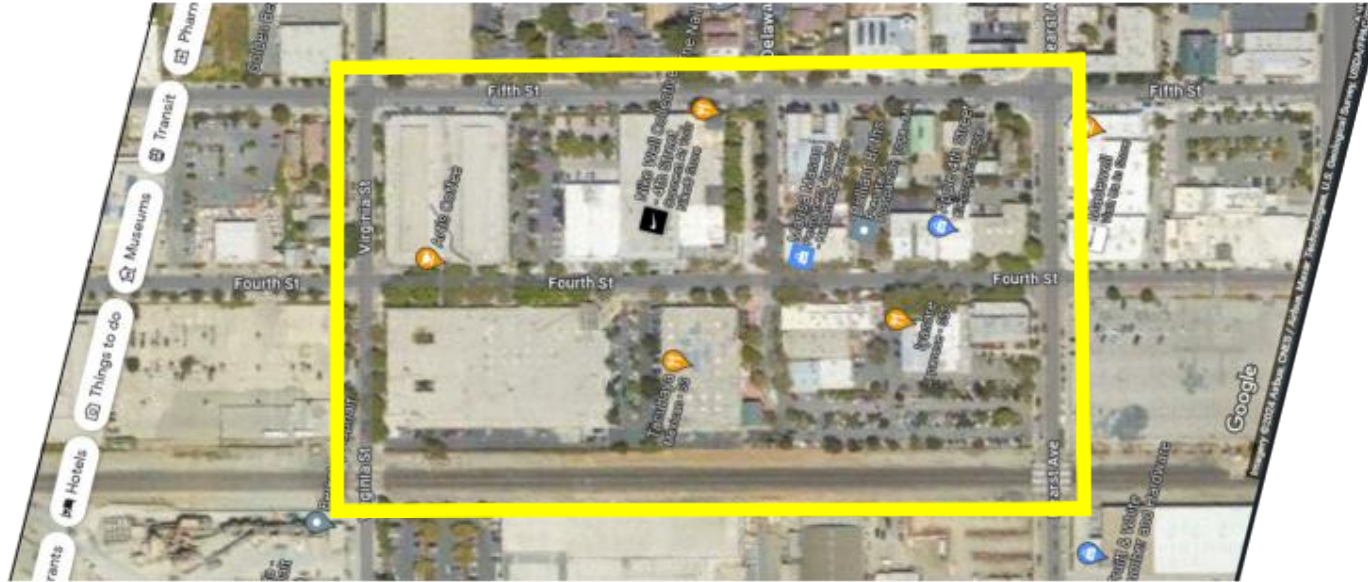


FOURTH STREET, BERKELEY, CA

- Low-rise commercial buildings frame a 60' right of way.
- Parallel parking buffers pedestrians from car and bike traffic.
- Street trees provide shade.
- Ample window shopping and outdoor seating/event space(s) build community.

Horizontal Mixed-use – Scale Comparison

Precedent



**FOURTH STREET,
BERKELEY, CA**

Project Site





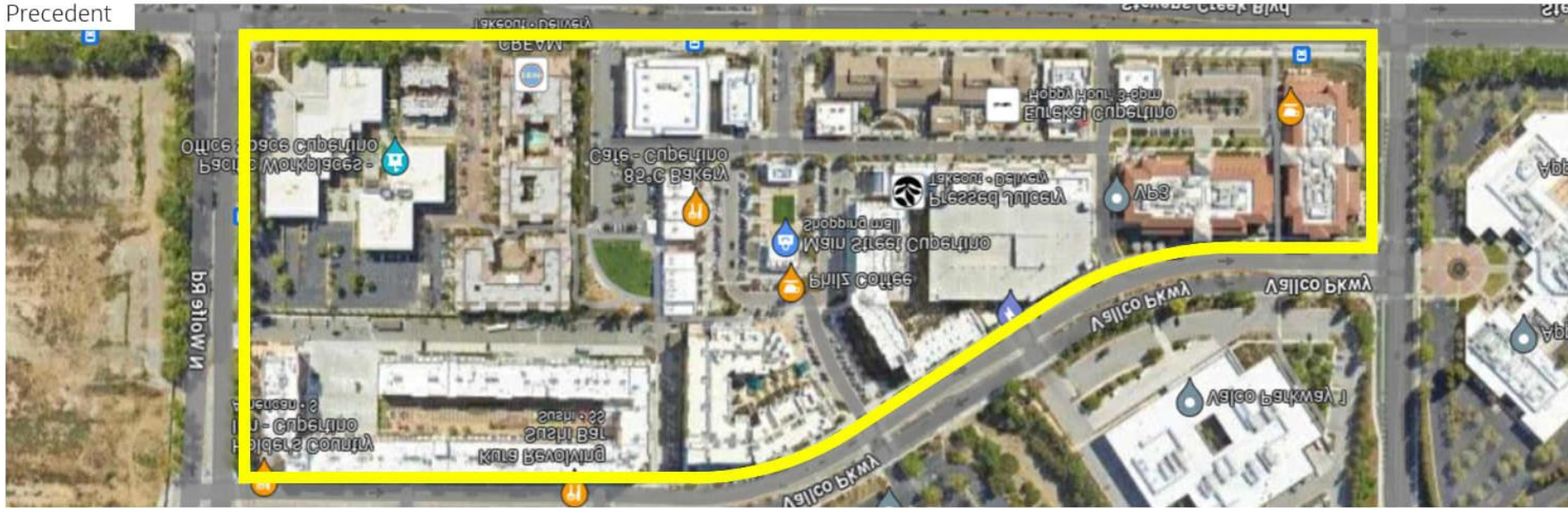
MAIN STREET, CUPERTINO

- Parking structures wrapped in retail at the ground floor and residential units above meet a growing demand for housing.
- Traffic calming measures and inviting public spaces encourage foot traffic and build community.



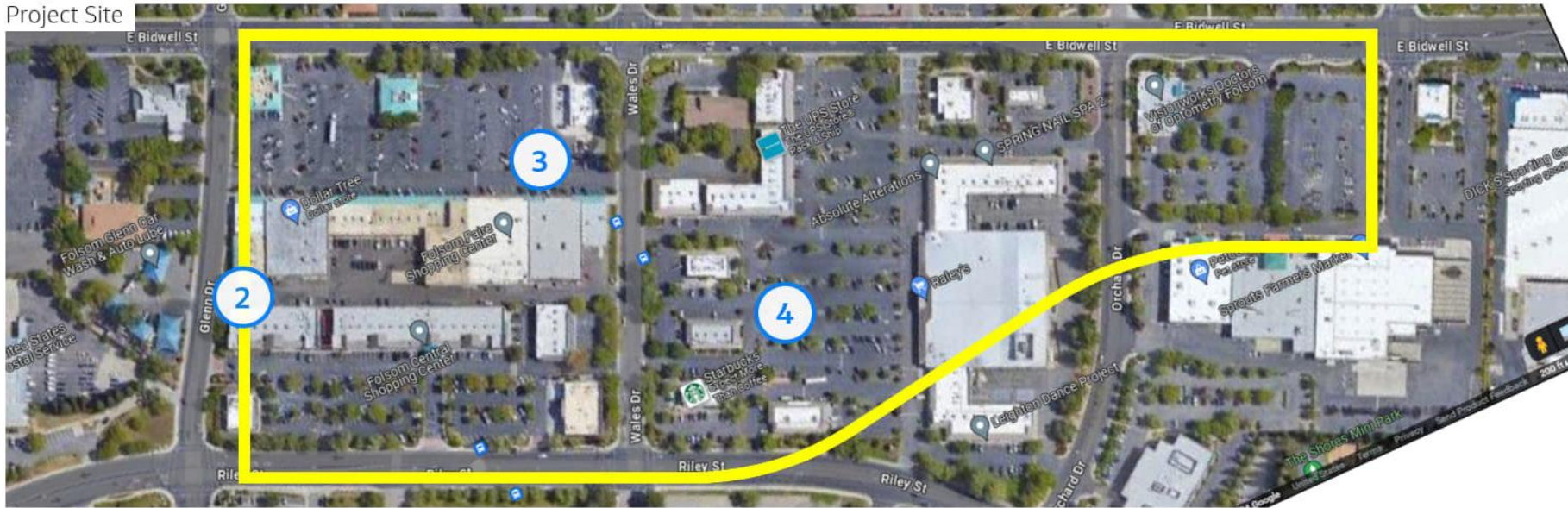
Horizontal Mixed-use – Scale Comparison

Precedent



MAIN STREET, CUPERTINO

Project Site



DEVELOPMENT PATTERN TYPE 03

VERTICAL MIXED-USE



Emphasis On

- High-quality Streetscapes
 - Generous Sidewalks
 - Street Trees
 - Bike Lanes
- Larger public open spaces
- Ground floor retail w/ higher density residential and/or office space above.



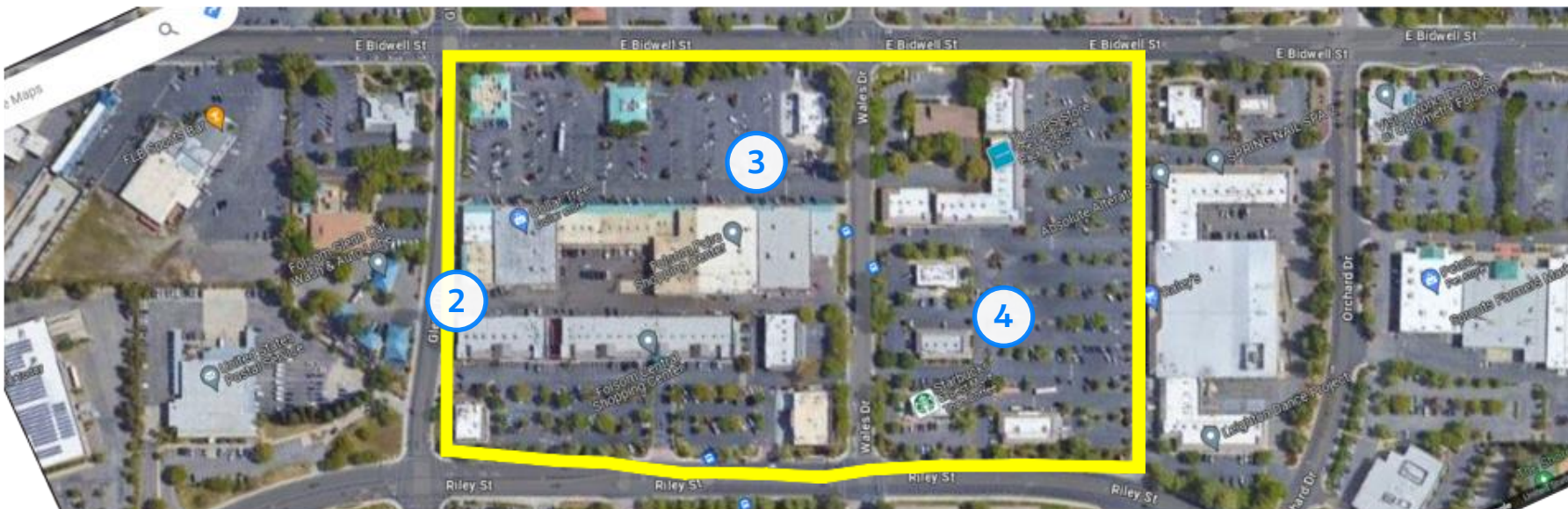
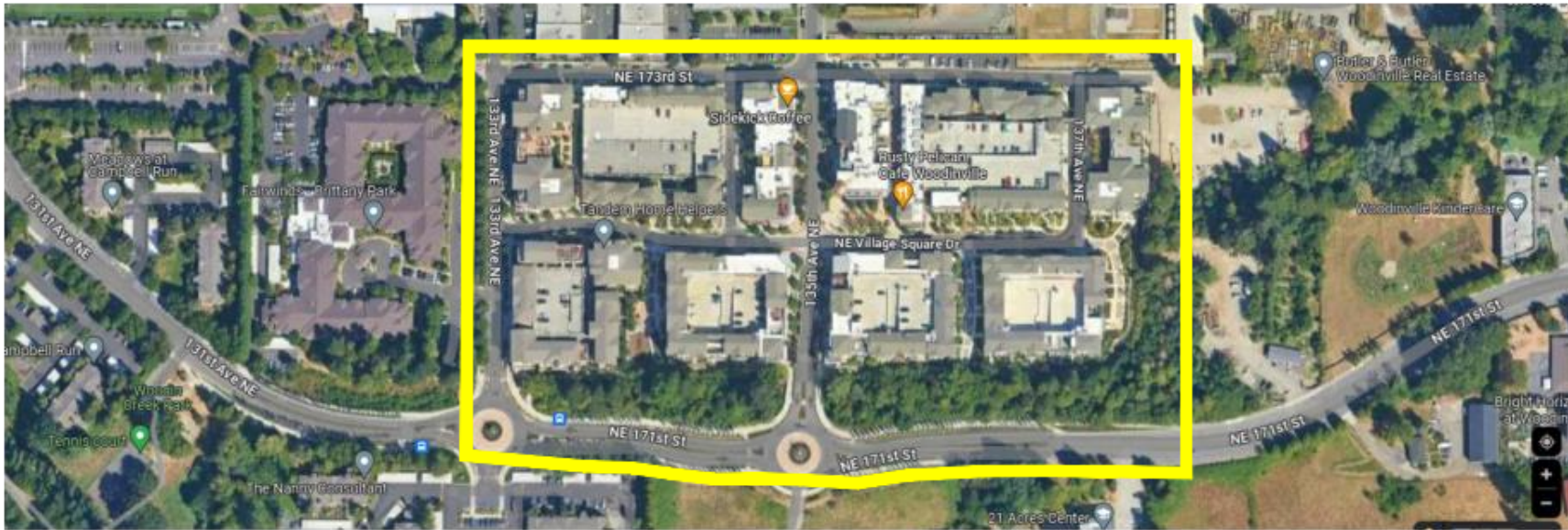
WOODIN CREEK VILLAGE, WOODINVILLE, WA

- Parking structures wrapped in retail at the ground floor and residential units above meet A growing demand for housing.
- Traffic calming measures and inviting public spaces encourage foot traffic and build community.



Vertical Mixed-use – Scale Comparison

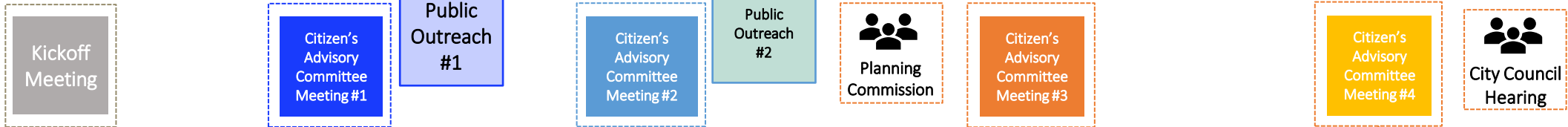
WOODIN CREEK VILLAGE, WOODINVILLE, WA



SCHEDULE REVIEW

5 Step Master Planning Process

Key Meetings



Master Plan Phase

1
Confirm Goals, Process

2
Opportunity Framing, Visioning

3
Develop & Assess Plan Scenarios

4
Master Plan Development

5
Final Master Plan

Process Driven Tasks

Kickoff Meeting:

- Confirm Schedule & Communications

Data Collection:

- Field Visits & Stakeholder Interviews
- Review Previous Studies
- Review Guiding Documents
- Public Engagement Strategy
- Public Engagement Plan
- Community Awareness
- Stakeholder Interviews
- Review Guiding Documents

Confirmation of Goals & Requirements

Visioning + Due Diligence

- Vision Statement & Themes
- Site Analysis, Opportunities & Constraints
- Market Analysis

Determine Approaches:

- Mobility Strategies
- Clarify Principles & Vision
- Best Practices & Approaches
- Economic Development Strategies
- Pop Up Workshops
- Design Charrette

CAC Goal:

- Create shared understanding of project goals
- Create shared corridor vision
- Understand concerns + opportunities
- Vet existing conditions

Public Outreach Milestone Goal:

- Build awareness and encourage participation
- Collaborate on corridor vision
- Input on existing conditions
- Input on desired future outcomes

Scenario Development

- Concept Master Plan Frameworks:
 - Branding
 - Mobility
 - Open Space
 - Land Use
- Concept Circulation Plan
- Review Alternative Scenarios
 - Benefit/Impact Assessments
 - Issues Assessments
 - Policy & Social Assessment
 - Community Online Engagement App

Determine Preferred Approach

CAC Goal:

- Feedback on alternative scenarios and branding strategies

Public Outreach Milestone Goal:

- Input on scenario alternatives
- Input on branding strategies

Master Plan Creation

- Development Framework
- Placemaking and Design
- Circulation and Parking Strategy
- Active Mobility Strategy
- Economic Development Strategy

CAC Goal:

- Feedback on draft Master Plan

Master Plan Document

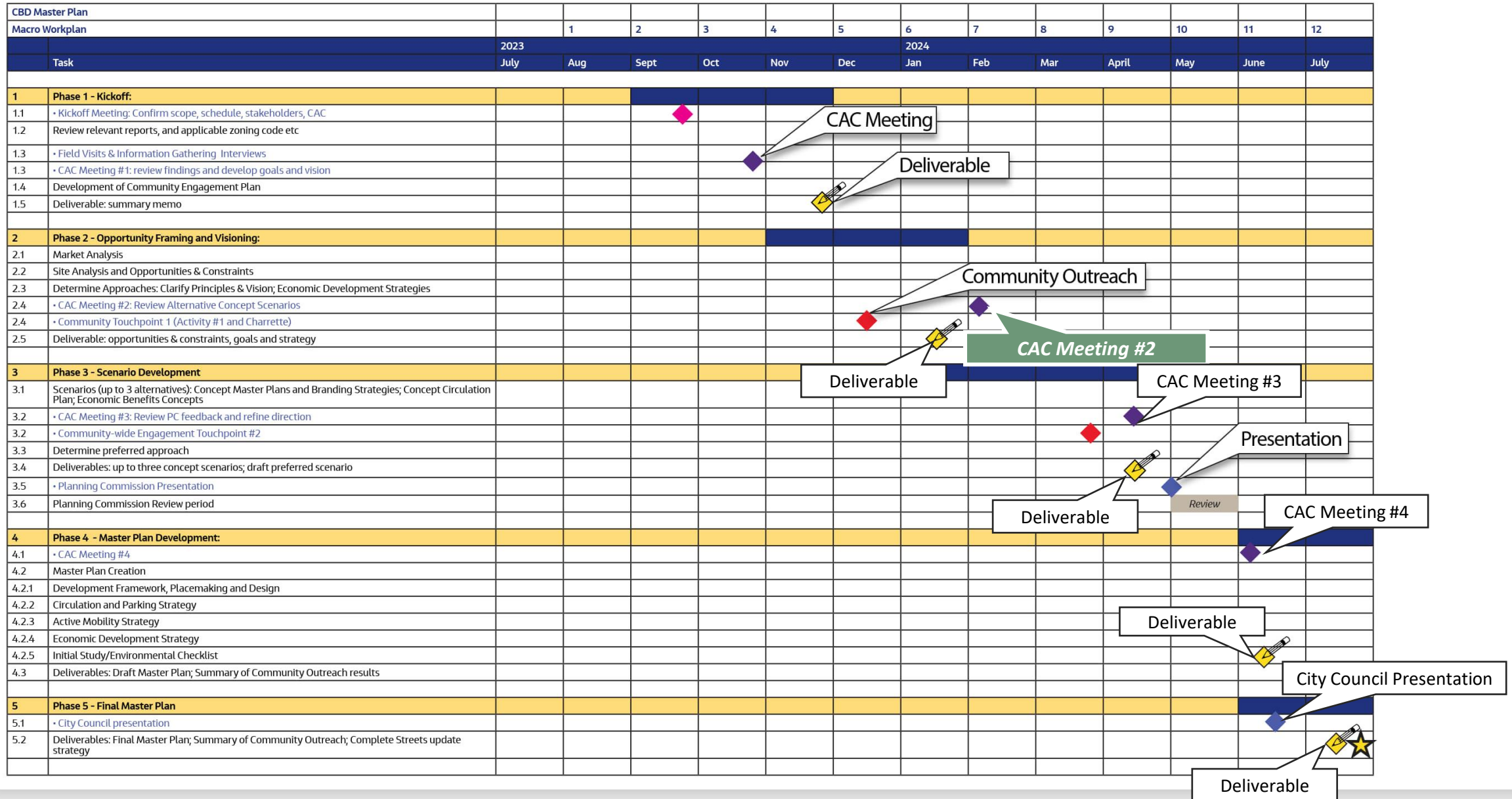
- Implementation & Phasing Strategies:
 - Priorities, Catalytic Areas
 - Policy Recommendations
 - Funding Strategies
- CEQA Environmental Checklist
- Mobility Plan
 - Strategy for Complete Streets Plan Update

CAC Goal:

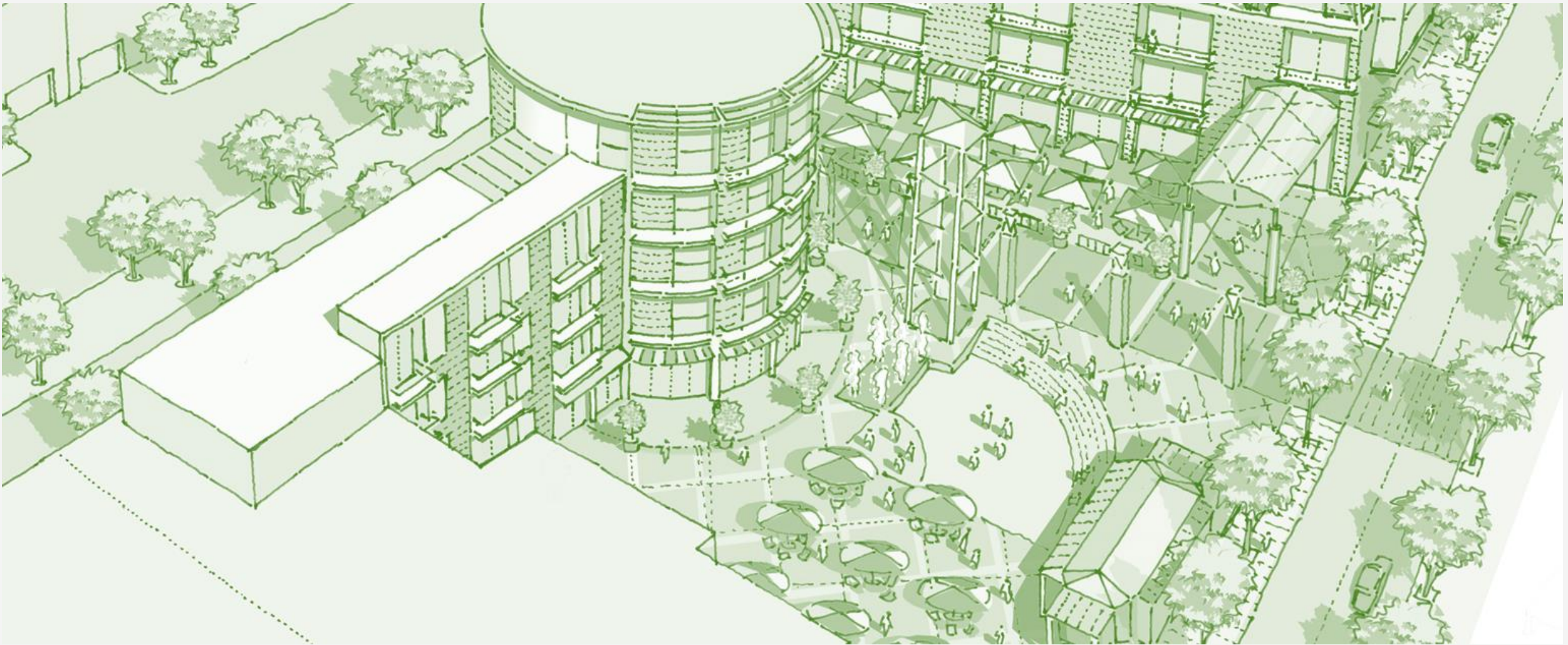
- CELEBRATION!

Public Engagement
Market and Development
Transportation
Community Planning, Urban
Design & Branding
Environmental

Masterplan Project Schedule



BUSINESS FROM THE FLOOR / PUBLIC COMMENT



Jacobs

Challenging today.
Reinventing tomorrow.



CITY OF
FOLSOM
DISTINCTIVE BY NATURE