

Committee Comments on the Economic Development Strategies, Branding Theme/District Identity, Urban Design Concepts, and Land Uses.

Economic Development Strategies Comments/Discussion:

- If the plan recommends a specific redevelopment strategy in terms of theme/identity, there should be a Plan B (maybe saying more than one focus?)
- Will the plan include incentives to redevelop or modify design/improve site to conform or implement strategies (façade improvements, signage, landscape/streetscape, bike racks)? Many committee members did want to see incentives for property owners and businesses. They also thought the City should consider ways for those incentives to avoid prevailing wage requirements.
- Consider including one or more strategies about hospitality/hotel.
- Consider adding strategies about increasing housing and office development in the district.

District Theme/Identity Ideas – Branding

- The committee considered slides on Austin’s South Congress arts and culture, Santa Barbara’s Funk Zone, Bend’s Roundabout Art Route, Berkeley’s Fourth Street, Food Market/Hall examples, outdoor dining examples, and sports and recreation attractions.
- Group liked the examples and specifically discussed:
 - Mid Century America/Patriotic Theme around 4th July Rodeo popularity
 - Food Hall as desirable amenity for local businesses (Oxbow, Sawgrass Grove, Downtown San Jose), new incubator restaurants (Columbus Old Dairy)
 - Recreation and/or entertainment theme and expansion of sports amenities and supporting businesses (maybe carrying over to the redevelopment of the Raley’s shopping center). Talked about temporary or permanent improvements to Lembi for pickleball, sand volleyball, street soccer, etc.
- Going back to the list of most popular district names, the group discussed the following:
 - Central City or Central District (drop Business from the current name)
 - Folsom Central/Central Commons
 - FoCo (Folsom Commons)
 - Middle Folsom
 - Folsom Recreation or Entertainment District (maybe finding a clever acronym) – there were some concerns about it sounding like a park district, rather than a distinct area of the City.

Urban Design Concepts Comments/Discussion:

The committee discussed the following key urban design concepts:

1. **Redevelop with Horizontal and Eventually Vertical Mixed Use**
Target incentives to redevelop and reuse large underutilized parking lots. Pursue relocation of the Post Office. Consider partnerships for overflow event parking from Lembi in underutilized parking lots. When buildings are moved up to the street, make sure to address accessibility. They did not like the example at Blue Ravine and Montrose where the building is at the corner of the street, but you can't actually get into or get around easily to access the business.
2. **Activate Lembi Park and Strengthen Connections to Surrounding Retail**
Really important with Raley's shopping center but also other sites along Riley. On recent Chamber Study Mission to Columbus, they talked about beer garden on public park site with flexible outdoor space for a variety of temporary recreational amenities (corn hole, portable pickle ball, skate area, etc).
3. **Improve Pedestrian Environment**
And bicycle environment – circulation can be varied depending on street section and classification. Consider themed bike racks throughout the district.
4. **Consider Ways to Reduce Scale and Improve Circulation of Large Blocks**
Like the idea of breaking up the large block between Sutter Middle and Glenn Drive with pedestrian and/or future vehicle connection. Like the idea that the primary and cross street could have different cross sections/purposes/improvements. Think we should consider that right of way could change in some locations in the future.
5. **Create Public Gathering Places/Attractions**
In considering public gathering places, think about the teens from middle and high school, as well as young college students who need a place to hang out in an urban environment (indoor and/or outdoor). Maybe shared space where they can study or read. Group talked about Food Hall with some dedicated and some shared seating space and free wifi. Also maybe something active like heavy plastic flexible and movable seating at the park, sports courts/street soccer.

Land Use Comments/Discussion:

For the individual use restriction suggestions provided in the slide deck, the group was not supportive of restricting massage parlors, did want to allow limited manufacturing and distribution, wanted to consider any further restrictions on cannabis. Maybe not allowing auto sales.