

# CVPR23-00152 City of Folsom - Central Business District Master Plan Citizen Advisory Committee (CAC) Meeting #2 Meeting Summary

**February 5, 2024**

**Introduction and CAC Background:**

On Monday, February 5<sup>th</sup>, 2024, from 3:00 to 6:00 p.m., the City of Folsom held its second Citizen Advisory Committee (CAC) meeting for the Central Business District Master Plan. The meeting was held at the Folsom Community Center, 52 Natoma St, Folsom, CA 95630, with 13 out of its 19 members in attendance.

The first CAC meeting summary is available on the project website [here](#).

Below is a list of project team members that were in attendance:

City of Folsom	Jacobs	AIM Consulting	BAE	Kimley-Horn
Stephanie Henry	Steve Morton	Gladys Cornell	David Shiver	Matt Weir
Kathy Pease	Michael Odum	Katie DeMaio		
	Neerja Dave	Portia Mansanet		

CAC Members that were in attendance:

- Liz Ekenstedt
- Tom Econome
- Kris Steward
- Tony Power
- Ardie Zahedani
- Jen lee
- Monica Pactol
- Edward Igoe
- Dan Dreher
- Mark Johnson
- Gary Eckhardt
- Joe Gagliardi
- Brian Wallace



Figure 1 Map of Folsom Central Business District Master Plan Study Area

**Master Plan Background**

The City of Folsom is developing an area Master Plan focused on the revitalization of its aging and centrally located business district. The district is located along East Bidwell Street and Riley Streets between Sutter Middle School to Blue Ravine Road; north of Lembi Park. The Central Business District is an important retail and commercial corridor that is located along East

Bidwell Street from Riley Street to Blue Ravine. The master plan will focus on Urban Design/Placemaking, Economic Development, and Mobility Planning. Public outreach and engagement will be a key component of the planning process including collaboration with the CAC. On August 22, 2023, the City Council formed the Central Business District Master Plan's Citizen Advisory Committee and appointed 19 stakeholders representing economic development, local business and property owners, residents, recreation, transportation and mobility, tourism, and education/student advisors to provide planning team with input at key milestones to ensure the master plan is guided by a robust understanding of the community and by relevant data that can lead to a more effective plan.

### Meeting Objectives and Presentation:

The second CAC meeting included:

- Presentation of the three development typologies to be considered within the long-range plan;
- Confirmation of the plan's vision and goals;
- Presentation of preliminary market dynamics;
- Presentation of recent community feedback;
- Discussion of possible opportunities for transformation; at various locations within the project area using precedent case studies.

The meeting objective was to provide the CAC with information developed by the project team from recently completed work including existing conditions market analysis, community questionnaire results, themes for the plan's vision and goals and, unique development typologies applicable to this study area. The project team addressed all concerns expressed from CAC members related to recent work and obtained early feedback on areas of possible transformation within the study area.



Figure 2 Gladys Cornell presenting in front of CAC members

In addition to taking notes of the discussion, the project team provided CAC members with a feedback form to add any additional thoughts about the meeting and the topics. Members of the public were provided an opportunity to address the CAC and the planning team upon the conclusion of the formal agenda. Members of the public were also offered a comment card to share their thoughts.

### Introduction

As the meeting kicked off at 3:10 p.m., Gladys Cornell, from AIM Consulting, welcomed participants and went through the meeting's agenda. She then introduced Kathy Pease, Planning Consultant with Management Advisory Services, the City's Project Manager, who reintroduced the meeting protocols, specifically the role of CAC members.

### Priorities and Opportunities

The city team then welcomed Steve Morton who shared that transformation and change are recognized as key priorities for the planning study area. Based on CAC and community

feedback, there is a desire to maintain existing vehicular traffic volumes along East Bidwell and Riley while also creating a much more pedestrian and bike-friendly mixed-use environment wherever possible. Based on these priorities, the team identified Glenn, Wales and Orchard as



prime near-term opportunities for mobility/ streetscape improvements and the blocks between them as prime near-term real estate development opportunity zones.

*Figure 3 Priorities and Opportunities PowerPoint slide showing the prime development and mobility opportunity areas within the project planning area.*

Morton identified the core areas, highlighted in light blue, as the most conducive to near-term development within the planning area - with Glenn, Wales, and Orchard performing as streets that connect to other locations surrounding the project. It was offered that while the transformation of the Central Business District is the core subject, it’s important to consider the surrounding neighborhoods and to be able to provide safe and comfortable access to the prime development opportunity areas. Morton then explained the existing bus routes and stops can also be key factors in enhancing accessibility for active transportation modes.

Next, the team identified three development typologies and four high value opportunity areas where these patterns could be deployed. The team noted that other areas within the district were also suitable for redevelopment. The four ‘high value’ areas discussed are identified in figure 4 below and labeled area 1-4.

Development Typologies:

- **Type #1 - Open Air Pedestrian Destination** – A development pattern that does not include new housing. Emphasis is on separating parking from a highly amenities diverse



pedestrian experience that includes community event spaces, playgrounds, plazas, fire and water features, themed architecture, signage, and lighting.

- **Type #2 - Horizontal Mixed-Use** – A development pattern that includes a mix of residential use located adjacent to retail land use. Emphasis is on pedestrian-oriented streetscapes and dense retail cores.
- **Type #3 - Vertical Mixed-Use** – A development pattern composed of residential units located above retail uses. Emphasis is on high-quality streetscapes with larger public open spaces to accommodate denser residential populations.

Select Opportunity Areas whereby these development typologies could be applied:

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



Figure 4 Development patterns and high value opportunity areas PowerPoint slide showing examples of locations suitable for specific types of development.

Below includes the comments/questions between CAC and the project team following this section of the presentation. (CAC member comments or questions will be **bolded**, and the Project team answers will be *italicized*).

- **The existing bus routes- these aren't currently being used the way it's supposed to be.** *Yes, the ridership pales in comparison of what we would like to see. Transit systems can evolve over time and as ridership increases the City may consider different routes. However, the current bus routes and stops offer an opportunity to plan for improved routes for pedestrians.*
- **Transformation and change, is this a goal of the city overall or the Central Business District goals?** *The city recognized this as a revitalization priority for this area, not the overall City.*
- **This is a lot different than revitalization** – *The master plan will include steps toward revitalization that requires change/transformation. We will provide a variety of solutions that may be applied in the areas over time. This is not about complete change overnight, but some of these solutions can be considered by the city and by people who are developers here in the City. Unfortunately, we have to develop a long-term phase approach because the State does not have redevelopment funding, so this will require a combination of public and private funding.*
- **Would we make this connected to the historic Folsom district?** *Yes, we have heard from community members they want this to be somehow connected to historic Folsom, and depending on funding we will try to do this.*

**Preliminary Market/Economic Dynamics**

Next, David Shiver from BAE presented the Preliminary Market and Economic Dynamic findings. Shiver first gave an overview of Folsom’s demographic and spending observations. The City of Folsom’s 2023 population estimate is 88,100, and it is forecasted for Folsom to have a growth of 22,000 people, and the Folsom Area Plan and Central Business District Plan initiatives support this growth level. The rate of home ownership is 71% and generally, Folsom residents spend nearly \$50,000 on retail goods and services a year. The top 5 spending categories for Folsom are found below:

- #1: Food at Home = \$332M
- #2: Entertainment & Recreation = \$192M
- #3: Food Away from Home = \$190M
- #4: Household Furnishings & Equipment = \$92M
- #5: Housekeeping Supplies = \$46M



*Figure 5 CAC members face the front of the room while holding presentation packets*

For the Central Business District, this data can provide an opportunity to attract some of this discretionary spending through restaurants and other commercial businesses. 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. Shiver next went over the Consumer Segmentation Report in Folsom, which shows highly educated affluent families make up 80% of the population.

#### Key Attributes of Folsom Residents:

- 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.

Next, Shiver provided some of the retail trends that the master plan should consider for the Central Business District. For example, a retail trend that has shopping as a leisure activity. This requires an area to have thoughtful placemaking that creates a unique experience. Folsom has an opportunity to redevelop sites in the Central Business District to provide mixed uses and a unique retail environment. Mixed-use buildings in the Central Business District could serve as apartment developments with retail amenities, and there are not many other options like this in the area.

#### Conversation between CAC and the Project team following this section of the presentation:

- **I don't understand the limited retail and positive net absorption.** *That means new retail buildings were net as in new, so it added to the inventory. With a lot of communities, you see zero or negative net absorption. The net of absorption means that more was leased than was put on the market or delivered through new construction. Because you haven't had a ton of new retail structures but a growing population that's led to a lower vacancy rate. This trend happens in a lot of affluent areas like Folsom.*
- **E-commerce has affected malls dramatically, how has it affected mixed-use buildings?** With mixed-use, you tend to get a lot of eating establishments coming in. But the other thing that is happening is e-commerce now is in many cases paired with stores. In other words, part of your experience may be that you see something online, and you think "oh I think I'll go check that out." So, you start on the web but you go to the store. I think you are starting to see a more symbiotic relationship between the web and retailers. Part of the economic development of the plan is supporting more small local businesses. Even though retail has taken a hit, there is a lot of opportunity to have new retail in the City.

Shiver, then directed the conversation to job growth in the area. Job growth drives population growth in a region, which means a need for more housing. Currently many people are moving to Folsom as renters and staying as renters due to the higher interest rates, and lower rental rates. Folsom will continue to attract renters in the Central Business District but also possibly buyers of properties like townhouses. The Central Business District can offer multifamily rental

housing as part of mixed-use development in a highly desirable community. Multi-family trends show that renters seek apartments with or near retail amenities, and this trend would be mirrored in mixed-use developments.

Conversation between CAC and the Project team following this section of the presentation:

- **What comes first the retail or the housing?** Traditionally, *retail follows the rooftops, but we already have a lot of rooftops, so it is a bit of both.*
- **Is the higher rent looking at the city-wide apartments cost?** *Yes, city-wide.*
- **What would the apartments in Central Business District look like and what is the target you're looking for in the area?** *To get a market rate project to pencil (e.g., be financially feasible) you must look for residents at the higher end of the market.*
- **What do you picture having low-income or high-income housing?** *We must look at what's possible. And we think a mix is possible, but we would like to hear from the CAC on what mix and what amount of residential you think might be appropriate.*
- **Food for thought I have apartments in that area and there is only a 6% difference of \$200-\$300 less than that rate on the slide.**

Lastly, the project team covered office space options and trends. Currently, central Folsom is not a hub for office space, with 310,000 sq ft of it and no new developments since 2012. The shift from office to work from home makes the demand for office space low. The kind of office space that is being built outside of the district, is more sustainable with more unique design and amenities in the office space. Employers are looking for spots near transit which would not be the Central Business District. If the master plan were to include office space, it would be most beneficial to offer small business spaces to support smaller businesses that might grow.

Conversation between CAC and the Project team following this section of the presentation:

- **You talked about how young the age demographics of the city are right now and it reflects people buying houses, and how that affects the area when they get older.** *The fact that you have so much potential growth, as long as you keep growing, you'll stay young. It is important to create amenities and accessible housing for the younger generations.*
- **Do you see growth in recreational spending?** *Yes, because the location is growing and every household coming in is going to have about \$50k of discretionary spending.*
- **How do you picture the plan of expanding the economic development and entertainment and recreation taking?** *- There is a base of spending that can be tapped into for entertainment.*

### Community Awareness

Following this section of the presentation, Cornell presented the community engagement efforts the team accomplished since the first CAC meeting. The outreach team hosted a 14-question online community questionnaire from December 12<sup>th</sup>- 31<sup>st</sup>, that was taken by 821 individuals. The online community questionnaire focused on how often and why community



members/visitors go to the District, what they would like to see remain, improve, and/or remove from the District, as well as exploring their thoughts around housing, mobility, and other possible changes to the area.

Cornell summarized the community awareness and outreach initiatives implemented by the team at this project milestone.

- **Pop-up event at Karen’s Bakery-** The team had interactive boards with questionnaire questions, as well as questionnaire cards where they could be led directly to the online questionnaire. Around 75 individuals interacted with the boards.
- **Visit to Folsom Farmers Market-** the team visited the Historic Folsom farmers market with questionnaire cards and project info and spoke to about 50 individuals from Folsom and surrounding areas.
- **Business Visits-** Public outreach team members visited 50 businesses in the Central Business District, with project background information and survey flyers for them to have a direct link to participate in the questionnaire.
- **Social media posts-** The outreach team and the City released several social media posts, including boosted posts that targeted Folsom residents, regarding the project questionnaire.

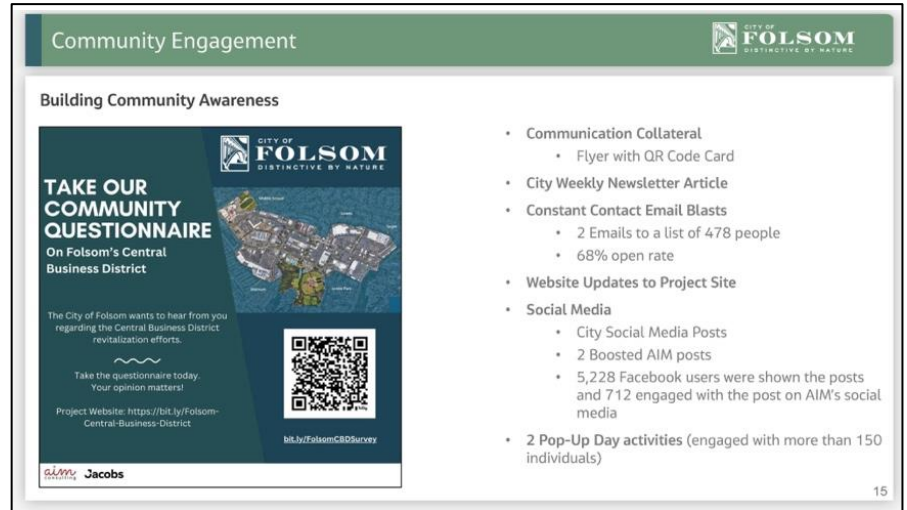


Figure 6 Community engagement PowerPoint slide

Next, Cornell provided some highlights of the questionnaire results. Ninety percent of participants were residents of Folsom, and every age demographic gave input. The online questionnaire focused on what communities liked about the project area and what they would like to see changed or removed. Some of the findings included the public would like to see improvements from a mobility perspective, creating a sense of identity in the area, and more landscaped green space.

Conversation between CAC and the Project team following this section of the presentation:

- **Did we make sure that this wasn't what old Folsom people were talking about with the restaurants regarding the survey?** *Yes, we emphasized using an exhibit board and through discussion that this was about the Central Business District.*
- **Just an observation from living here for 10 years, when you consider the current traffic patterns there is significant traffic from freeway near Palladio that decreases**



significantly when you get to the project area, how do we get the people from coming from further away to not drive and create more traffic in the planning area? *The master plan will not remove all parking spaces but look for opportunities to move them to specific locations and then create an environment that increases more residents in the planning area and those adjacent to the area to visit the Central Business District.*

- **16% percent favored additional housing is the lowest on the totem pole of things they want in the area based on the survey.** *Yes, we did include residential in the question about amenities, but it is likely that people didn't select housing as a top amenity because they don't necessarily view housing as an amenity.*
- **Curious out of the population 821 responded - is that a good amount?** *Yes, that is. Historically, for a project like this one, we would have offered a community workshop which would have gotten much fewer participants. We leverage these community touchpoints in collaboration from what we learn at the CAC meetings. We check to see if we are hearing the same thoughts or if they are radically different ideas expressed by the community. At this point the CAC members and the community seem to be tracking on their goals and aspirations for this planning area.*
- **How wide of the net are you casting to get that 10% that aren't from Folsom, how did we get them?** *We leveraged the City's current communications links which may include people who are not residents, but It is important to hear from visitors as well as residents.*

### Vision and Goals

Morton presented the draft vision and goals. Morton explained the vision and goals were created from previous planning documents that were the framework for this study and as well as the input from CAC members from discussions at the first CAC meeting and the community questionnaire. The five vision themes are:

1. **Sustainable Revitalization:** Support the redevelopment, revitalization, and economic activation of the district.
2. **Destination Oriented:** Develop the district into a thriving destination for living, working, shopping, and recreation.
3. **Multimodal Connectivity:** Expand and advance accessible transportation for all residents and visitors.
4. **Identity/ Placemaking:** Create public spaces that support a vibrant social life and foster a sense of community.
5. **Housing:** Encourage high-quality housing that supports a variety of incomes, market preferences, households, and ages.



Figure 7 Steve Morton presents to CAC members

Conversation between CAC and the Project team following this section of the presentation.

- **It's already sort of a destination, but I already think Historic Folsom, the Palladio and soon to be South of Folsom are/will be destinations. How many destinations does Folsom need? Do we have the support to have this many destinations?** *It's an interesting question, and there is no quantitative answer. I think there will be as many destinations as people will go to. That's down to the quality of experience people have in the destination. We know from good urban design and planning what people like and make people want to stay or visit again and we are going to incorporate those findings.*
- **The success of the Central Business District doesn't need to take away from the success of the other locations.**
- **It's a tough discussion about public space as there isn't much public space within the area. Creating public gathering spaces and green themed landscaping will require private land.** Correct it should say public and private.
- **What areas have you identified that are opportunities for more land? What spaces are currently open in the Central Business District, that add these entertainment and place-making already?** *We are looking at that right now, we have done some detailed inventories of the spaces and utilization rates, we didn't want to bring just a stale inventory into a meeting like this but looking forward to our next meeting when we look at solutions or possible answers. How you responded to our precedents today will help to inform us for the next phase of our planning. We are not quite at the solutions yet, but what I am hoping we can share with you today is that there are going to be a variety of solutions, and different densities, that will transform over time. We are talking about 20-30 years.*
- **Sometimes clusters of businesses make a destination.**
- **The city park should be included in the Central Business District.**
- **The sea of parking in the project area- we should be talking about this private open space.**
- **We talked about being bike-friendly and I lived in Folsom closer to the hospital and would go down the Central Business District. What I found was the easiest path to avoid traffic is the streets along E-Bidwell Street. What I end up seeing is a lot of people avoid those streets unless they live on those streets. Lots of perpendicular streets that connect. Has that been looked at as well? They want to maintain accessibility for vehicles - how do you not reduce that for bikes? Has that been looked at?** *Yes, parallel routes have a vital role in circulation for pedestrians and cars- if and until the corridor is enhanced those routes will continue to be the safer choice.*
- **Is there any downside to having that as the preferred path? Plenty of accessibility already by walking but why does it have to be E. Bidwell main access street additionally another source for biking?** *I don't think it has to be. People are using parallel routes, and they are almost even more important than main routes, but they will not take away from the overemphasis of E. Bidwell.*
- **We should stay away from rental bikes when talking multimodal - lime bikes just lying around - I've noticed that in other revitalized areas- they enter that market, but I think that would be a difference because of young people and safety.**

- **Alternate routes for bicycles, I bike this route and it doesn't work for anything else on the other side of E. Bidwell like if I try to go to FLB. Do you feel safe riding your bike everywhere in Folsom?**
  - **I do not think anyone should or would go out of their way to bike down E. Bidwell**
- **I don't go out of my way to bike down E. Bidwell as it feels unsafe.**
- **When I spoke to some families at the middle school- the bike/ walking safety was bad from talking to parents.**
- **A huge block between Glenn and middle school to break that block up with a connection would make that block a lot more accessible.**

### **Planning Scenarios and Case Study Overview**

Next Michael Odum from Jacobs presented possible planning scenarios for the priority development areas using case studies. Odum briefed and let the members know ahead of time that these planning scenarios cover 4 out of 5 of the vision themes, leaving housing as the only theme not included in all the development patterns.

#### ***Development Pattern Type 01: Open-Air Pedestrian Destination***

Odum presented the development pattern type 1 which is an Open-Air Pedestrian Destination. The Open-Air Pedestrian Destination focuses on creating a community space and a unique pedestrian experience that is separate from the vehicular circulation and parking areas. This development pattern was offered as it emphasizes community space and placemaking, two of the goals for the project area. Odum explained that this example does not include housing but includes the following:

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

Odum then presented a case study that exemplifies the Open-Air Pedestrian pattern: Vineyards at Porter Ranch in Northridge, CA. The case study featured civic spaces, themed architecture, themed signage, water features, and playgrounds. Odum demonstrated that Vineyards is comparatively sized to the Walmart Shopping Center off Glenn Dr. which makes it a feasible option for transformation.



Open Air Pedestrian Destination - *Precedent*



**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.

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Open Air Pedestrian Destination – *Scale Comparison*



**VINEYARDS AT PORTER RANCH, NORTHRIDGE, CA**

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**Development Pattern Type 02: Horizontal Mixed-Use**

Horizontal Mixed-Use is a development pattern type that incorporates a mix of different land-uses (commercial, retail, and residential areas) separated horizontally. The pattern offers a


pedestrian-oriented streetscape, with large sidewalks and bikeways. Successful retail corridors in these types of developments often include community space and public art.

All covered attributes are found below.

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




Odum then gave the committee specific examples of this development pattern. The first was Abbot Kinney in Venice, CA. This area is filled with small businesses that create location uniqueness. The area also hosts destination-making events that attract community members to the area. The project area geometrically is very similar to this specific development.

Horizontal Mixed-use - *Precedent*
CITY OF FOLSOM  
DISTINCTIVE BY NATURE



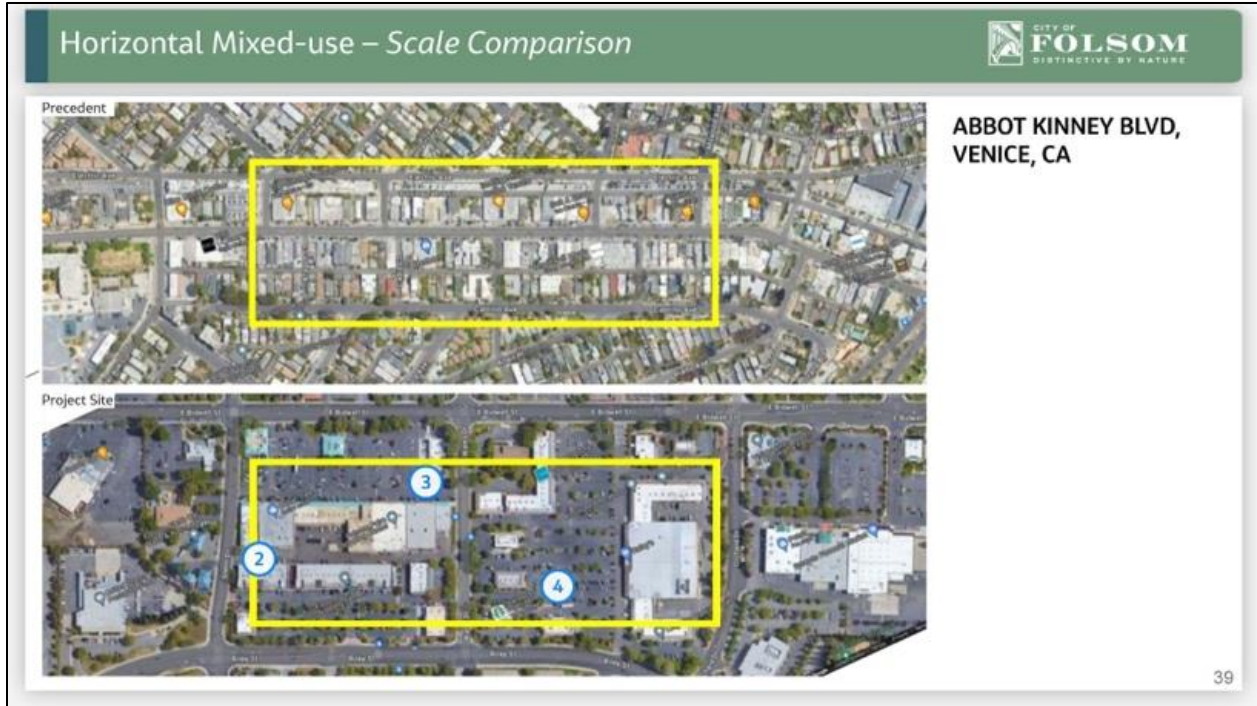
### ABBOT KINNEY BLVD, VENICE, CA

- 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.

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**Development Pattern Type 02: Horizontal Mixed-Use**

Odum also offered a second example of this type of development: Fourth St. in Berkeley, CA. This area of Berkeley is a well-visited development that is successful in a lot of areas that the Central Business District is looking to improve on. The area has safe pedestrian pathways, private seating areas, unique retail space, and comfortable bike paths, framing a 60ft right of way which is exactly what we are talking about when we talk about Glenn, Wales, and Orchard. The size of the development is also very comparable to the area from Glen to Wales and halfway to Orchard off Riley St. in Folsom.



Horizontal Mixed-use - *Precedent*



**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.

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Horizontal Mixed-use – *Scale Comparison*

Precedent



**FOURTH STREET, BERKELEY, CA**

Project Site



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The last case study was Main St. in Cupertino, where residential units are horizontally separate from the retail and community spaces. The pedestrian-friendly walkways, themed signage, and water features make this an attractive, well-visited area. This project geometrically fits in the area from Glenn to a bit past Orchard Dr off Riley.

Horizontal Mixed-use - *Precedent*

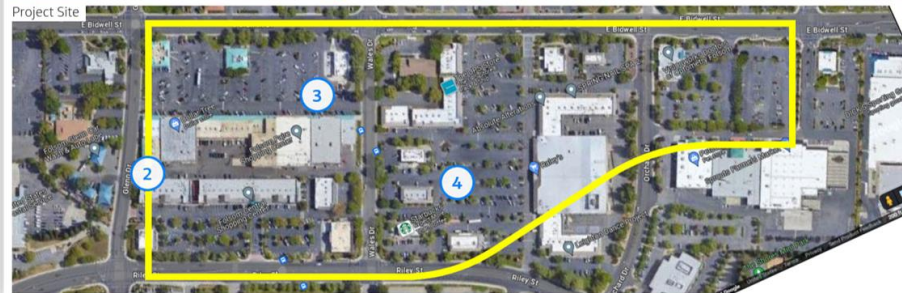


**MAIN STREET, CUPERTINO**

- 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.

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Horizontal Mixed-use – *Scale Comparison*



**MAIN STREET, CUPERTINO**

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Conversation between CAC and the Project team following this section of the presentation.

- **You see those buildings and they look old, but you can tell it's a bit revitalized.**
- **I grew up near Venice Beach and it used to be unsafe but now it's a great area where all the fun stuff is.**
- **Are there grants and funds out there to be able to out there and do something like this on someone else's private property?** *We must investigate it but yes this is something to think about.*
- **Are we talking about tearing down and rebuilding?** – *Possibly, if we had to summarize the difference between these two photos is it's almost like turning it inside out.*
- **So, if we went to 4<sup>th</sup> St in Berkeley and went to 5<sup>th</sup> Street is the area where you service trash pickups and parking lots.** *Yes, it's almost like turning it inside out.*
- **Say we wanted to do something like this scenario – it takes 25-20 years, where do you start?** *As an engineer and city planner, we battle with this. We are going to address this in our 3<sup>rd</sup> meeting. We will talk about phasing.*
- **If the city would lessen the parking requirements it would open opportunities.**
- **Quick question on 4<sup>th</sup> street, how long did it take to develop that?** *We can do some research 4<sup>th</sup> St started with a property opener buying properties- took about 20 years. The catalyst was a single developer.*

### ***Development Pattern Type 03: Vertical Mixed-Use***

The third development pattern presented by Odum was Vertical Mixed-Use. This development pattern separates residential and retail vertically rather than horizontally. Because the retail (at the ground floor) and the residential (above) occupy the same horizontal footprint, higher densities are achievable. These types of developments often include larger open spaces and higher residential buildings. As this development pattern builds vertically there is more opportunity for open space at the street level. The highlighted traits of vertical mixed-use can be found below.

- 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.

Woodinville, Washington was one example of vertical-mixed use that Odum drew comparisons. This particular development utilized parking structures wrapped in retail at the ground floor and residential above. The development emphasized pedestrian safety and active transportation, which resulted in considerable traffic calming. This type of development would offer a dense area of housing, retail, and open community space while making calmer pedestrian-friendly streets to the Central Business District. Woodinville's development fits directly in between Glenn and halfway to Orchard.



Vertical Mixed-use - Precedent



**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**



Conversation between CAC and the Project team following this section of the presentation.

- **Regarding parking all these folks that live here- where do all these residents park their cars?** *An above ground parking structure at the 'core' of every vertical mixed-use building.*
- **That's very expensive to get done (structured parking)**
- **Mixed-use like this sometimes doesn't work and is costly why?** *Yes, cost must be a factor.*
- **So this is a non-starter (structured parking).** *This is a long-term destination- maybe later the structured parking could be built past those 20 years.*
- **Is there a way to bring the millennials that want urban experience in? I'm afraid with building height limits in Folsom you won't be able to reach this demographic. So, you're looking at condos and townhouses as far as housing?** *You can deliver an urban mixed-use feel without height as a problem. Yes, apartments, condos, and townhouses.*
- **Calming the outside- would you be keeping Bidwell both lanes still going in each direction and calming other streets?** *That's what our thinking is currently. I think East Bidwell and Riley are what they are.*

***Development Pattern Type 04: Vertical and Horizontal Mixed-Use***

Lastly, the project team briefly went over the development pattern of mixing both vertical and horizontal mixed-use. The vertical-mixed use could be considered along the more heavily trafficked corridors such as East Bidwell and Riley within the Central Business District. At the same time, the horizontal retail and housing mixed-use buildings would be close to corridors such as Glenn, Wales, and Orchard which would cater to more pedestrians and cyclists.

### Master-Plan Schedule Review



Figure 9 masterplan schedule PowerPoint slide

Currently, the project team is developing and accessing plan scenarios via input from the public and the CAC members. The team is looking at different master ways that the Central Business District could be developed, whether it includes Open-Air Pedestrian areas, Mixed-Use Horizontal or Mixed-Use Vertical. By looking at different planning scenarios and what options are available, the team and CAC will pinpoint how best to achieve the vision and goals of the project. At the next meeting, the project team will present a draft master plan.

Conversation between CAC and the Project team following this section of the presentation.

- **Based on that schedule I think it will be important before you present the planning commission and bring in some of those private property owners.**
- **Bring stakeholders along the way-preselling them.**
- **I'm very excited for the first time we are seeing the potential of a point a. to point b. It's thrilling to think about having more foot traffic and making it a destination area.**
- **Is there any consideration or talk of homeless encampments? No not a part of the masterplan.**
- **Well, there is a problem to be dealt with all these changes will be for not- that must be looked at by city (regarding unhoused).**
- **Emergency Department of Mercy on the outskirts of Central Business District is something to think about when emergency vehicles driving down the street.**
- **Vertical heights in general- it has always struck me that between East Bidwell and Riley that it's the perfect area for high-rise buildings.**



## Appendix

- A. Public Comments & Questions**
- B. Comment Cards**
- C. Feedback Forms**

### Appendix A:

#### Public Comments and Questions

- One thing that has bothered by for the last 13 years in Folsom- I don't live far from the project area and I feel more repelled by it – the city needs to provide sanitation- and homeless people to not park in the parking lot- Lembi park trashed all the time- we need to deal with that with the CBD - talk to businesses to follow Folsom law to not let people sleep in cars even on private property.
- I'm a cyclist and on the trails quite a bit there is a homeless encampment- with the open space who will be responsible for the space?
- Phase one with the maps: Are we thinking about the traffic down to Sutter Junior High? It's a mess at pickup time with parents parking in our driveways etc.
- Regarding transit a lot of the homeless are showing up because of the transit that lands in Folsom Historic- will this extend if we extend the transit?
- Reaching out to landlords- but what about people leasing companies- those stakeholders are very important to Folsom and why Folsom is alive- they will have more info than landowners.
- Homeless issue- not for the committee to solve- we need 3 people to change this- they do everything they can with the resources they have- being strapped completely- 2-3 or 4 days to take, we need 3 people to advocate to fund police department and have homelessness be a front issue for the city.
- How are the relationships between businesses and homeowners going to be encouraged/supported?
- What "services" are being addressed?
- How will this impact the western end of E Bidwell from the point of being a homelessness magnet?
- Will e-scooters/devices, which are already a hazard, especially to the very young and elderly be addressed? (Our bike paths are overrun with these vehicles already)
- How far will this transit system extend? (E Bidwell is already impacted by the growth on the southern side of 50 and getting worse-would be great if residents on the East side had other transit options)
- Has the already over-flowing Sutter Jr High after-school traffic been considered/how will that be addressed? (I understand phases will be implemented/developed but when you bring people to an area that's already congested... yikes)
- What phase will our/this west-end of E Bidwell's reconstruction/master plan fall into?
- Will the already compromised infrastructure, like our local roads and our street/alley lighting in this redevelopment zone, be redone?

- Who will oversee the open spaces and maintenance/monitoring of encampments?
- Finally, this end of E Bidwell already has the greatest "variety of housing" in ALL of Folsom; what is the plan to make sure we don't become the "Tenderloin" of Folsom, while other areas are elevated to a higher status because they do not have/are sheltered/protected from homelessness and housing issues that we are already dealing with?

## Appendix B.

## Comment Cards

## COMMENT CARD



There has been a lot of talk about making the Business district a destination spot. When I think about what brings me to other areas it is businesses that provide entertainment, restaurants, and shopping. It might be good to focus more on bringing these things to the Central Business District. - I have rode my bike and walked around the CBD for many years and have never felt unsafe due to the streets, traffic or sidewalks.

I feel like when you have mixed use buildings with limited parking upfront, it is a deterrent to customers. If there is not a spot in front of the business and you have to go park elsewhere then people usually choose not to stop. I do believe that the apartments across from the High School continue to have vacant retail spots on the bottom.

## COMMENT CARD



Will new housing encourage younger communities regardless of price?  
With the plans shown, will the larger stores like Walmart be replaced or coexist with new developments?

- Parallel streets can be serviceable, but crossing can be challenging
- E. Bidwell is still unsafe for students at Sutter, makes walking home unsafe for students who can't use parallel streets.