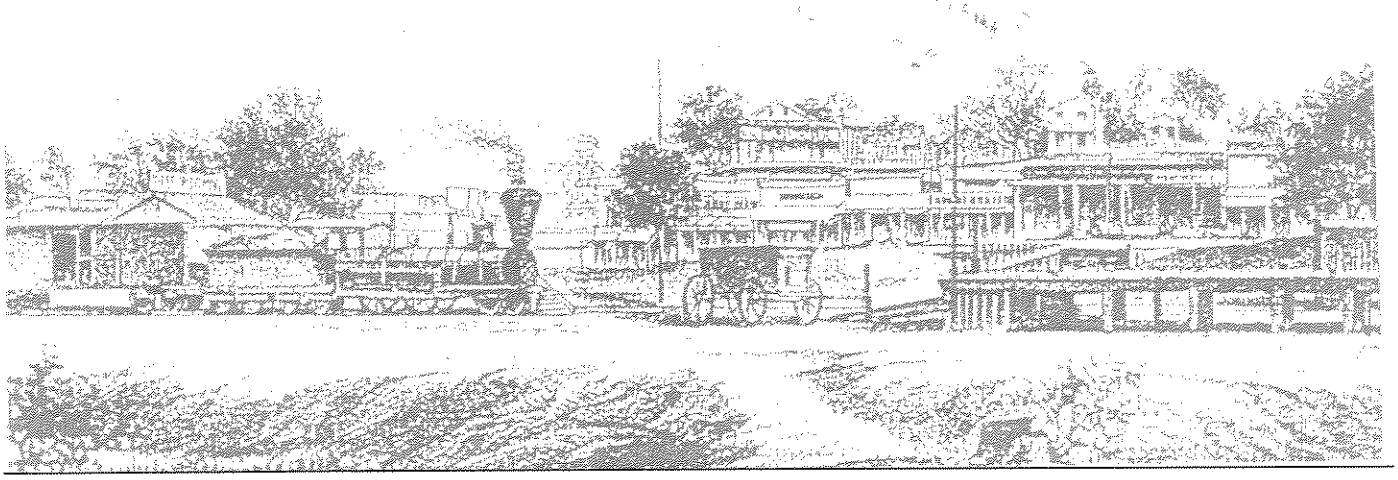
Historic District Parking Improvement Implementation Plan

City of Folsom



Gordon H Chong & Partners
Architecture

WALKER
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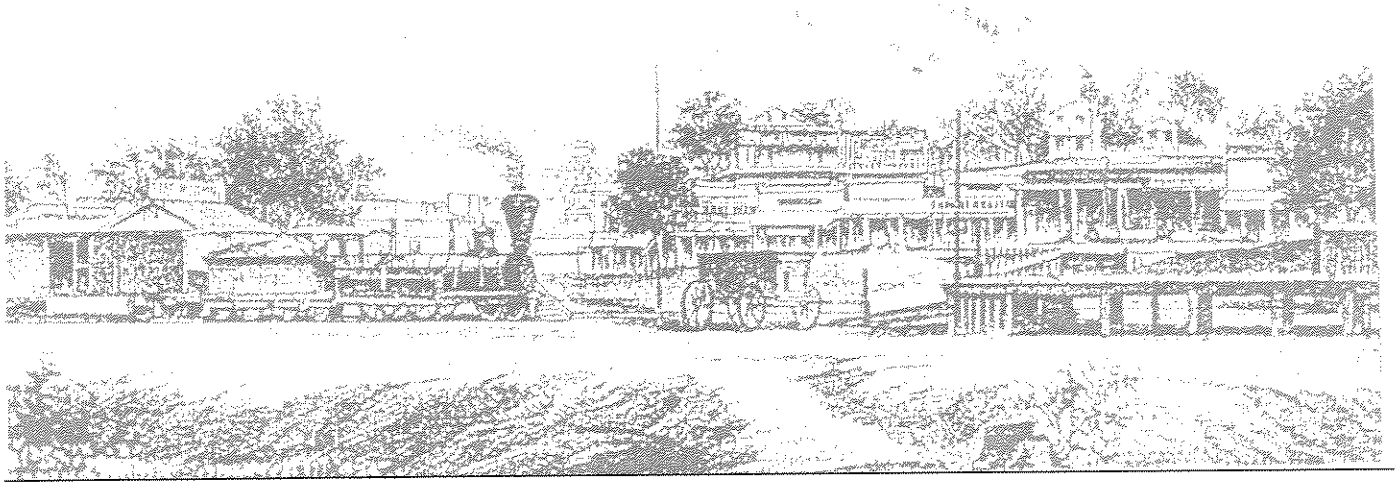
July 2002

INTRODUCTION



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EXECUTIVE SUMMARY

In 1999, The City of Folsom initially retained the consulting/design team of Gordon H Chong & Partners and Walker Parking Consultants to design a parking structure for the Lake Natoma Inn site or as a first step towards increasing parking in the Historic District. At that time the process of acquiring this site became increasingly difficult and as a consequence, the City requested that the team redirect their efforts towards preparation of an overall parking implementation plan for the District, its purpose being to accommodate the City's desire to see increased development in the Historic District. To support such development, more parking will be required.

Not including Lake Natoma Inn and The Lakes Shopping Center (their space/GSF requirements are in balance and therefore do not contribute or detract from the overall District's requirements) there exist 187,000 GSF of developed space in the Historic District. Currently, there are approximately 600 off-street and 205 on-street spaces for a total of 805 available to support this space. Again, Lake Natoma Inn and The Lakes Shopping Center are not included in this count. According to the City of Folsom's parking requirements for the Historic District, one space/350 GSF is required. With 187,000 GSF of developed commercial space and 805 spaces to support it, **a current surplus of approximately 270 spaces exists** - a ratio of approximately one space/235 GSF. This indicates that for normal usage, there is more than adequate parking in the Historic District as it exists today. It does not indicate that there is ample parking to support peaks in usage or special events, nor does it indicate that the existing parking is properly located, easy to access and/or find, or of unrestricted use.

According to previous studies and master plans, there is an expectation that Historic District commercial space can be increased by almost a factor of two, to approximately 336,000 GSF, without severely impacting the District's character. Such development would require, at one space/350 GSF, 960 spaces. Accordingly, a minimum of 155 additional spaces will be required to support full development of the Historic District. At the existing ratio of one space/235 GSF (even at this more comfortable ratio, the District experiences peak and event usage parking shortages), the 155 deficit would increase to approximately 624 (336,000/235 – the 805 existing parking spaces).

The City commissioned a number of parking/traffic-related studies to determine the best way to create this additional parking in support of additional commercial space, the latest of which is this GHCP/Walker study, Historic District Parking Implementation Improvement Plan, completed in April of 2000. The plan focused on the evaluation of four prospective parking development sites and to formulate a parking implementation strategy that best meets the Historic District's and the community's needs as a whole. Because ownership had changed at the Lake Natoma Inn site and the City has received a development proposal for the Railroad block, the design team was recently asked to update the study and add a fifth site for consideration.

The five sites evaluated include the Lake Natoma Inn Site, the Railroad Block (two options), Trader's Lane, the Brann Property, and most recently, the Sutter Street Property. The evaluation consisted of two principal efforts – one, research/data collection and two, an evaluation process based on five major issues, Parking Needs Assesment, Cost Considerations, Site Location Assesment, Implementation Issues, and Community Considerations. Within each of these issues, appropriate sub-categories of evaluation criteria were developed, and by evaluating and scoring each site relative to these criteria, a recommendation of how parking improvements should be considered has been developed.

As a result of this evaluation, the GHCP/Walker team is recommending, as part of the initial parking implementation plan, the construction of a mixed-use parking structure on the Sutter

Street property. This project could create 250+ new parking spaces without taking any existing out of the inventory, support planned build-out of the District at better than a one space/350 SF ratio, do it with minimal disruption to the business community, directly support the use of Light Rail, and maintain for the City total flexibility in the way the Railroad Block is to be developed. As a second phase, the team recommends the development of the Brann property. As well, the team is recommending mixed-use on each of these two sites, incorporating potential commercial space into each of the parking structures.

The following updated study details the background research, evaluations, and resulting revised conclusions that support the recommended parking improvement and implementation strategy.

1.1 Background

Folsom is a rapidly growing modern City, but one that greatly respects its rich history and heritage. With a unique and significant Historic District, the City has been developing a mechanism to support its continuing viability not only as an historical resource, but as an economic resource as well. Providing easy access for ever-increasing numbers of visitors, sparking new and appropriate development, and preserving and enhancing its historic values represent some of the most significant issues facing the Historic District today. Accordingly, a factor that will have a tremendous impact on its continued and future success is the availability of sufficient and appropriately located parking.

Since the 1991 enactment of a Specific Plan for Folsom's Historic District, Resolution No. 3435, the City Council, Redevelopment Agency, City Staff, and Historic District residents and business owners have been wrestling with parking related issues. Most recently, the City commissioned the Parking Feasibility Study for the Folsom Historic District, completed in 1997. Because of the special nature of the Folsom Historic District, the Folsom Zoning Code requires one parking space for every 350 square feet of building area within the Historic District. Higher parking ratios are required for retail/commercial space in other areas of the City. This study examines the cost and feasibility of potential parking development sites, recommends where parking should be added within the district, and forwards an implementation strategy that would provide parking to meet the demand generated by the growth in tourism and during special events and by development of retail/commercial and community space in the Historic District.

In mid-1999, the prospects of land acquisition and availability for a parking structure in conjunction with the expansion of the Lake Natoma Inn (LNI) prompted the focus on building a parking structure on this site first. The design team of Gordon H Chong & Partners and Walker Parking Consultants was selected to design a parking structure on the Lake Natoma Inn site. In addition, the City asked the design team to undertake, in parallel with the LNI design effort and as a refinement of past studies, a more detailed analysis of other available sites in the Historic District as related to their suitability as future structured parking. The outcome of that study would be a recommendation regarding the location and scope of the second parking structure to be developed. However after the start of the initial design effort, the acquisition process potential for the land on the LNI site became more complex. As a consequence, the design team's effort was re-directed to examine four sites within the Historic District for their options for development. With the LNI site having changed hands the acquisition process now appears workable, As well, A detailed development proposal for the Railroad Block has been submitted, and the parcels bounded by Sutter, Decatur, and Reading streets (for the purposes of this study, the "Sutter Street Property") have come available, necessitating an update of the Implementation Plan, including the addition of a fifth site for consideration.

1.2 Purpose and Goal of Study

In its simplest terms, the purpose of this study is to determine the best way to add parking inventory and thus support the development of commercial activity in the Historic District. This effort is not intended to repeat the extensive work and research that has been done on the Folsom Historic Railroad Block Urban Design Master Plan or the very detailed 1997 Parking Feasibility Study for the Folsom Historic District. Rather, it is an opportunity to review and synthesize the work done in those studies. The design team has updated the evaluation of the five selected sites from a fresh perspective and on

an independent and objective basis with input from the stakeholders. Along with the LNI site, the team has considered the site at the west end of the Railroad Block, the Trader's Lane site, the Brann property and the Sutter Street property.

The goal of this study is to use the evaluation process to develop a set of clear implementation alternatives that recommend whether or not a given site is a viable development option, the order in which the appropriate sites should be developed, and the ultimate development potential of each site.

A number of criteria have been developed by which to evaluate each of these sites; some more empirical in nature, others more urban design oriented and therefore subjective. The next section describes those issues in detail, as well as the process by which they have been evaluated.

1.3 Study Process

The process by which implementation alternatives are developed has been twofold. In the first, the focus is on data gathering. Specifically, information was gathered on the parking supply and demand within the Historic District, with principal areas of interest as follows:

- Definition of study area boundaries.
- Gathering of base site data and existing parking related studies (build-out plans, traffic studies, demographic projections, etc.). See Appendix B for the list of resources used in this study.
- Inventory of existing parking in the defined study area and creation of an overall area base map, focusing on the five sites to be evaluated – LNI, Railroad Block, Trader's Lane, and the Brann site, and the Sutter Street property.
- Assessment of the current parking demand and general projections of the future parking demand in the District based on a reasonable assumption amount and type of the future development in the area.

Second, with the information on the parking supply and demand as a base, the design team developed an evaluation tool with which the development potential of each site was determined. The issues relevant to each site were grouped into five categories, each with its own evaluation criteria, and these include:

1. **Parking Needs Assessment** – How will the build-out of each site impact the District's parking current and future needs?
1. **Cost Considerations** – What are the cost ramifications of each site, based on a base build-out scenario?
2. **Site Location Assessment** – What are the characteristics of each of the sites, and how will the build-out on each be impacted by the nature of its particular location?
3. **Implementation Issues** – What are the impacts to the District for each of the sites during the construction process?
4. **Community Considerations** – What are the potential impacts and opportunities of each site as related to urban design and the redevelopment goals of the Historic District?

Each site was evaluated relative to each of the issues (a "weight", or degree of importance was assigned to each of the evaluation criteria), as well as "scored" relative to the other sites. The product of the weight and score produced a weighted score for each evaluation criteria and each site. The resulting tables provided the design team with an indication of the order in which these sites should be developed.

The process of determining the principal issues and the weights of each category's corresponding evaluation criteria was initiated by the design team, discussed at length with City Staff, and presented for comment at two public meetings. First, at the March 8, 2000 Historic District Commission meeting and second, at the March 14, 2000 City Council meeting. Also, numerous study sessions with the City staff have taken place, including one with Vice-Mayor Cyndi Dow and Council Member Kerri Howell in attendance. Comments from City Council members, HDC Commissioners, City staff, and members of the public were all incorporated into the evaluation process, and have helped to focus the evaluation on those issues most critical to the Historic District and Community as a whole.

Historic District Parking Demand

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2.0

2.1 Study Area

The overall study area is bounded on the South by the alley between Sutter and Figueroa Streets, on the North by Lake Natoma, on the West by Folsom Boulevard, and on the East by Scott Street, and corresponds with portions of the Historic District as defined in the adopted Specific Plan and as part of the Folsom Historic District Railroad Block Urban Design Masterplan (see Figure 1). The specific sites identified for potential development are (in alphabetical order):

- **Brann Site**: fronting the 600 Block of Sutter Street and bounded by the Riley Street surface parking lot to the North, Scott Street to the West, and Sutter Street to the South
- **Lake Natoma Inn Site**: located adjacent to Lake Natoma Inn and bounded by Wool Street and the Lakes Shopping Center to the West, Lake Natoma Inn to the North, and Leidesdorff Street to the South.
- **Railroad Block**: located at the West end of the Railroad Block site and bounded by Folsom Boulevard to the West, Leidesdorff Street to the North, and Sutter Street to the South
- **The Sutter Street Property**: Available parcels fronting the 900 block of Sutter Street and bounded by Decatur Street to the East, Reading Street to the West, and a connecting alley to the North.
- **Trader's Lane Site**: bounded by wool Street to the West, Leidesdorff to the North, Riley Street to the East, and the alley abutting the back of the Sutter Street shops and restaurants to the South.

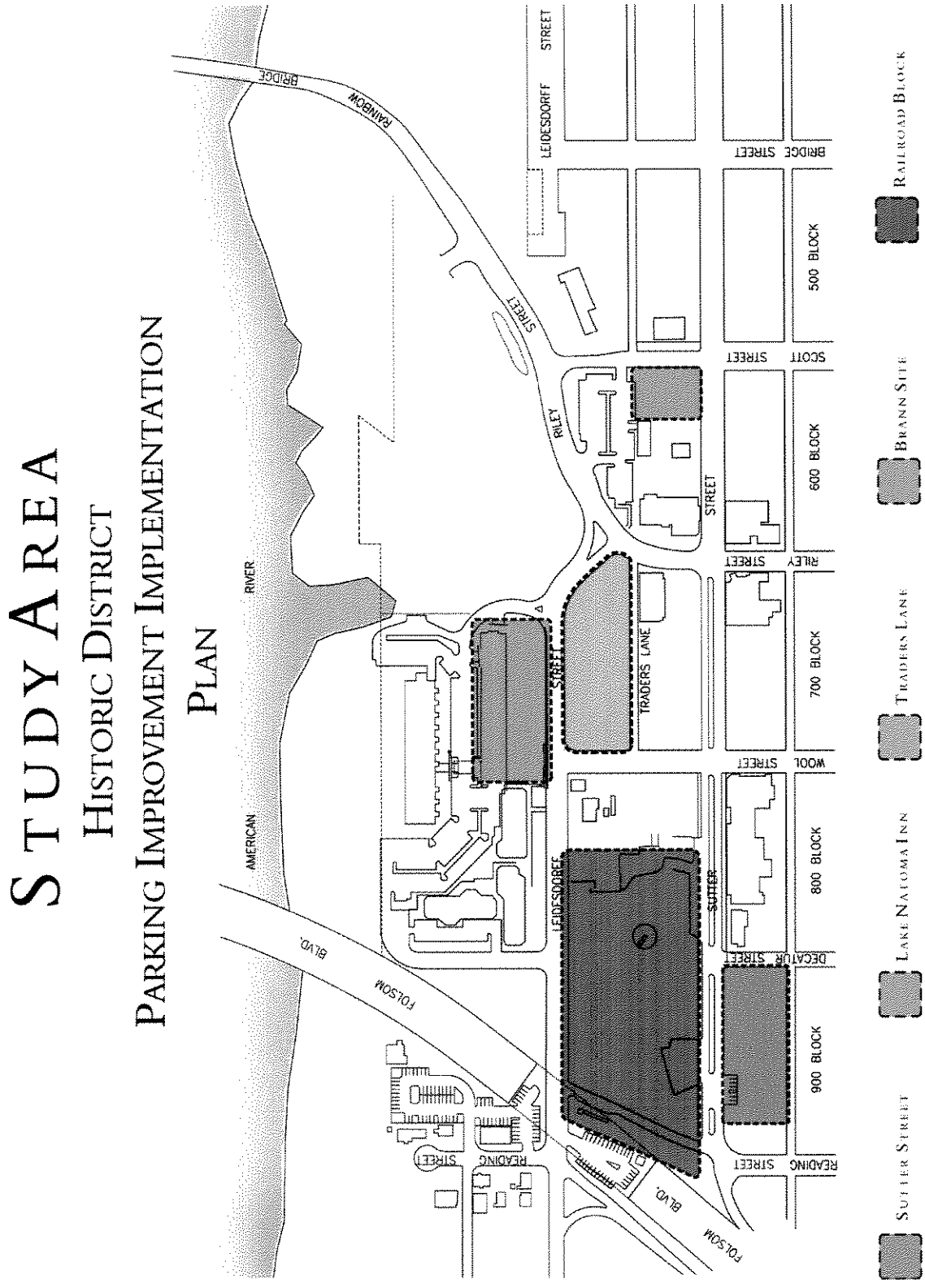

Figure 1 – Study Area Map

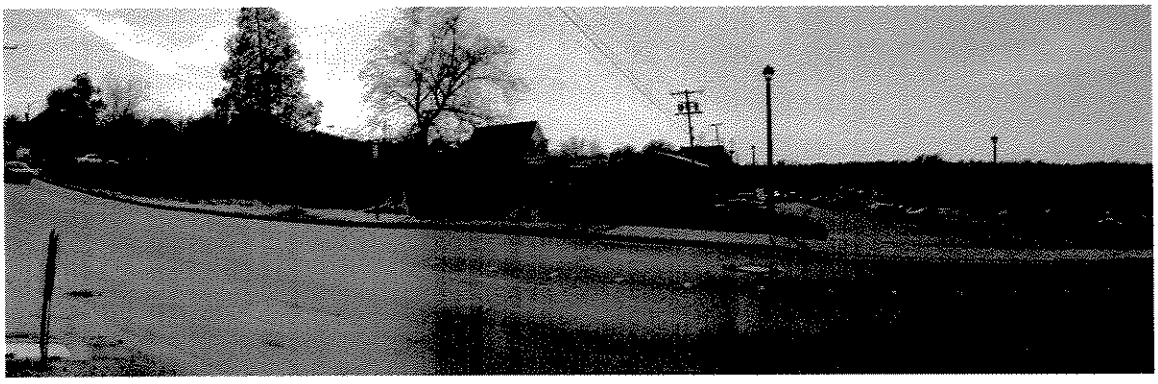

Figure 2 – Brann Site

Figure 3 – Lake Natoma Inn Site

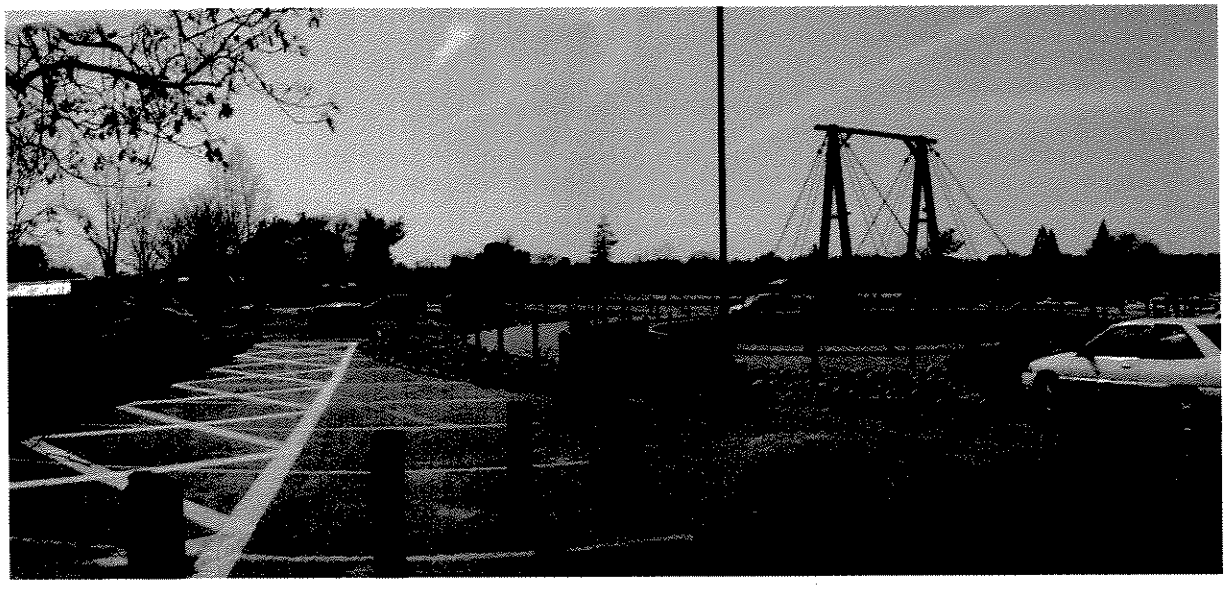

Figure 4 - Railroad Block Site

Figure 5 - Trader's Line Site

2.2 Parking Characteristics

At the initial writing of this report the project area had a total of 898 off-street parking spaces in 12 lots and 235 on-street parking spaces (See Figure 6); There are 600 off-street and 205 on-street spaces (not counting Lake Natoma Inn and The Lakes Shopping Center.). Any City owned property that currently accommodates parking was included in these counts regardless of future development plans. The largest parking inventories are located at the Railroad Block , Traders Lane and the Lake Natoma Inn at 240, 136 and 238 parking spaces, respectively.

To re-confirm and validate previous assessments of the parking demand in the Historic District in earlier studies parking occupancy counts were taken on a weekday (March 23, 2000), every two hours from the hours of 10 a.m. to 8 p.m. Complete breakdowns of the on-street and off-street parking inventories and their occupancies are included as Table 1 and Table 2 respectively. While the design team did not take parking counts during special event periods, our findings regarding weekdays are consistent with the weekday observations noted by Fehr & Peers Associates' Parking and Circulation Study dated December,1999 (Reference 8).

Overall, weekday on- and off-street parking demand peaks at 2 p.m. at 42% and 57%, respectively. While this number suggests that parking inventory may meet current demand during the weekday, localized high parking volumes occur throughout the day.

Specifically, the off-street lot on Trader's Lane (Block 9a) experienced its highest volume of 104% at 6 p.m. (note: volumes in excess of 100% indicate that no spaces remain in designated parking areas, and that vehicles are being parked in non-designated space, and in some cases parked illegally). The parking lots located on the Railroad Block directly across the street from Trader's Lane also experienced very high demand at times throughout the day. The smaller lot with 5 spaces located on Wool Street was 100% occupied at both 12 p.m. and 8 p.m. The larger lot containing 28 parking spaces on the corner of Wool and Sutter Streets had its peak period between 12 p.m. and 2 p.m. at 100% occupancy but was still relatively full the remainder of the day with occupancies over 80%. The on-street parking spaces in the vicinity of Trader's Lane on Wool Street North of Sutter Street were occupied between 63% and 100% most of the day.

Another area of localized high demand is Block 12, north of Leidesdorff Street. The lot on this block (adjacent to the Chevy's restaurant) experienced its highest volume of 94% between the hours of 6 p.m. and 8 p.m. and overflowed into the parking lot across Gold Lake Drive. The lot was between 76% and 93% occupied at these times. The on-street parking in this area peaked at the same times as the off-street parking, although its volumes were not as high as the off-street lots.

The parking lot located on Block 10 (near the corner of Riley and Sutter Streets) contains 19 parking spaces. Its peak demand period was 6 p.m., with occupancy at 111%.

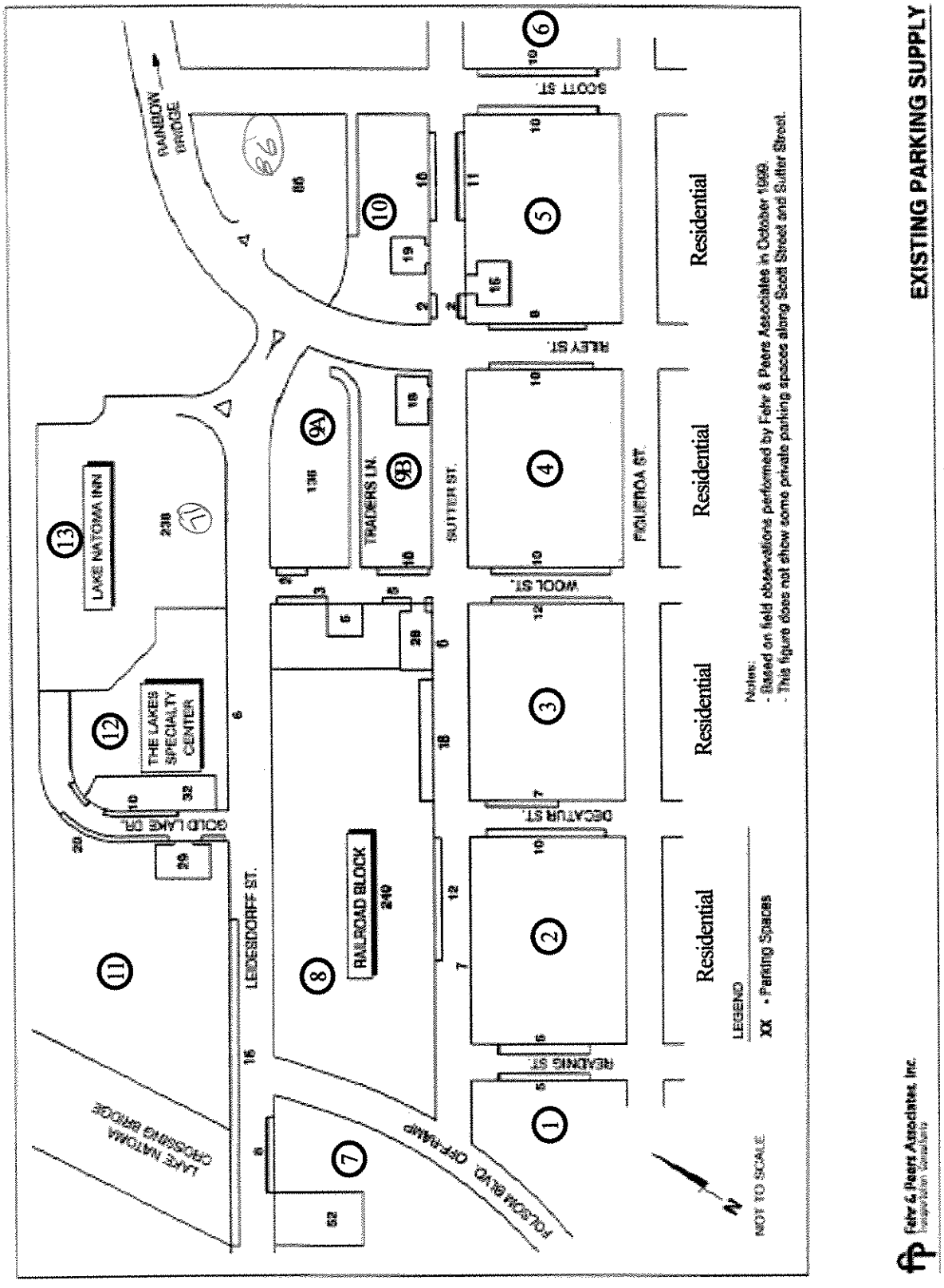

Figure 6 - Scope of Parking Occupancy Counts – March 2000

Table 1: On-Street Parking Inventory and Occupancy Counts – March 23, 2000

Block #	Face	Inventory	10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.	8 p.m.
1	East	5	0%	0%	0%	0%	0%	0%
2	North	7	0%	0%	14%	14%	0%	0%
	West	5	0%	0%	0%	0%	20%	0%
	East	10	10%	10%	0%	0%	10%	20%
3	West	7	29%	29%	29%	29%	14%	14%
	East	12	25%	58%	50%	33%	8%	25%
4	West	10	40%	90%	60%	60%	40%	40%
	East	10	10%	50%	50%	30%	20%	30%
5	North	13	62%	46%	62%	62%	46%	46%
	West	8	38%	13%	50%	50%	25%	75%
	East	10	20%	20%	20%	10%	20%	10%
6	West	10	10%	20%	10%	0%	0%	0%
7	North	8	0%	0%	0%	0%	0%	0%
8	South	36	47%	67%	58%	42%	36%	39%
	East	8	38%	75%	75%	63%	88%	75%
9(a)	West	2	50%	100%	100%	100%	100%	100%
9(b)	West	10	30%	80%	90%	80%	90%	30%
10	South	12	25%	58%	75%	58%	33%	58%
11	South	16	0%	0%	0%	0%	0%	0%
	East	20	0%	0%	35%	10%	15%	80%
12	West	10	30%	30%	60%	40%	60%	80%
	South *	6	50%	17%	67%	0%	33%	50%
	Total	**235**	**25%**	**37%**	**42%**	**31%**	**28%**	**36%**

*Note updated inventory - addition - from 1999 Fehr and Peer Study

Table 2: Off-Street Parking Inventory and Occupancy Counts – March 23, 2000

Facility Information			Percent Occupied					
Block #	Lot ID#	Inventory	10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.	8 p.m.
5	1	15	13%	53%	53%	40%	33%	40%
7	1	52	0%	0%	0%	0%	0%	0%
8	1	240	9%	22%	30%	11%	15%	44%
	2	5	20%	100%	60%	60%	20%	100%
	3	28	68%	100%	100%	89%	89%	82%
9(a)	1	136	51%	76%	88%	73%	104%	74%
9(b)	1	18	33%	50%	67%	72%	83%	78%
10	1	86	17%	17%	19%	21%	17%	22%
	2	19 *	47%	68%	79%	58%	111%	100%
11	1	29	10%	41%	76%	28%	76%	93%
12	1	32	28%	34%	84%	50%	94%	94%
13	1	238	57%	68%	79%	76%	69%	56%
	Total	**898**	**32%**	**47%**	**57%**	**45%**	**53%**	**54%**

* Note updated inventory figure - since 1999 Fehr and Peer study

2.3 Demand Projections

According to the Folsom Historic Railroad Block Urban Design Master Plan, with a few exceptions for hotel and theater parking, the Historic District operates under one broad parking requirement of 1 parking space per 350 SF of land use. It assumes that the appropriate amount of parking will be provided based on an average of high and low volume uses. In an area with a wide variety of high and low volume uses, the scenario may produce an acceptable number of parking spaces. With the exception of a few "hot spots" in the Trader's Lane and Lakes Specialty Center, this requirement appears to be meeting the needs of the district adequately at this time.

However, the existing "hot spots" indicate a potential issue with using the District's general ratio. The high-demand areas of the Historic Dstrict are those whose main land uses are restaurants. Restaurants can generate greater parking demand than other patron-oriented land uses such as retail and theater, with a typical demand pattern of 7 cars per 350 SF of building area.

A survey of restaurants in the Historic District demonstrates the high density of this land use type. Table 3 shows the seating occupancy of the Historic District restaurants by block. While the concentration of restaurants adjacent to the Trader's Lane site is of concern, this table indicates that parking in other areas of the District also needs to be addressed. For example, the region east of Wool Street that includes Trader's Lane, the 600 Block along Sutter Street and the 700 Block along Sutter Street currently houses 1,159 restaurant seats. The region west of Wool Street that includes The Lakes Specialty Center and the 800 Block of Sutter Street currently contains approximately 864 seats, and another 100 seat restaurant is proposed.

If the parking calculations were made according to the City's restaurant parking ratio for the area outside the Historic District (one parking space per three seats), the 2,100 restaurant seats in the area would generate a demand for 700 parking spaces. By the design team's calculations (utilizing industry standard parking demand ratios), at a peak dining hour the restaurants would generate a demand for 660 patrons spaces and 280 employee spaces, or 940 spaces.

Though restaurant demand does not in of itself point to the need for a higher parking ratio, the City of Folsom should monitor the District's land use and development proposals carefully in order to perpetuate the delicate balance of high and low parking demand. If new development is at all weighted towards the restaurant trade – and in particular, if restaurant development is to continue in the Trader's Lane or Lakes areas -- a higher ratio than the current 1 space/350 SF should be considered.

Table 3: Folsom Historic District Restaurant Seating Capacity

Block	Location	Name	Occupancy Limit	Total
800	Lakes Specialty Center			436
	(Across from 800 Block of Leisdesdorff)	Chevy's	106	
		Courtyard Café	44	
		Thai Siam	100	
		Paragary's	96	
		Akio Sushi	90 (est.)	
800	Along Sutter Street			528
		Remo's Pizza	92	
		Sutter St. Grill	56	
		Hop Sing	140	
		Balcony Café	140	
		(Proposed)	100	
700	Trader's Lane			676
		Hacienda Del Sol	229	
		Pizzeria Classico	50	
		Snooks	40	
		Yaeger's	128	
		Lanza's	195	
		Bar	34	
700	Along Sutter Street			190
		Patsy's	55	
		Chrismen's	55	
		Folsom Hotel Dining	80	
600	Along Sutter Street			293
		Powerhouse	149	
		Jitters	44	
		Savoy	100 (est.)	
		TOTAL RESTAURANT OCCUPANCY		2123

2.4 Effective Supply

Another concept to consider when pursuing the amount and placement of parking is the concept of effective supply. A parking system operates at optimum efficiency at somewhat less than its actual capacity. It is unrealistic to expect an arriving visitor to an area to find the last available parking space without significant frustration and the resulting perception that parking is inadequate. Therefore, it is important to have a cushion of extra spaces in the supply to account for operating fluctuations, vehicle maneuvering, misparked vehicles, construction, etc. This cushion of spaces is known as the effective supply.

The factors that affect the degree of adjustment required to compensate for effective supply include the size of the parking system, the type of spaces (on-street or off-street), the type of users (familiar or unfamiliar), the degree of turnover, etc. Generally, on-street parking requires a greater cushion of spaces because it is high-turnover parking with more unfamiliar users, and because if a reasonable number of empty spaces are not available, cars circling to find the last remaining spots will slow traffic. We recommend an effective supply of 85% of full inventory for on-street parking. Off-street parking has a smaller effective supply cushion, since they concentrate spaces more efficiently. In the case of the historic district of Folsom, an effective supply of 90% is recommended.

In order to maximize parking efficiency, it is recommended that all short-term patron parking be provided in the parking structure's most convenient locations. Long-term employee parking can be located in selected areas of the garage, either in the uppermost levels or lower subterrean levels. Parking time limits in conjunction with appropriate monitoring techniques such as tire marking and ticketing can alleviate employee misuse of patron spaces.

As the patrons' parking demand increases and available parking becomes more limited, employee parking can be shifted off-site. Employees will either walk from these off-site locations or be shuttled in. This would also be the case during special events when all off-street parking may need to be reserved for patrons only.

Finally, it is suggested that an area wide Transportation Demand Management program be implemented to assist employees with commuting issues. By encouraging the use of public transit, carpooling, walking or bicycling to work, valued parking spaces can be made available for patron use.

PARKING IMPROVEMENT
SITE EVALUATION

GORDON H CHONG
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3.1 Conceptual Parking Improvements

In order to accurately evaluate each of the sites relative to their development potential, the design team, with the assistance of City staff, first determined the "base case" build-out scenario for each site. The location of the four sites for parking structures is shown in Figure 7. The concept parking layouts from current proposals and previous studies were used in the evaluation. The number of parking spaces actually provided in a parking structure on each site will depend on the final design.

RAILROAD BLOCK SITE (Options A and B)
Option A: Based on the parking layout presented in the 1997 Parking Feasibility Study (Reference 2), a three level parking structure was envisioned with one level below-grade and two above grade. This layout provided 326 parking spaces. See Figures 8 and 9.
Option B: Since the original Railroad Block Masterplan was engineered the city entertained development proposals and currently has one under consideration. Railroad Block Site option B takes into account this development proposal and based on what information has been developed, evaluates the site under the same criteria used for other sites.

TRADER'S LANE SITE
Based on the parking layout presented in the 1997 Parking Feasibility Study (Reference 2), a parking structure at Trader's Lane would have one level below-grade, one level at grade, and one level above grade. It could contain 412 parking spaces in "camel-back" layout with entry/exit lanes at Leidesdorff Street and at Wool Street. See Figures 10 and 11.

LAKE NATOMA INN SITE
For the Lake Natoma Inn Site, the parking layout prepared by Carlton Engineering Inc. of Shingle Springs, CA has four levels built against the hillside on the south side of Leidesdorff Street, with the upper-most level at grade with Leidesdorff Street. This layout could provide 332 parking spaces. See Figures 12, 13 and 14.

BRANN SITE
The Brann site at the northwest corner of Scott and Riley Streets is a new site for parking structure and therefore does not have any previous conceptual parking layouts. The design team developed a "base-case" concept for this site which consists of a two level parking structure, with one level at grade with the existing Riley Street surface parking lot and the upper level at grade with Sutter Street. See Figures 15 and 16.

SUTTER STREET PROPERTY:
The Sutter Street Property is the most recent site added to this study, and has no previous conceptual parking layouts. The design team has developed a "base – case" concept for this site consisting of a three level parking structure with a bank of retail space fronting Sutter Street.

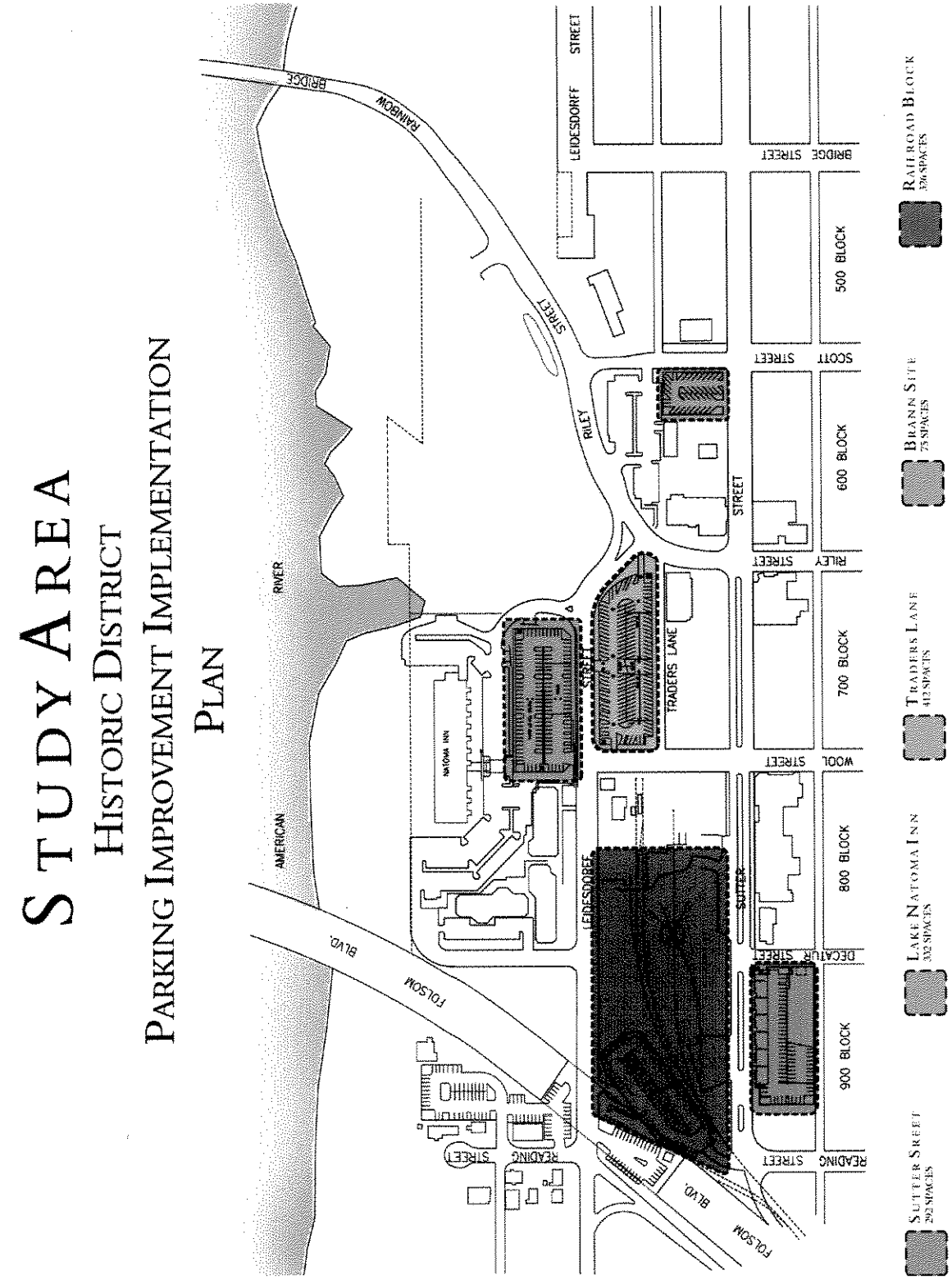


Figure 7 – Parking Structure Sites In the Historic District

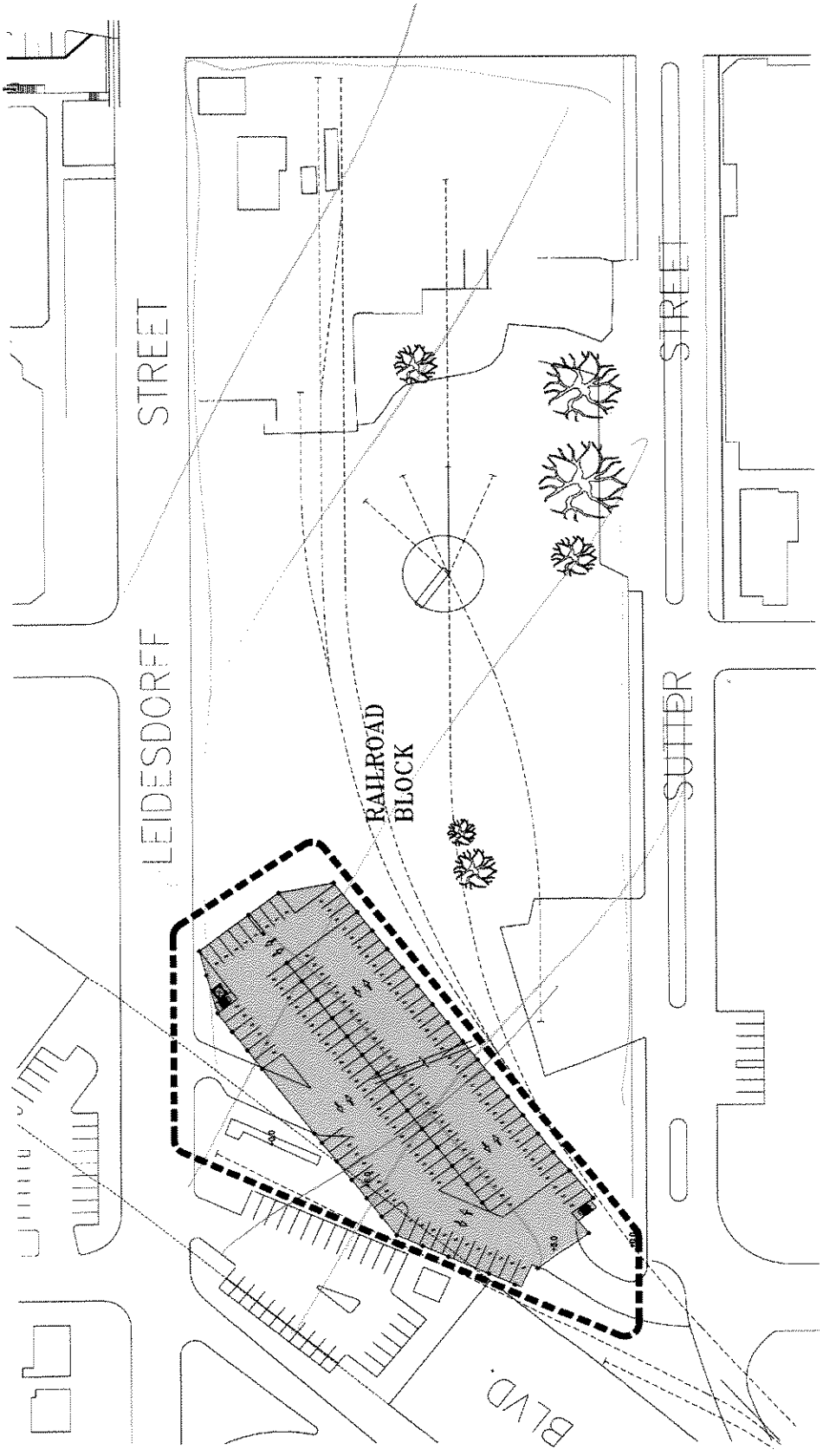


Figure 8 - Railroad Block Parking Structure Site Plan – Option A

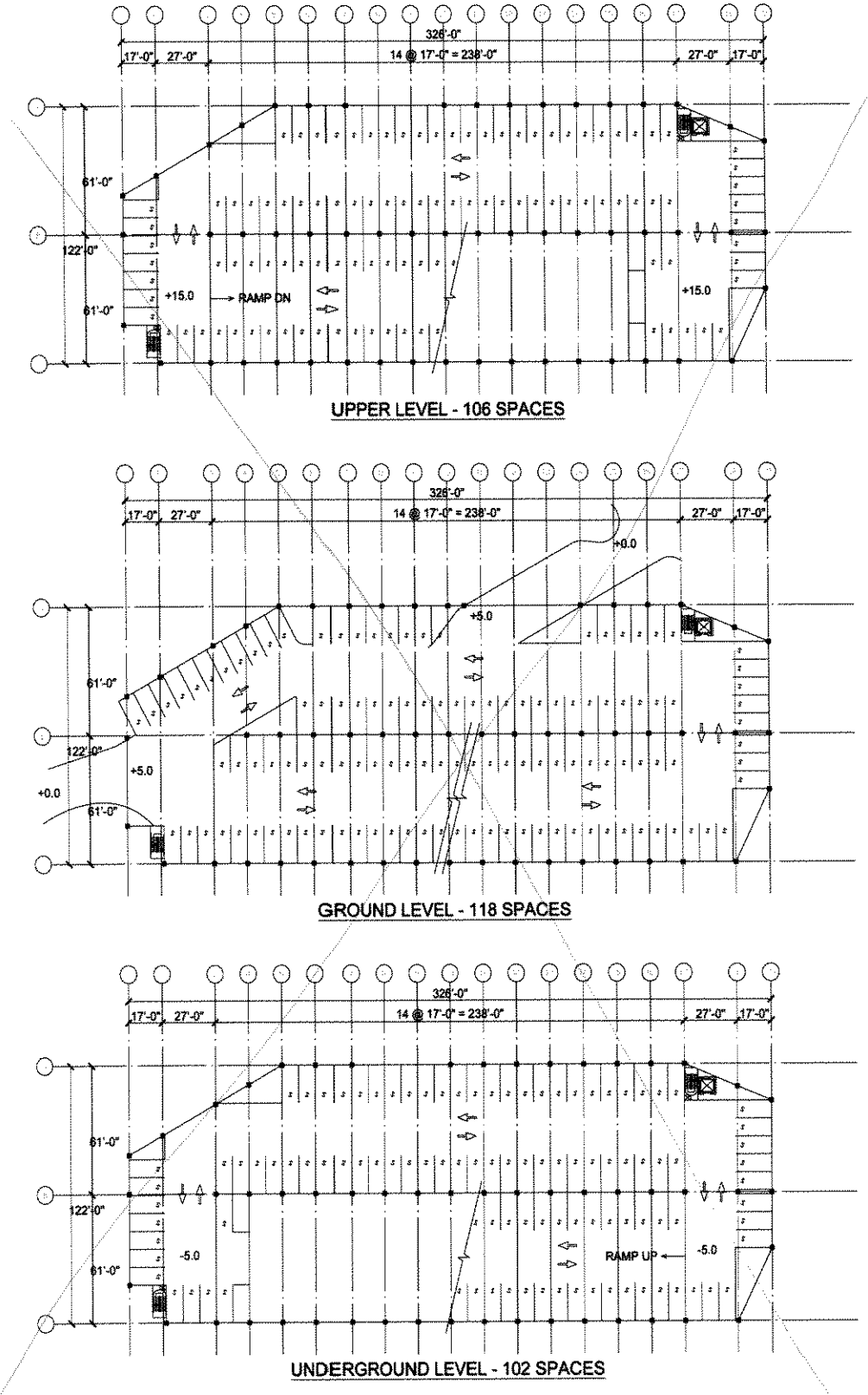


Figure 9- Railroad Block Parking Structure Floor Plans – Option A
(Total Parking Spaces = 326 from Reference 2)

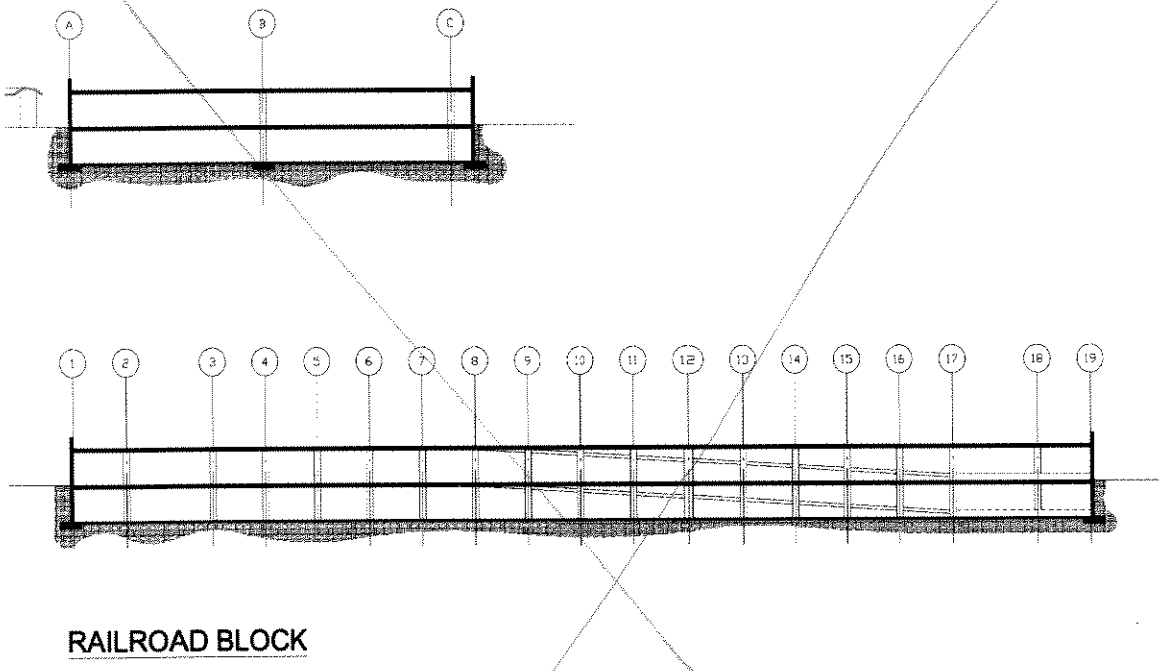


Figure 10- Railroad Block Parking Structure Section – Option A

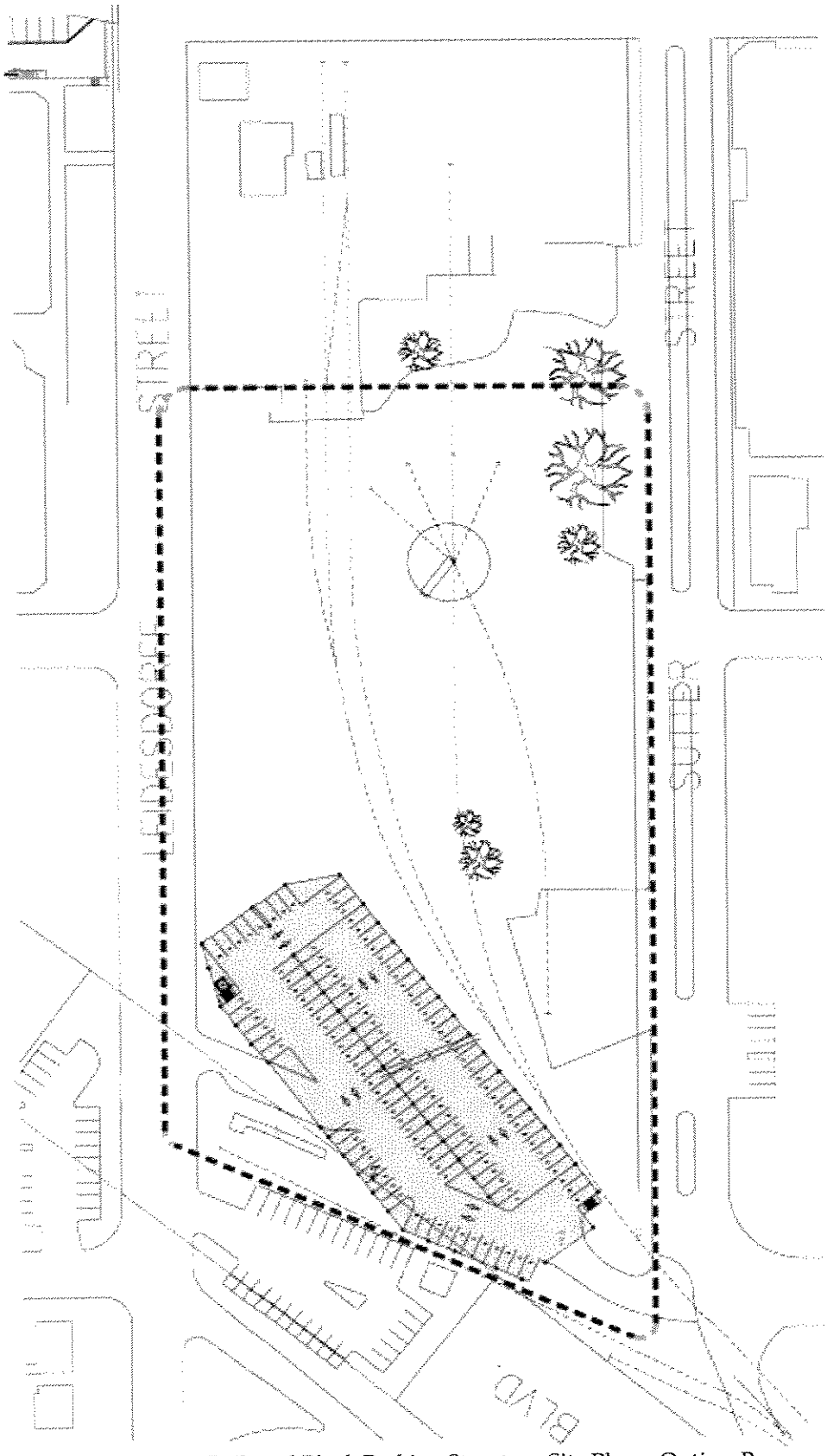


Figure 11 - Railroad Block Parking Structure Site Plan – Option B

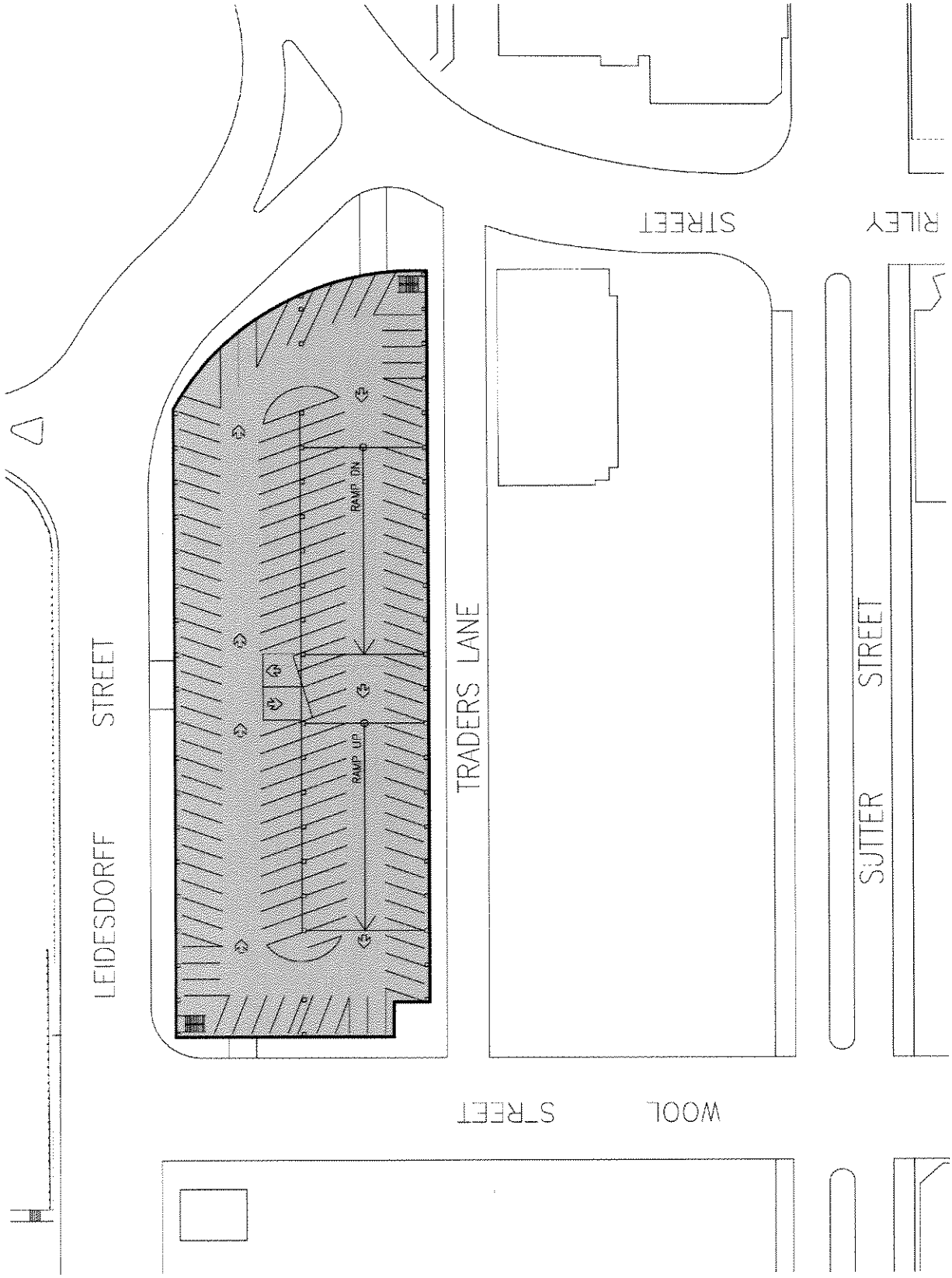
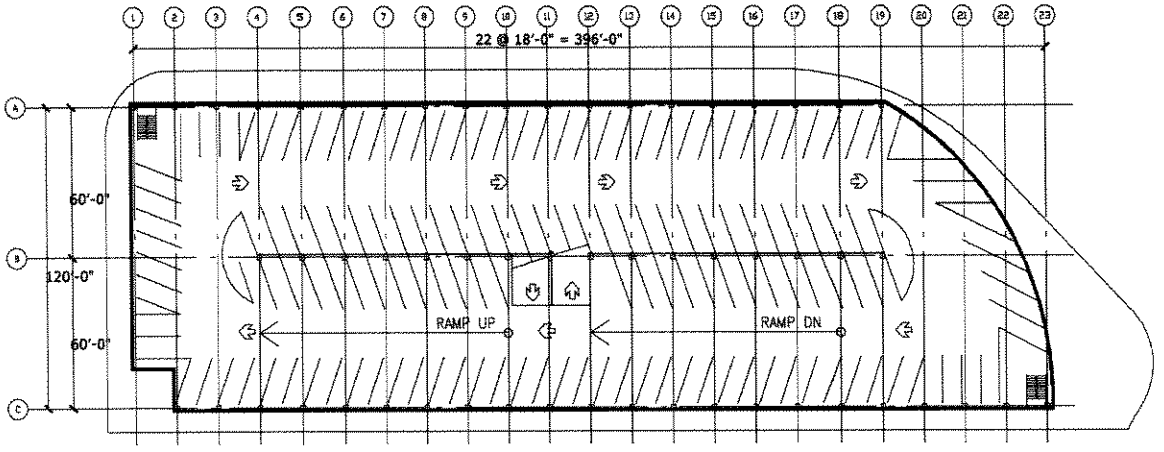
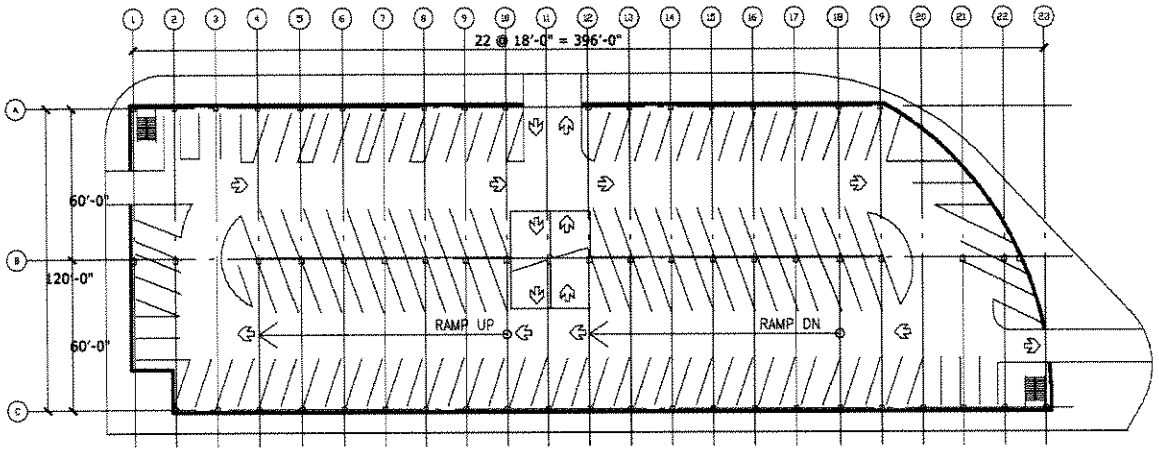


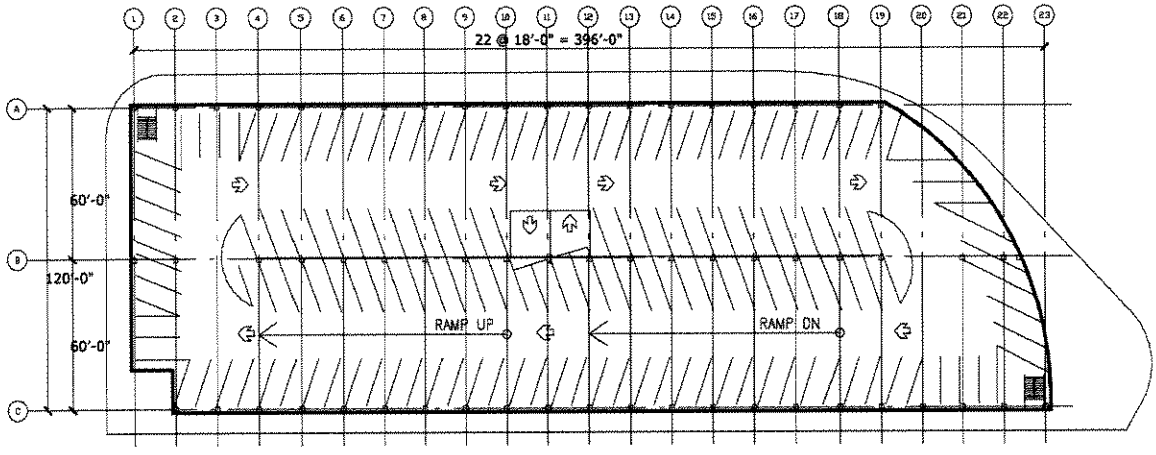
Figure 12 - Trader's Lane Parking Structure Site Plan



UPPER LEVEL - 146 SPACES

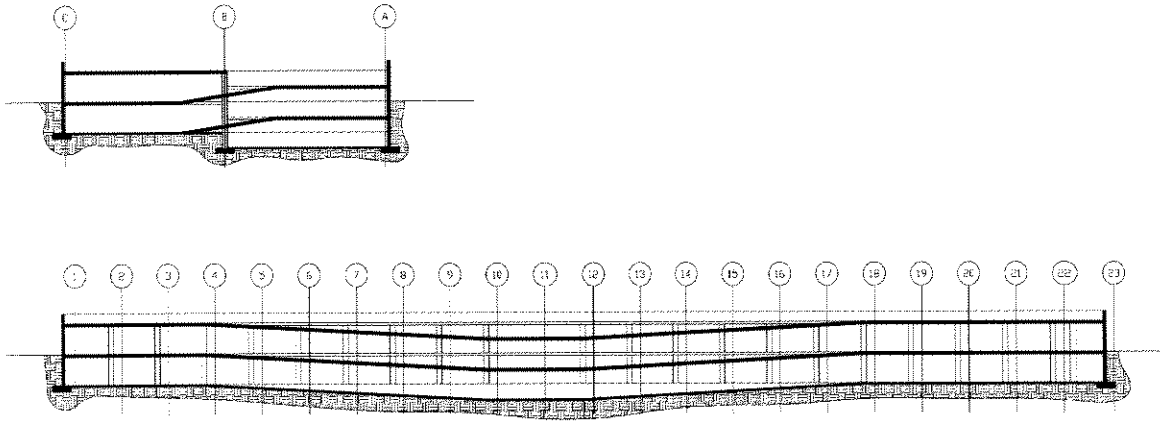


GROUND LEVEL - 129 SPACES



UNDERGROUND LEVEL - 137 SPACES

Figure 13 - Trader's Lane Parking Structure Floor Plans
(Total Parking Spaces = 412 from Reference 2)



TRADER'S LANE

Figure 14- Trader's Lane Parking Structure Sections

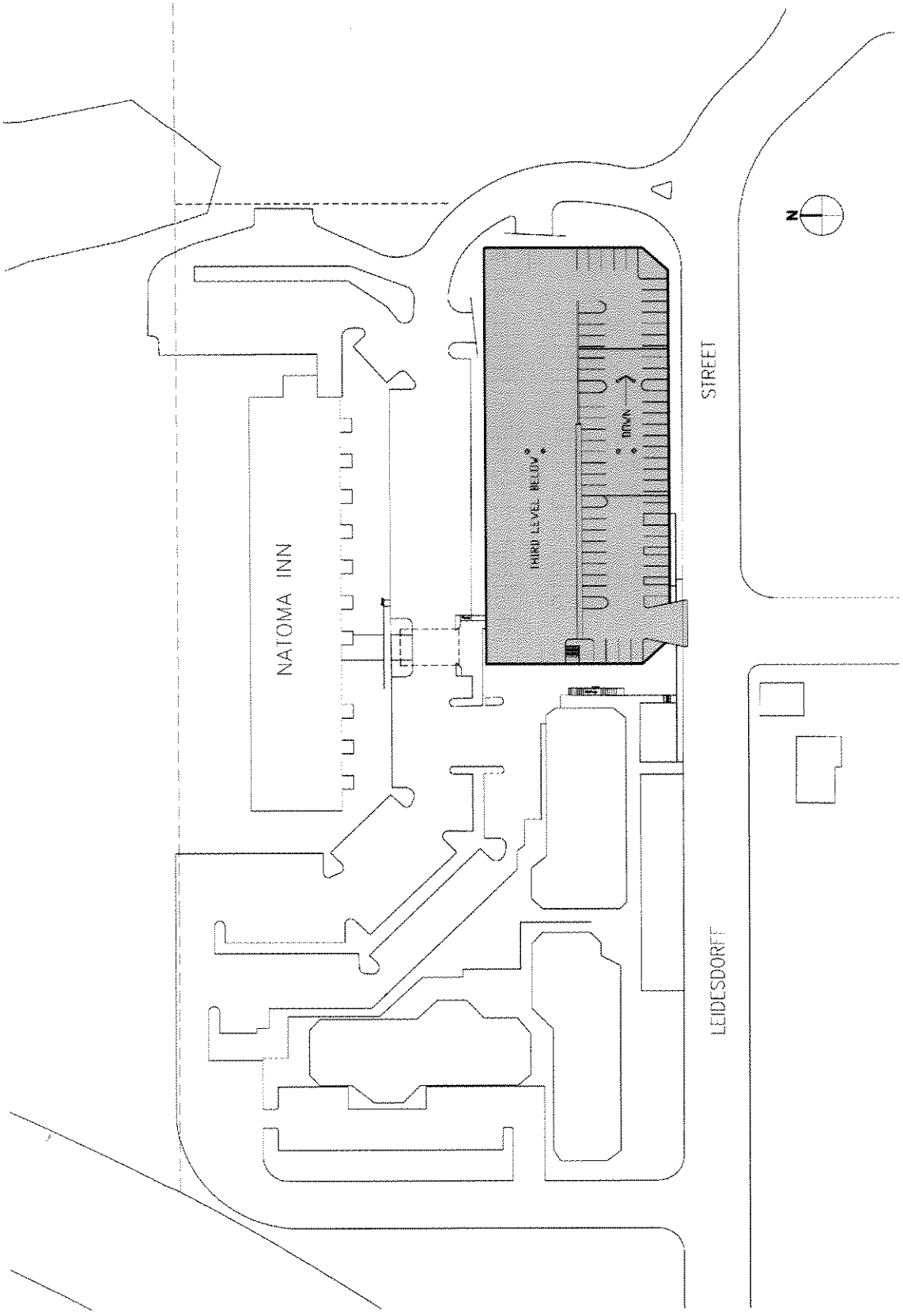
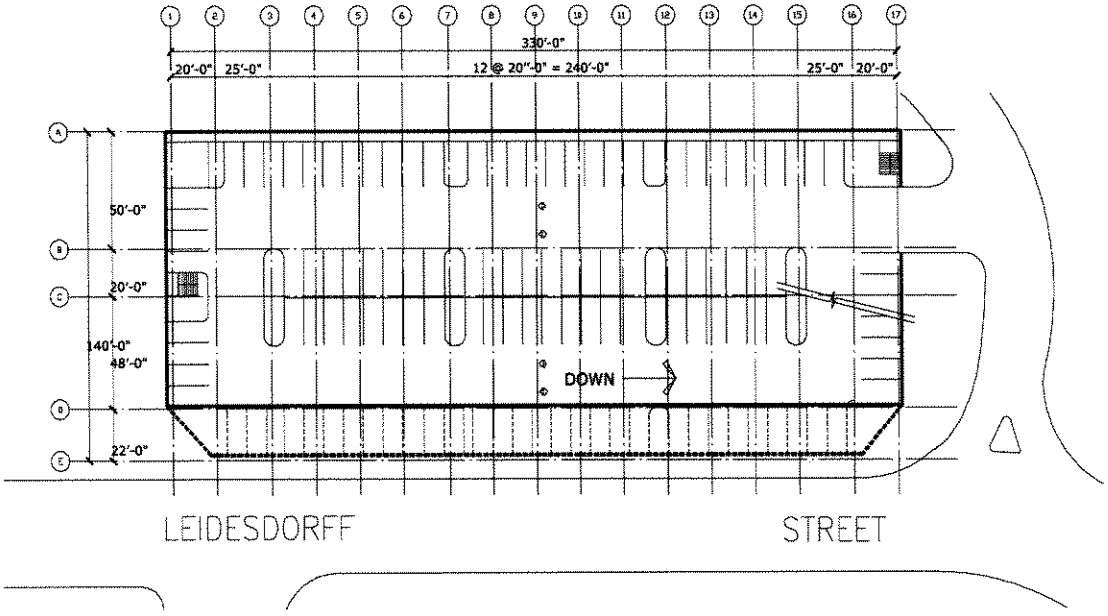
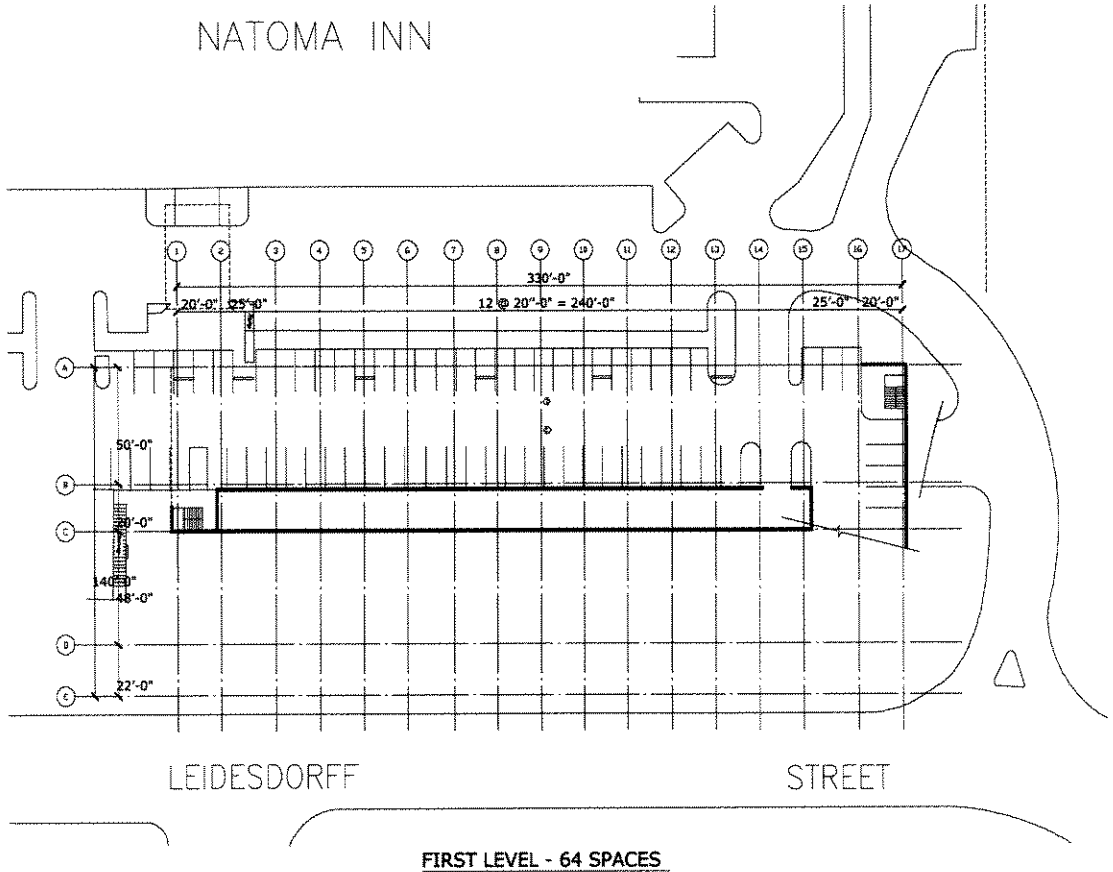


Figure 15 - Lake Natoma Inn Parking Structure Site Plan

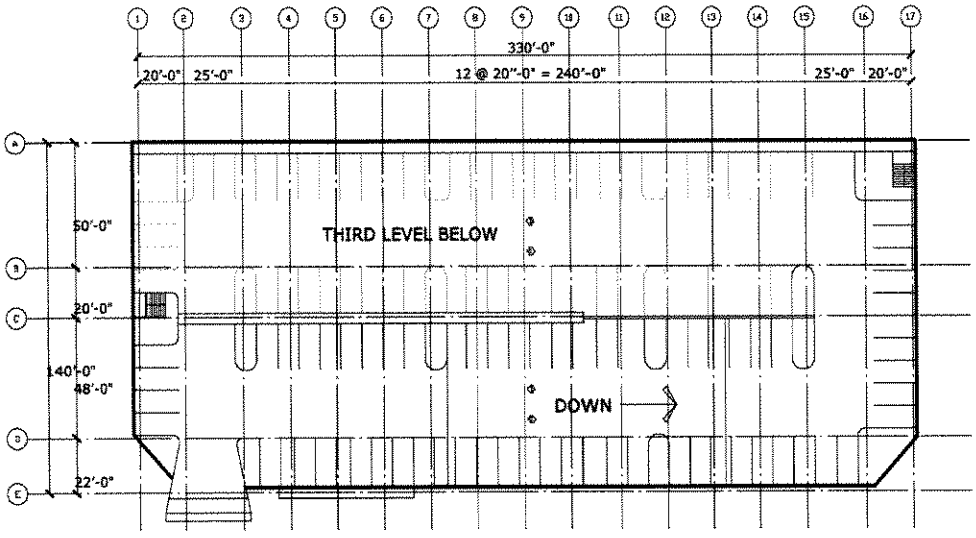


SECOND LEVEL - 90 SPACES

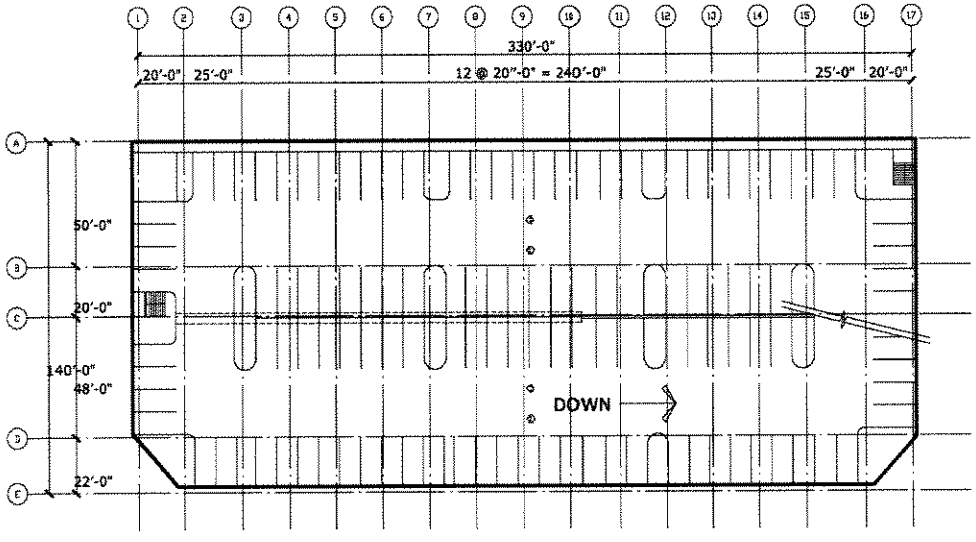


FIRST LEVEL - 64 SPACES

Figure 16 - Lake Natoma Inn Parking Structure Floor Plans
(Total Parking Spaces = 332, Ref. Carlton engineering, Inc)

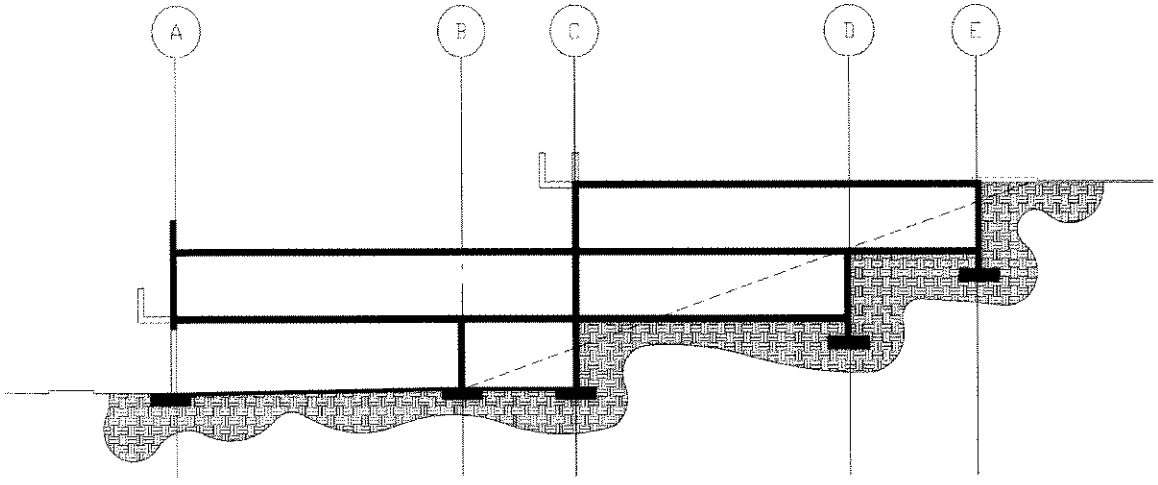


FOURTH LEVEL - 56 SPACES



THIRD LEVEL - 122 SPACES

Figure 17 - Lake Natoma Inn Parking Structure Floor Plans
(Total Parking Spaces = 332, Ref. Carlton engineering, Inc)



NATOMA INN

Figure 18 - Lake Natoma Inn Parking Structure Section

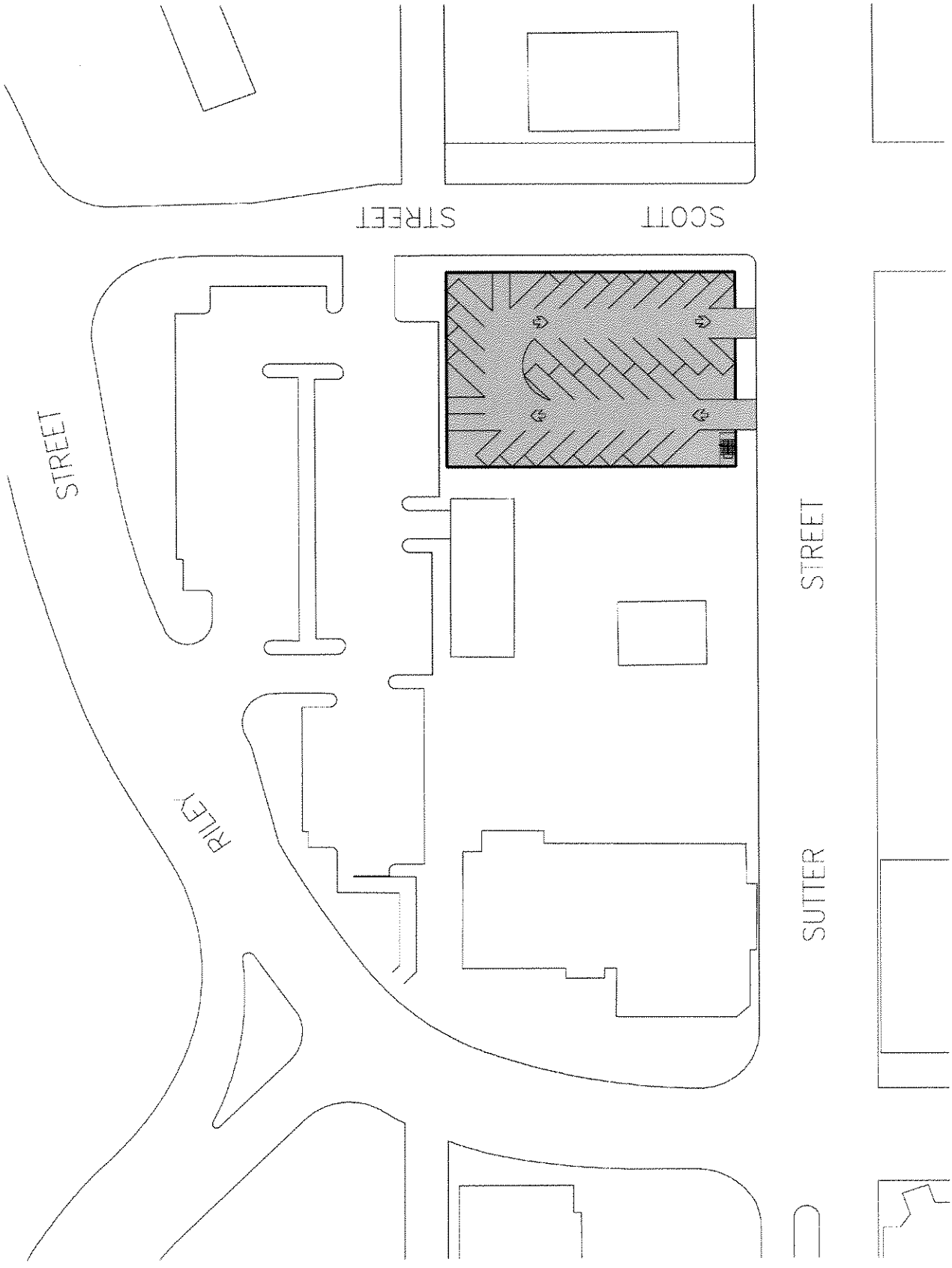
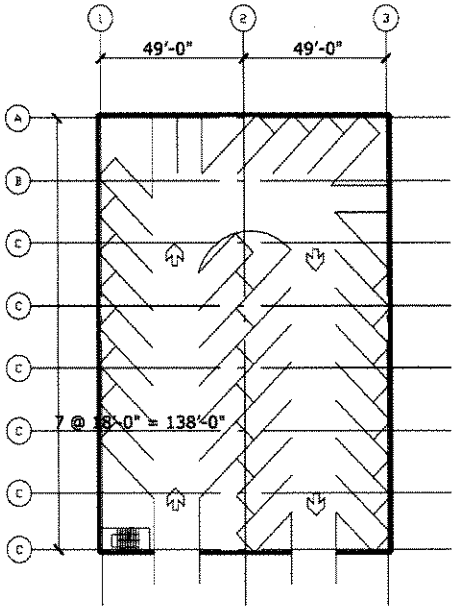
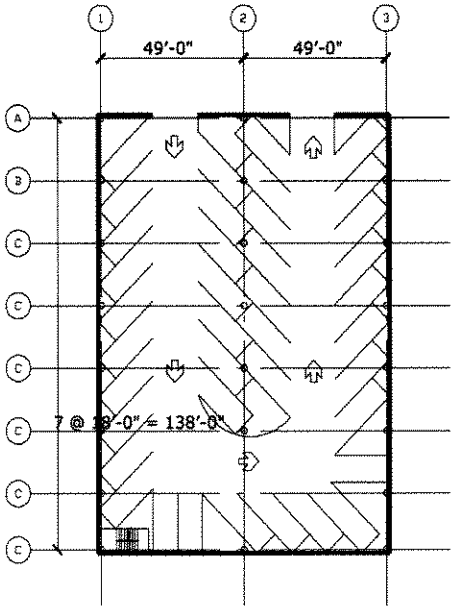


Figure 19 - Brann Site Parking Structure Site Plan

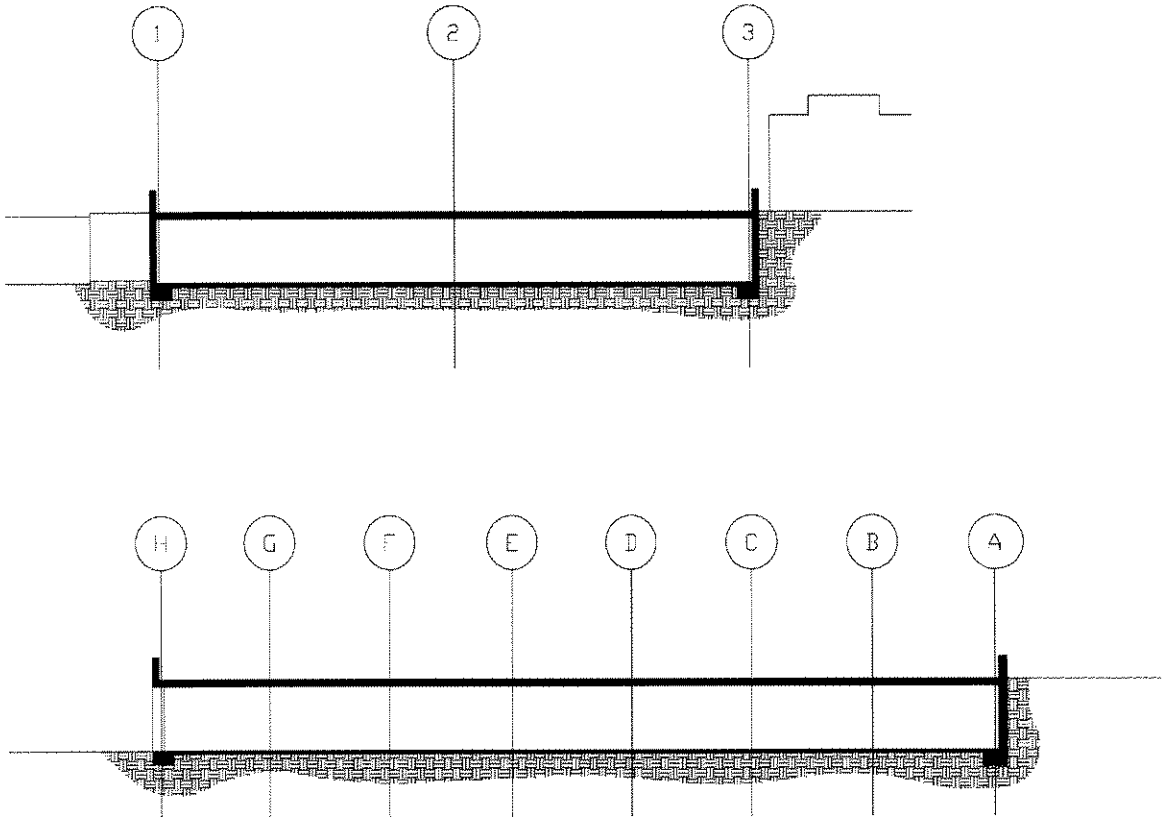


UPPER LEVEL - 36 SPACES



LOWER LEVEL - 39 SPACES

Figure 20 - Brann Site Parking Structure Floor Plans
(Total Parking Spaces = 75)



BRANN SITE

Figure 21 - Brann Site Parking Structure Sections

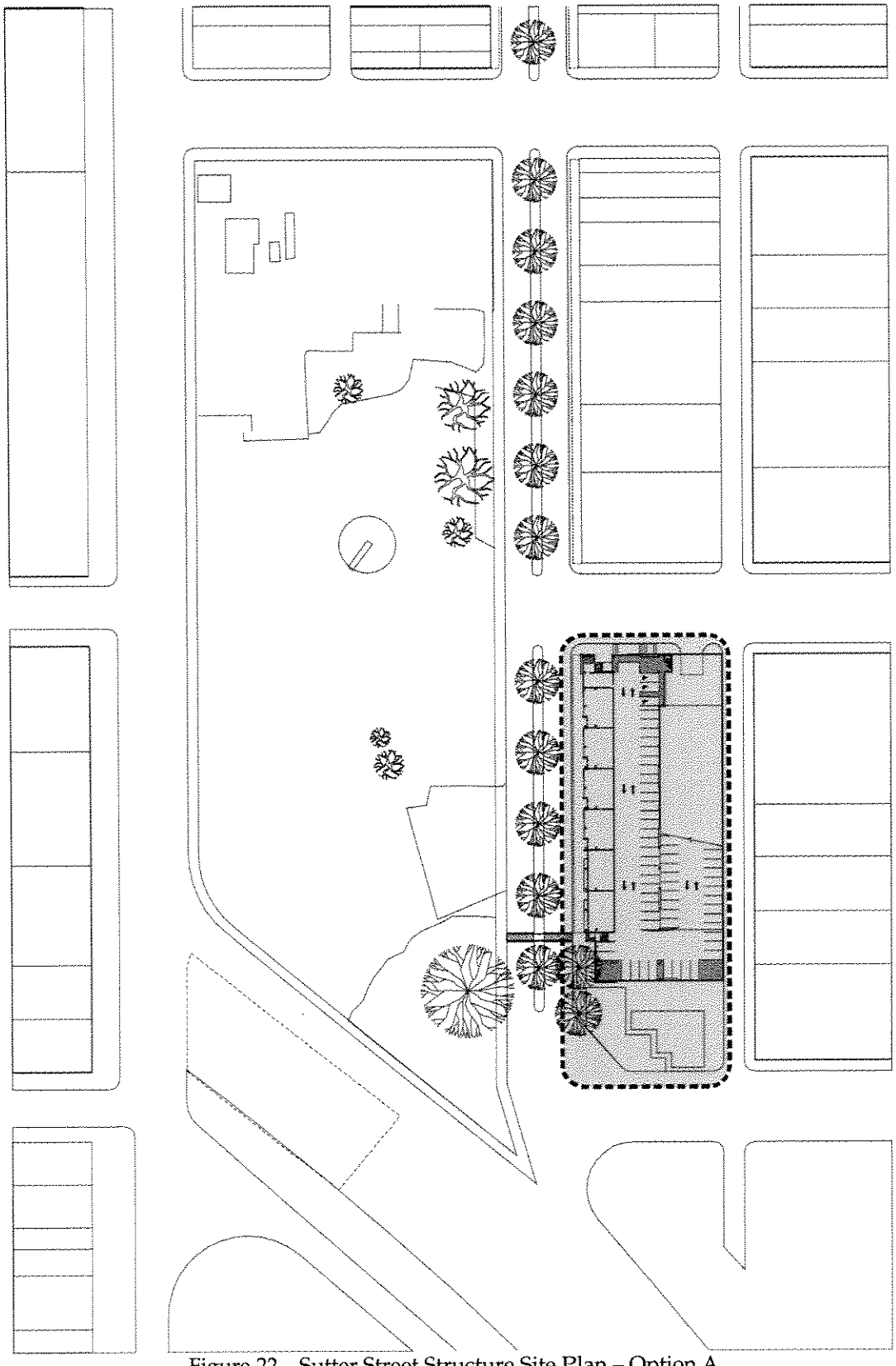
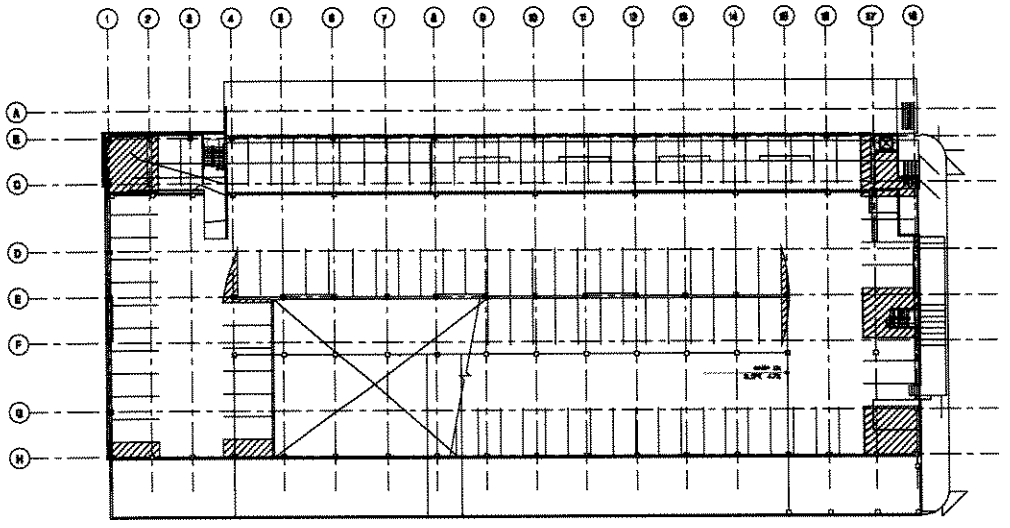
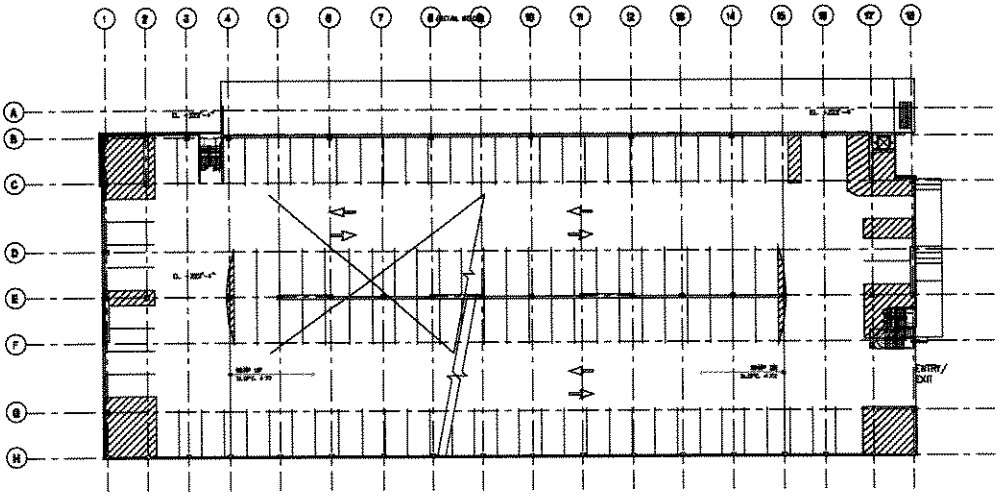


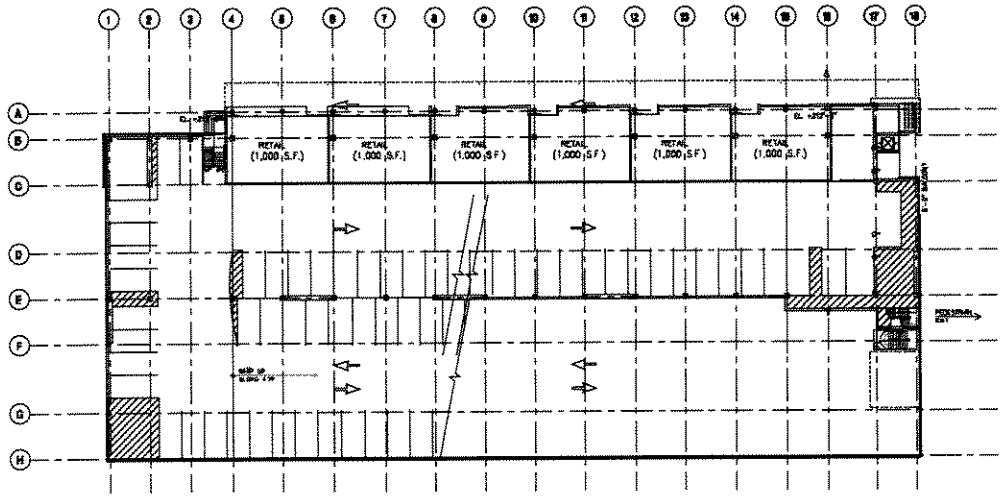
Figure 22 – Sutter Street Structure Site Plan – Option A



UPPER LEVEL - 110 SPACES



SECOND LEVEL - 119 SPACES



LOWER LEVEL- 50 SPACES

Figure 23- Sutter Street Parking Structure Floor Plans
(Total Parking Spaces = 256)

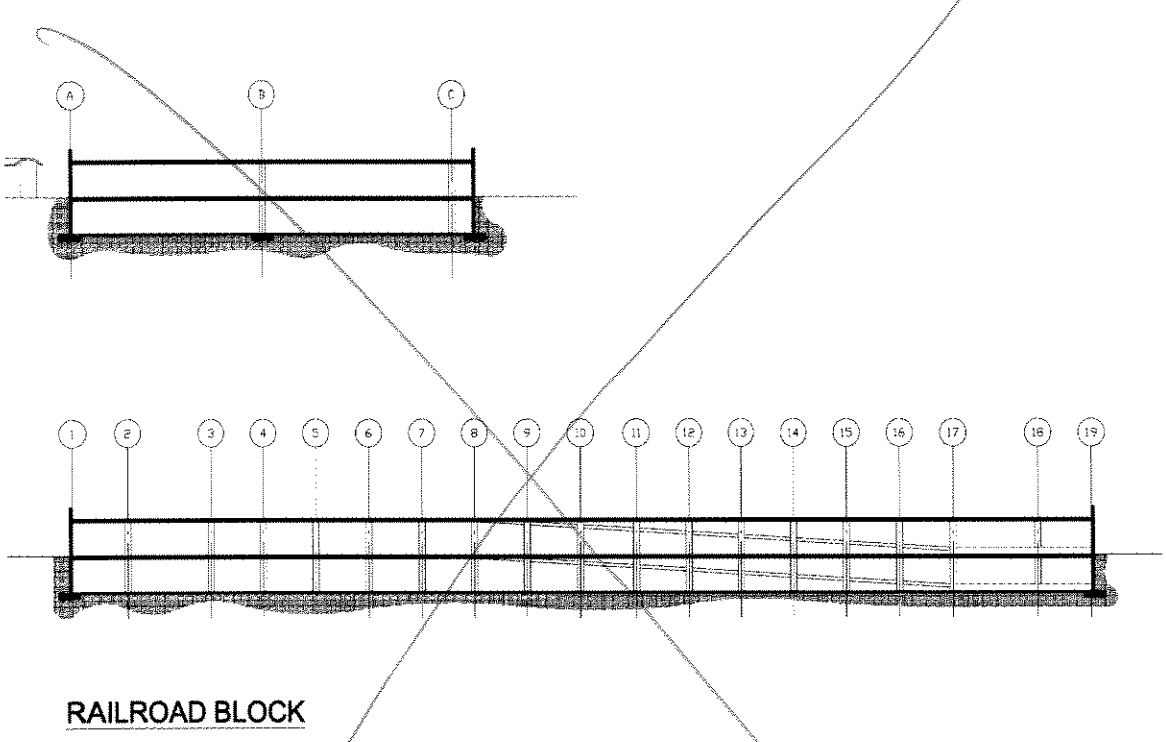


Figure 24- Sutter Street Parking Structure Section – Option A

3.2 Issues for Site Consideration

As previously stated, the design team organized the issues for site consideration into five principal categories:

- Parking Needs Considerations,
- Cost Considerations,
- Site Location Assessment,
- Implementation Issues, and
- Community Considerations.

Under each of these categories, a number of specific evaluation criteria have been developed. These are as follows:

1. **Parking Needs Assessment**
   a. Gross Space Contribution
   b. Net Space Contribution
   c. Historic District Future Demand Mitigation
   d. Current (localized) Demand Mitigation

Using the "base case" build-out scenarios, the gross number of spaces in the finished structure was determined, the net number of spaces created (gross minus that number of existing spaces displaced by the structure), how much each structure would mitigate the District's overall future parking demand, and finally, how each structure would mitigate the current localized parking demand in its immediate area. Net Space Contribution and Current Demand Mitigation were assigned the highest weights, with rankings based on how well each site fulfills its evaluation criteria.

2. **Cost Considerations**
   a. Capital Cost of Alternative
   b. Cost per Gross Space
   c. Cost per Net Space
   d. Financing Opportunities
   e. Operations and Maintenance Cost Considerations
   f. Parking Revenue Opportunities

Again using "base case" build-out scenarios, conceptual cost estimates were developed for each of the sites. As well, sources of funding, impact of possible construction phasing, operations and maintenance costs (life-cycle costs), and possible revenue opportunities were considered and evaluated for each of the sites. Cost per Net space was assigned the highest weight of all of the evaluation criteria in this category.

3. **Site Location Assessment**
   a. Proximity to Demand Generators
   b. Pedestrian Access from Site to Demand Generators
   c. Traffic Circulation and Impacts
   d. Land Acquisition Issues
   e. Site Physical Characteristics
   f. Potential for Expansion

Each of the sites fulfills its role as supporting the well-being of the Historic District in different ways, and this set of issues focuses on some of the less empirical factors leading to an evaluation.

How close and how good is the access from the site to the venues patrons will be visiting?
How will each site help in reducing visitor parking in adjacent residential areas?
Are there specific ownership issues or physical site characteristics that make one site easier or less costly to develop?
How does each site lend itself to building beyond the base case?

Of all of these issues, how a particular site would help alleviate parking in adjacent neighborhoods was most critical to members of the City Council, and therefore assigned the highest weight in this category.

4. **Implementation Issues**
   a. Interim Parking Space Disruption
   b. Impact of existing Business Activity
   c. Traffic Circulation/Impacts
   d. Construction Considerations
   e. Development Priority Options

This category focuses on the construction process, and how construction on each site impacts its general area. Three of the four sites require displacement of existing spaces to make way for construction. How many spaces will be displaced and for how long, and how easy will it be to accommodate that loss of parking, even on a temporary basis? The design team also heard from the public, specifically Historic district business owners, that disruption during construction is a critical issue; each site, because of its location and specific characteristics, will impact its immediate environment in a different way. Because the disruption issue is so critical, Interim Parking Space Disruption and Impact on existing Business Activity were assigned the highest weight.

5. **Community Considerations**
   a. Urban Planning/Urban Design Opportunities
   b. Mixed-use Opportunities
   c. Transit Options

This category evaluates urban design issues, and what potential each site has, to not only fulfill basic parking requirements, but to support the economic and historic values of the District through their design. The design team heard from the City Council, the HDC, and members of the public that potential for the inclusion of mixed-use opportunities is extremely important and as such, was assigned the highest weight.

3.3 Alternatives Evaluation

The following tables record, in matrix form, the evaluation process. Each of the five categories (with their corresponding evaluation criteria) are represented, and further detailed site-by-site. Each one of the evaluation criteria is weighted (level of importance). Then each site is scored for how it responds to the criteria in relationship to the other sites (ranked in descending order, '4' the highest score, '1' the lowest). The resulting score is the product of the criteria's weight and the site's score, or 'weighted score". These scores are added and summarized by category and as an overall total in Section 3.4.

Table 4 - Parking Needs Assessment Matrix

1	PARKING NEEDS ASSESSMENT SUMMARY														
				TRADER'S LANE		RAILROAD BLOCK Option A		RAILROAD BLOCK Option B		SUTTER STREET PROPERTY		NATOMA INN		BRANN SITE	
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**
a	Gross Space Contribution	Total number of new spaces in completed new structure	0.7	4.0	2.80	3.0	2.10	4.0	2.8	4.0	2.8	2.0	1.40	1.0	0.70
b	Net Space Contribution	Gross minus existing number of spaces displaced by construction	1.0	4.0	4.00	2.0	2.00	4.0	4.0	4.0	4.0	3.0	3.00	1.0	1.00
c	Historic District Parking Future Demand Mitigation	Net Future demand reduction is based on nearly doubling the retail/commercial space (from 187,000 SF to 336,000 SF) which would require 423 additional parking spaces	0.8	4.0	3.20	3.0	2.40	4.0	3.2	4.0	3.2	4.0	3.2	2.0	1.60
d	Current (Localized) Demand Mitigation	Current Localized demand reduction, factoring in existing spaces displaced by construction of the parking structure	1.0	4.0	4.00	2.0	2.00	2.0	4.0	4.0		1.0	1.00	3.0	3.00
	Sub-Total				**14.00**		**8.50**		**12.00**		**14.00**		**8.60**		**6.30**

Notes:

1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score " is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is highest score (ranked highest), and '1' is lowest.

"Weighted Score" is the product of "weight" and "score".

Table 5 - Cost Considerations Matrix

2	COST CONSIDERATIONS SUMMARY														
				TRADER'S LANE		RAILROAD BLOCK Option A		RAILROAD BLOCK Option B		SUTTER STREET PROPERTY		NATOMA INN		BRANN SITE	
	Evaluation Criteria:	Description:	Weight	Score	Wt'd Score	Score	Wt'd Score	Score	Wt'd Score	Score	Wt'd Score	Score	Wt'd Score	Score	Wt'd Score
a	Capital Cost of Alternative	Total hard and soft development costs	0.8	2.0	1.60	3.0	2.40	3.0	2.4	4.0	3.2	1.0	0.80	4.0	3.20
b	Cost Per Gross Space	Cost per gross space	0.6	3.0	1.80	4.0	2.40	4.0	2.4	4.0	2.4	2.0	1.20	1.0	.60
c	Cost Per Net Space	Cost per net space	1.0	4.0	4.0	1.0	1.0	1.0	1.0	4.0	4.0	3.0	3.0	2.0	2.0
d	Financing Opportunities	Net cost per space to RDA	1.0	2.0	2.00	4.0	4.00	4.0	4.0	4.0	4.0	3.0	3.0	3.0	3.00
e	O & M Cost Considerations	Operations and Maintenance cost of development option	0.7	2.0	1.40	3.0	2.10	3.0	2.1	4.0	2.8	1.0	0.70	4.0	2.80
f	Parking Revenue Opportunities	Parking revenue potential	0.5	4.0	2.00	3.0	1.50	3.0	1.5	4.0	2.0	2.0	1.00	1.0	0.50
	Sub-Total				**12.80**		**13.40**		**13.40**		**18.40**		**9.70**		**12.10**

Notes:

1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score " is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is highest score (ranked highest), and '1' is lowest.
3. "Weighted Score" is the product of "weight" and "score".

Table 6 - Site Location Assessment Matrix

3	SITE LOCATION ASSESSMENT SUMMARY														
				TRADER'S LANE		RAILROAD BLOCK Option A		RAILROAD BLOCK Option B		SUTTER STREET PROPERTY		NATOMA INN		BRANN SITE	
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**
a	Proximity to Demand Generators (destinations of businesses, event locations)	Analysis of site opportunity relative to location of principal demand destinations	0.8	4.0	3.20	2.0	1.60	2.0	1.6	3.0	2.4	1.0	0.80	3.0	2.40
b	Pedestrian Access to Demand Generators (destinations of businesses, event locations)	Analysis of geographic, topographic and urban barriers between location and destination	0.8	2.0	1.60	3.0	2.40	3.0	2.4	3.0	2.4	1.0	0.80	3.0	2.40
c	Traffic Circulation and Impacts	Vehicle circulation considerations/ relief of residential area impact	1.0	2.0	2.00	3.0	3.00	3.0	3.0	4.0	4.0	1.0	1.00	4.0	4.00
d	Land Acquisition Issues	Entitlement considerations/ timing/ ownership	0.7	3.0	2.10	4.0	2.80	4.0	2.8	3.0	2.1	1.0	0.70	2.0	1.40
e	Specify Property's Physical Characteristics (I.e., geotechnical issues, easements, utilities, etc.)	Site specific constraints	0.8	3.0	2.40	2.0	1.60	2.0	1.6	3.0	2.4	1.0	0.80	3.0	2.4
f	Potential for Expansion	Parking expansion potential beyond support of current/future demand	0.9	2.0	1.80	3.0	2.70	1.0	.90	4.0	3.6	1.0	0.90	4.0	3.60
	Sub-Total				**13.10**		**14.10**		**12.30**		**16.90**		**5.00**		**16.20**

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score " is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is highest score (ranked highest), and '1' is lowest.
3. "Weighted Score" is the product of "weight" and "score".

Table 7 - Implementation Issues Matrix

4	IMPLEMENTATION ISSUES SUMMARY														
				TRADER'S LANE		RAILROAD BLOCK Option A		RAILROAD BLOCK Option B		DECATUR PROPERTY		NATOMA INN		BRANN SITE	
	Evaluation Criteria:	Description:	Weight	Score	Wt'd Score	Score	Wt'd Score	Score	Wt'd Score	Score	Wt'd Score	Score	Wt'd Score	Score	Wt'd Score
a	Interim Parking Space Disruption (as well, difficulty/cost factor in providing relief parking)	Analysis of construction impacts to available parking, mitigation options	1.0	2.0	2.00	2.0	2.0	2.0	2.0	4.0	4.0	1.0	1.00	4.0	4.00
b	Impact on Existing Business Activity	Consequential impacts to business during construction	1.0	1.0	1.00	3.0	3.00	3.0	3.0	4.0	4.0	2.0	2.00	4.0	4.00
c	Traffic Circulation/Impacts (difficulty/cost factor in mitigation of potential impacts)	Consequential traffic circulation impacts during construction	0.8	2.0	1.60	4.0	3.20	4.0	3.2	4.0	3.2	1.0	0.80	3.0	2.40
d	Construction Schedule Considerations	Locational/site characteristics that may dictate a site's construct-ability and therefore, construction schedule	0.7	2.0	1.40	4.0	2.80	4.0	2.8	4.0	2.8	1.0	0.70	3.0	2.10
e	Development Priority Options	Relationship of parking improvement to Historic District development goals	0.6	3.0	1.80	4.0	2.40	4.0	2.4	4.0	2.4	2.0	1.20	1.0	0.60
	Sub-Total				**7.80**		**13.40**		**13.40**		**16.40**		**5.70**		**13.10**

Notes:

1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score " is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is highest score (ranked highest), and '1' is lowest.
3. "Weighted Score" is the product of "weight" and "score".

Table 8 - Community Considerations Matrix

5	COMMUNITY CONSIDERATIONS SUMMARY														
				TRADER'S LANE		RAILROAD BLOCK Option A		RAILROAD BLOCK Option B		DECATUR PROPERTY		NATOMA INN		BRANN SITE	
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**
a	Urban Planning/Urban Design Considerations and Opportunities	Site opportunities for Urban Design enhancement	1.0	2.0	2.00	4.0	4.00	4.0	4.00	4.0	4.00	2.0	2.00	3.0	3.00
b	Mixed-use Opportunities	Specific development opportunity of a site to integrate synergistic mixed-use component	1.0	2.0	2.00	4.0	4.00	4.0	4.00	4.0	4.00	2.0	2.00	3.0	3.00
c	Transit Options	Viability of site to support transit oriented needs	0.5	2.0	1.00	4.0	2.00	4.0	2.00	4.0	2.00	2.0	1.00	3.0	1.50
	Sub-Total				**5.00**		**10.00**		**10.00**		**5.00**		**2.50**		**7.50**

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is highest score (ranked highest), and '1' is lowest.
3. "Weighted Score" is the product of "weight" and "score".

3.4 Summary

Based on the design team's evaluation, the Railroad Block has the highest overall score (as shown in Table 9 below), and best responds to the criteria defined in the evaluation process.

TABLE 9 – OVERALL SUMMARY OF PARKING SITE EVALUATION SCORES

		SUTTER STREET PROPERTY	RAILROAD BLOCK Option B	RAILROAD BLOCK Option A	BRANN SITE	TRADER'S LANE	NATOMA INN
1	PARKING NEEDS ASSESSMENT	14.00	12.00	8.50	6.30	14.00	8.60
2	COST CONSIDERATIONS	18.40	13.40	13.40	12.10	12.80	9.70
3	SITE LOCATION ASSESSMENT	16.90	12.30	14.10	16.20	13.10	5.00
4	IMPLEMENTATION ISSUES	16.40	13.40	13.40	13.10	7.80	5.70
5	COMMUNITY CONSIDERATIONS	10.00	10.00	10.00	7.50	5.00	5.00
	TOTALS	75.70	61.10	59.40	55.20	52.70	34.00
	FINAL RANKING	1	2	3	4	5	6

As an initial step in the implementation strategy, the evaluation process focuses development on the Sutter Street Property site first, the Brann Site second:

- Construction on the Sutter Street and Brann Sites are least disruptive to Historic District businesses.
- The sites are easily accessible from a construction standpoint, and that can translate into a faster construction schedule, and as a consequence, lower cost per net parking space created.
- The Sutter Street Site can take advantage of alternate sources of funding, further lowering the direct cost per net space to the City.
- Through sensitive design, the structures cannot only provide needed parking, but can create "gateways" into the Historic District. In the case of the Sutter Street Property, at the point where most visitors will be entering the District.
- The Sutter Street Property and its construction will not compromise The Railroad Block's ultimate development. Through its design and configuration, it can set the tone and create momentum for the attainment of some of the original goals of the Railroad Block Urban Master Plan (Reference 1) and/or goals of a new development proposal.
- Both sites are flexible – an opportunity exists to create retail space as part of the structure's design, and in the case of the Brann site, expand the structure's capacity above the "base case" (i.e., through additional parking levels).
- Both sites, when complete, will provide well-located relief parking during the construction of parking structures or future development on the other sites.
- Building on these sites first will provide additional time and preserve other more sensitive sites in the Historic District (i.e., the Railroad Block and Trader's Lane site) to sort out the best type of development (i.e., a parking structure, a mixed use parking structure or retail/commercial space only) for that site.

Using the results of this evaluation as a base, Section 4.0 details the overall recommended implementation strategy.

Parking Improvement Implementation Strategy

4.1 Prospective Development Issues

The Folsom Historic District presents a unique opportunity to invest redevelopment resources into the development of parking improvements that can serve to preserve and enhance the rich heritage and unique qualities of the City. Clearly, a well-formulated strategy is required to maximize the return on investment. Throughout the analysis of development opportunities, the design team and City staff have explored issues related to prospective sites for the purpose of developing a recommended implementation strategy for parking improvements.

As discussed in the body of this study, issues considered in the analysis of prospective sites included assessments of parking demand mitigation, development cost, site location, implementation issues and community considerations. The approach used in this study provided an objective comparison of a base case scenario for each of the prospective sites. The results of the site analyses enables us now to organize the opportunity offered by each site into an overall parking implementation strategy for the Historic District.

A strategic approach to parking improvements within the District needs to address the broader perspective of the City's vision for development within the Historic District. Significant guidance related to this vision has been obtained from previous studies and urban planning efforts, from discussions and input from residents and merchants within the District, and from City staff and officials. Strategic considerations related to parking development within the Historic District can be summarized as follows:

- Parking development within the District needs to be implemented with least inconvenience to the areas businesses and merchants.
- Dispersed development vs. concentrated development is preferred.
- Parking development needs to be implemented in a way that preserves the character and enhances the vitality of the Historic District.

4.2 Recommended Approach

A recommended parking implementation strategy for the Historic District requires meeting the District's parking needs with least adverse impact, seeding development opportunities that are consistent with the District's development vision, and providing a logical progression of parking development investment that is consistent with needs of the community. Maximizing the return on initial investment is critical to the ultimate success of an overall parking implementation strategy. A strategic approach also requires that subsequent development build upon the gains realized in the initial development phases.

From an urban planning perspective, a logical progression of parking development envisions the Historic District anchored by new, historically contextual mixed-use developments at either end of Sutter Street that incorporate parking. Mixed-use parking and retail/commercial projects that lend excitement and vitality to the 600 and 900 blocks of Sutter Street would serve to enliven pedestrian movements from one end of the Historic District to the other, distribute parking supply throughout the District, and mitigate traffic congestion and vehicle/pedestrian conflict within the core of the District.

A recommended parking implementation strategy for the Folsom Historic District should consist of the following elements:

- Construction of a mixed-use parking structure on the Sutter Street site.
- Now that The Railroad Block can develop independent of the need to create additional parking as soon as possible, encourage it's proper and appropriate development at some future point, develop a second mixed-use parking facility on the Brann site by building over the existing surface parking lot at Riley and Leidesorff Streets following completion of the Sutter Street Property mixed-use parking facility and revised assessment of parking use in District.

This implementation scenario would provide excess parking on both the Sutter Street and Brann sites, effectively precluding the immediate need to consider developing parking facilities on the Trader Lane or Lake Natoma Inn sites As well, this approach provides the City maximum flexibility on the Railroad Block, effectively preserving all possible development options and at least for the time being, preserving its existing parking. No temporary off-site parking would be required during the construction of the Sutter Street structure. This strategy will provide adequate, dispersed parking to meet the foreseeable parking demands within the core of the District, will create both seed and anchor development at either end of Sutter Street, will help to enliven the pedestrian activity throughout the District, reduce traffic congestion within the District, minimize and relieve parking shortages during construction, and provide an orderly progression of investment which minimizes risk and exposure to the City and to the Redevelopment Agency.

This proposed implementation strategy will preserve the Trader Lane site for future development to maximize its highest and best use, and will meet current parking needs within the District's core. The proposed strategy also reflects a realistic appraisal of the parking development opportunity of the Lake Natoma Inn site-parking development on the Lake Natoma Inn site would not directly serve the Sutter Street merchants, since most of the parking would be below and West of Leidesdorff Street.

4.3 Description of the Development Strategy

The results of the site alternatives evaluation provide a clear preference for the Sutter Street Property as the first parking development site with development at Brann as the second. Development at both sites block must be done in a way that is consistent with the District's development vision, and in a way that enhances the historic character and economic vitality of the District.

One planning approach to achieve this is illustrated in Figure 21. The possible design solution envisioned for the Sutter Street Property involves a mixed-use commercial/parking project that provides a total of 250 spaces and 7,500 SF of retail/commercial space. The garage would consist of a three level parking facility with one level at grade with retail space on the north side of the structure, and two levels above grade. Small retail, commercial or food service establishments would be located on the north side facing Sutter Street and the Railroad Block. Architectural design of the facility would complement the historic nature of the site and serve as a seed to in-fill development at the Railroad Block.

The following diagrams describe in concept form the design team's recommendations for development at the Sutter Street Property and the Brann site. As well, the design team has taken an initial look at Trader's Lane, and how a mixed-use element may be incorporated into its development.

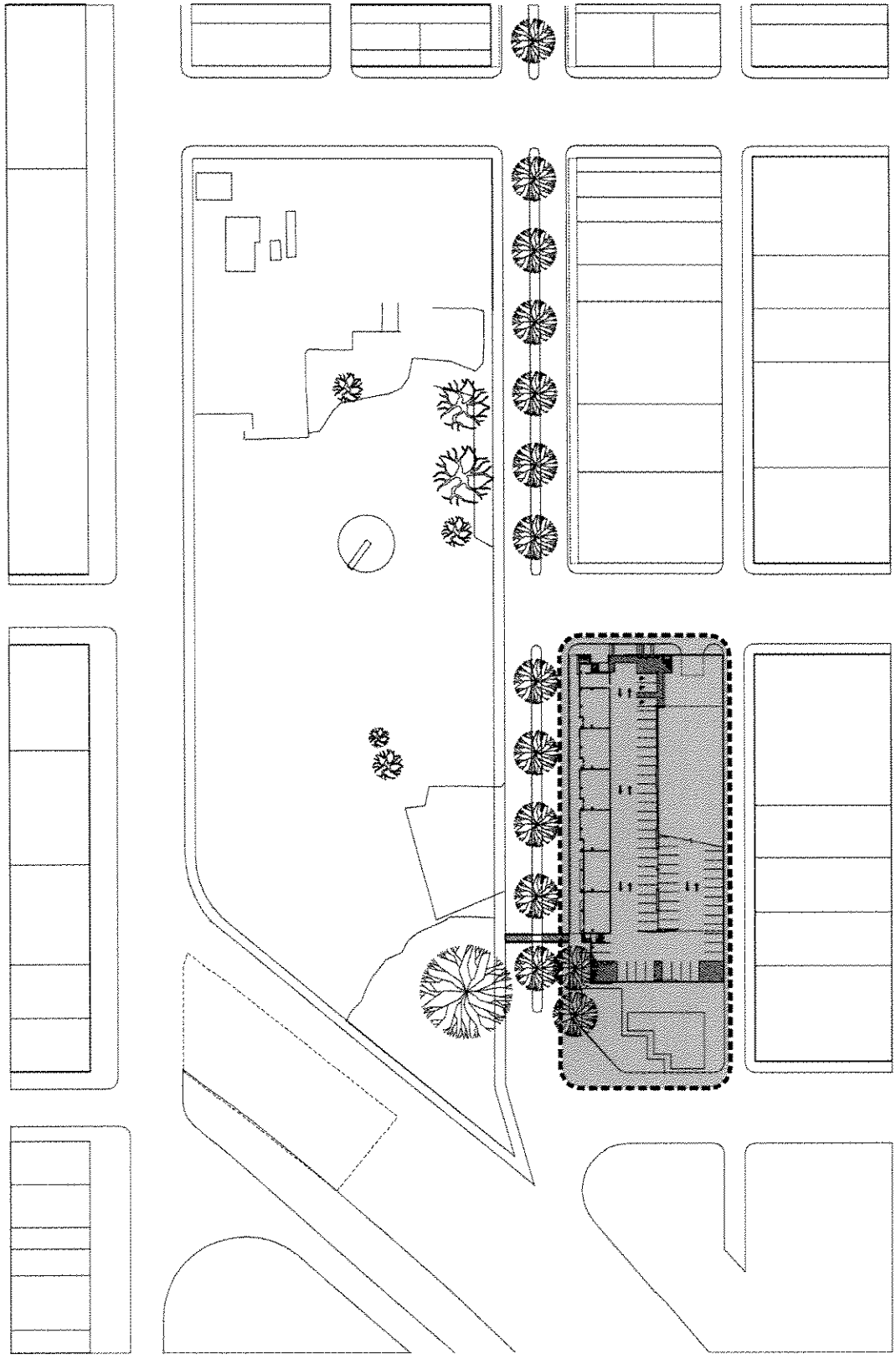


Figure 25 -Conceptual Design for the Railroad Block Mixed-Use Parking Structure – Site Plan

Brann Site - A possible design solution for the Brann site involves a mixed-use commercial/parking project that provides a total of 191 spaces and 8,000 SF of retail/commercial space along Sutter Street and Riley Street (see Figures 22 and 23). The structure would consist of an elevated level of parking above the existing Riley Street parking lot and retail frontage with basement parking on Sutter Street. The retail development would serve to anchor the north end of the commercial Historic District, and serve as a destination attraction for pedestrian movements along Sutter Street. Architectural compatibility with the historic character of the District would be developed to transition the site from the residential blocks to the north and the commercial blocks south and west of the site.

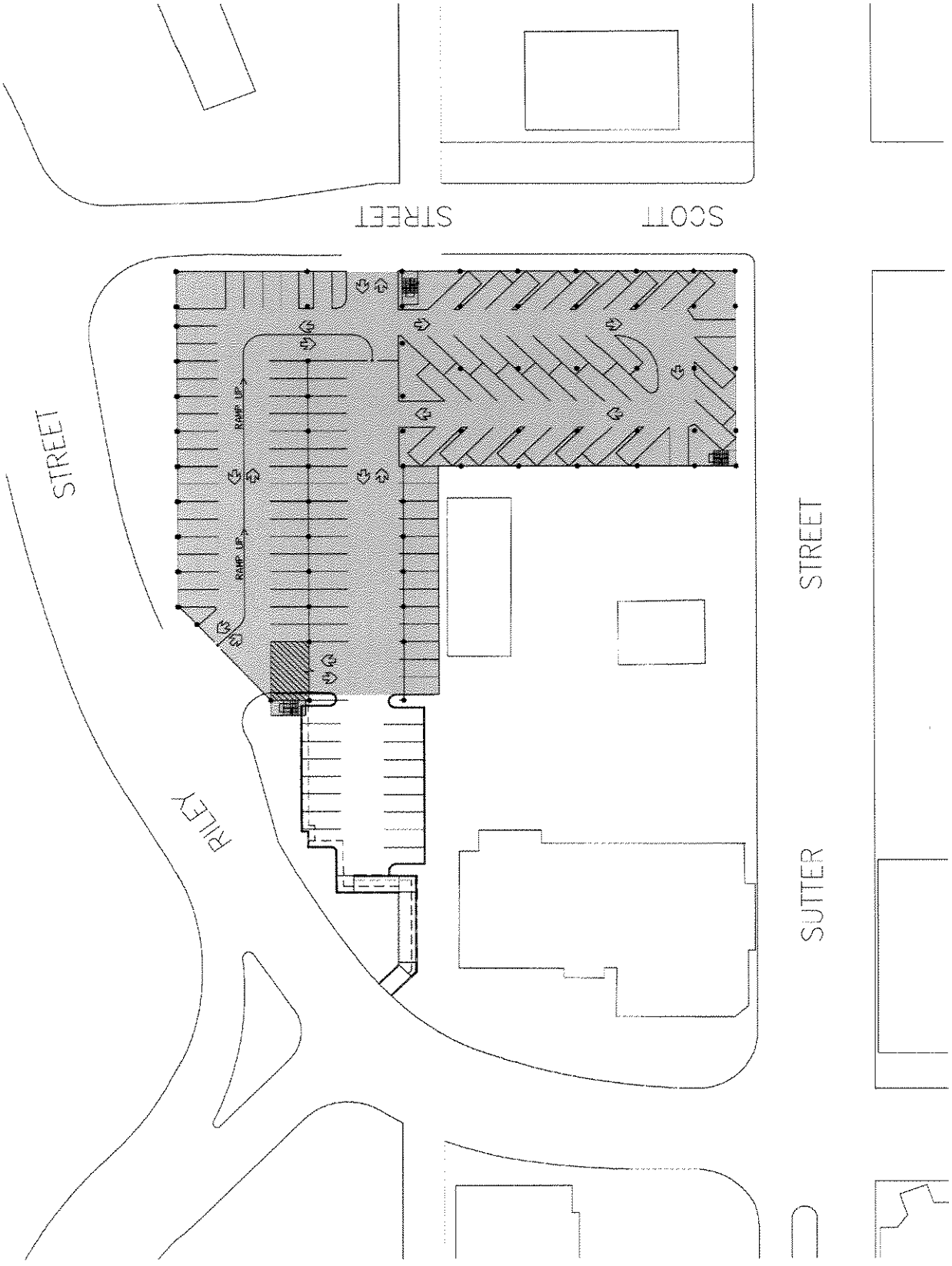
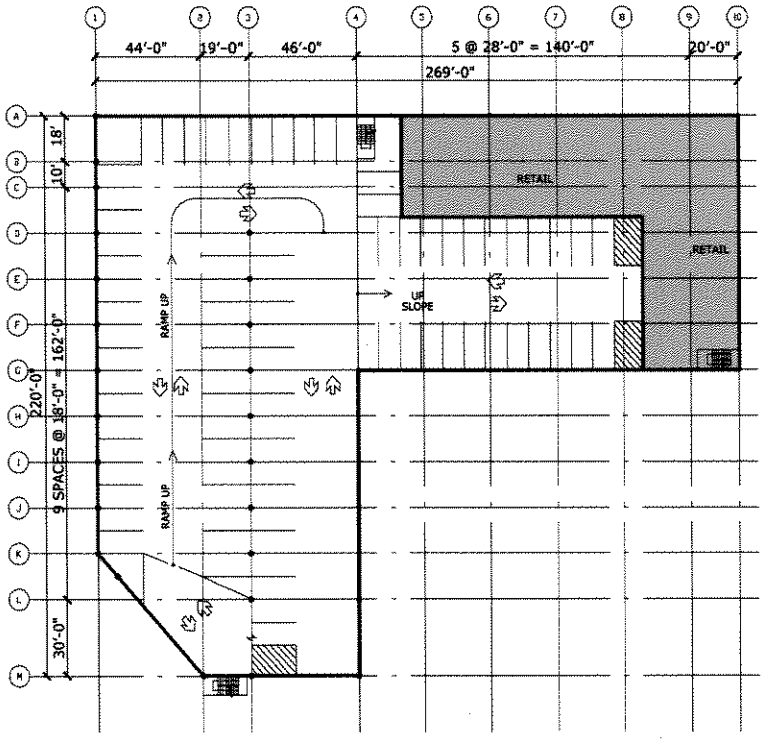
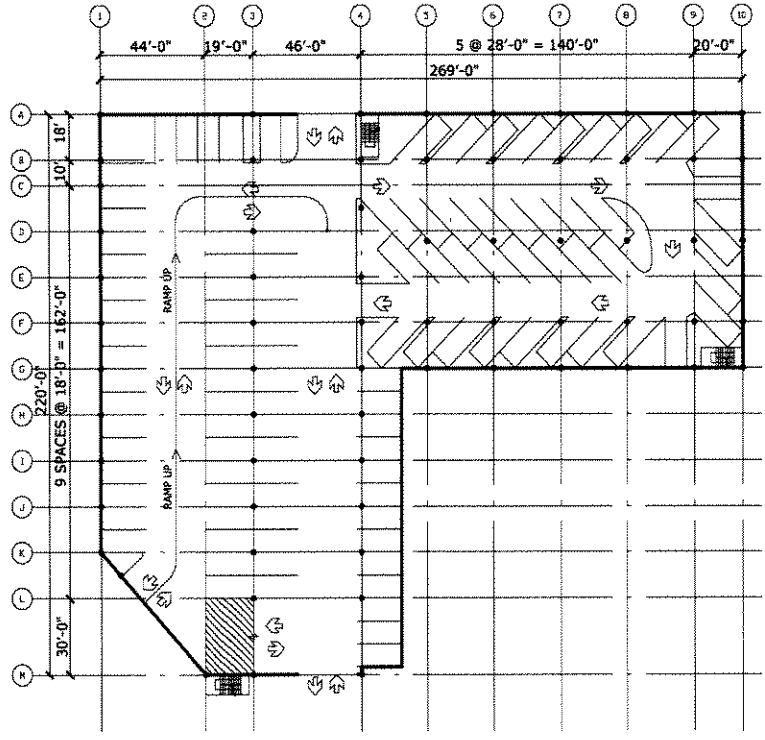


Figure 26 - Conceptual Design for the Brann/Riley Site Mixed-Use Parking Structure – Site Plan



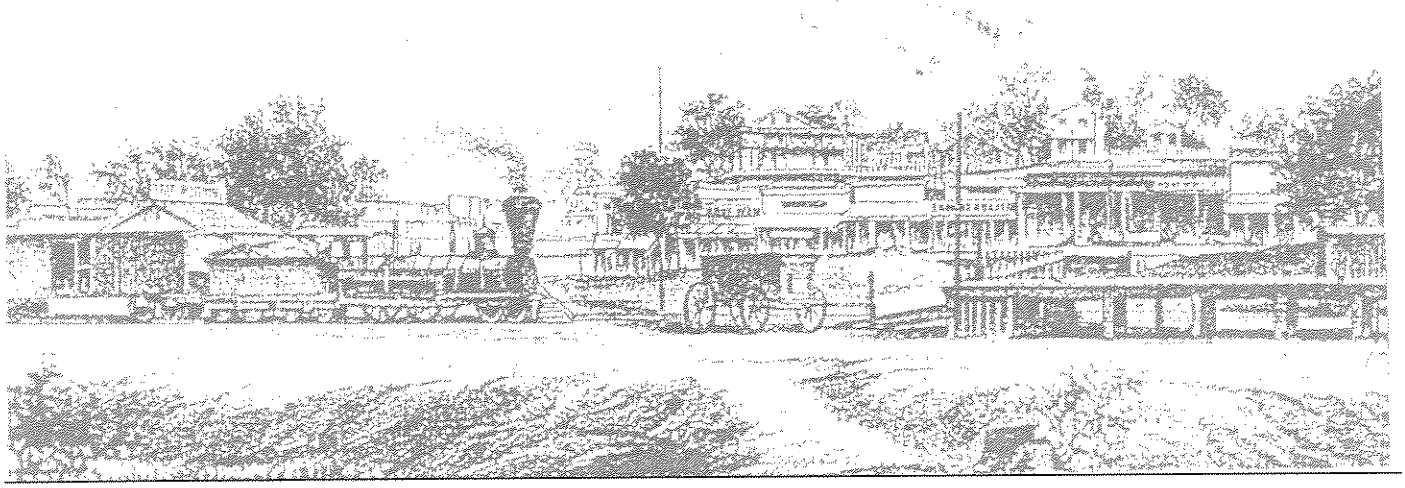
UPPER LEVEL - 86 SPACES



GROUND LEVEL - 105 SPACES

Figure 27 - Conceptual Design for the Brann/Riley Site Mixed-Use Parking Structure – Floor Plan

CONCLUSIONS



5.1 Conclusion

Developing parking first at the Sutter Street Property and second, and much later, at the Brann Site makes good sense. Not only are parking deficits mitigated, but well designed mixed-use structures at the Sutter Street Property and the Brann Site, and future development accommodated, will "anchor" each end of the District, placing parking where it will be least disruptive. Pedestrian flow will be encouraged, as patrons park their vehicles and walk through the District to their various destinations. If additional spaces at each site are built as recommended, enough relief parking will be created to help minimize disruption and temporary loss-of-parking as Trader's Lane is eventually developed. As well, with added spaces created at the Sutter Street Property, Brann, and possibly The Railroad Block (once it's developed), the need to build any additional structured parking may be completely mitigated. Along with considerable cost savings, the inconvenience to the Lakes and Lake Natoma Inn during construction on a difficult site will be completely eliminated – adequate parking will exist where it best benefits the District as a whole.

If supported by selective streetscape improvements (at both streets and strategic intersections), connections between these development sites can be greatly enhanced, further improving the pedestrian experience. The following diagram illustrates the overall recommended Historic District Parking Improvement and Implementation Plan.

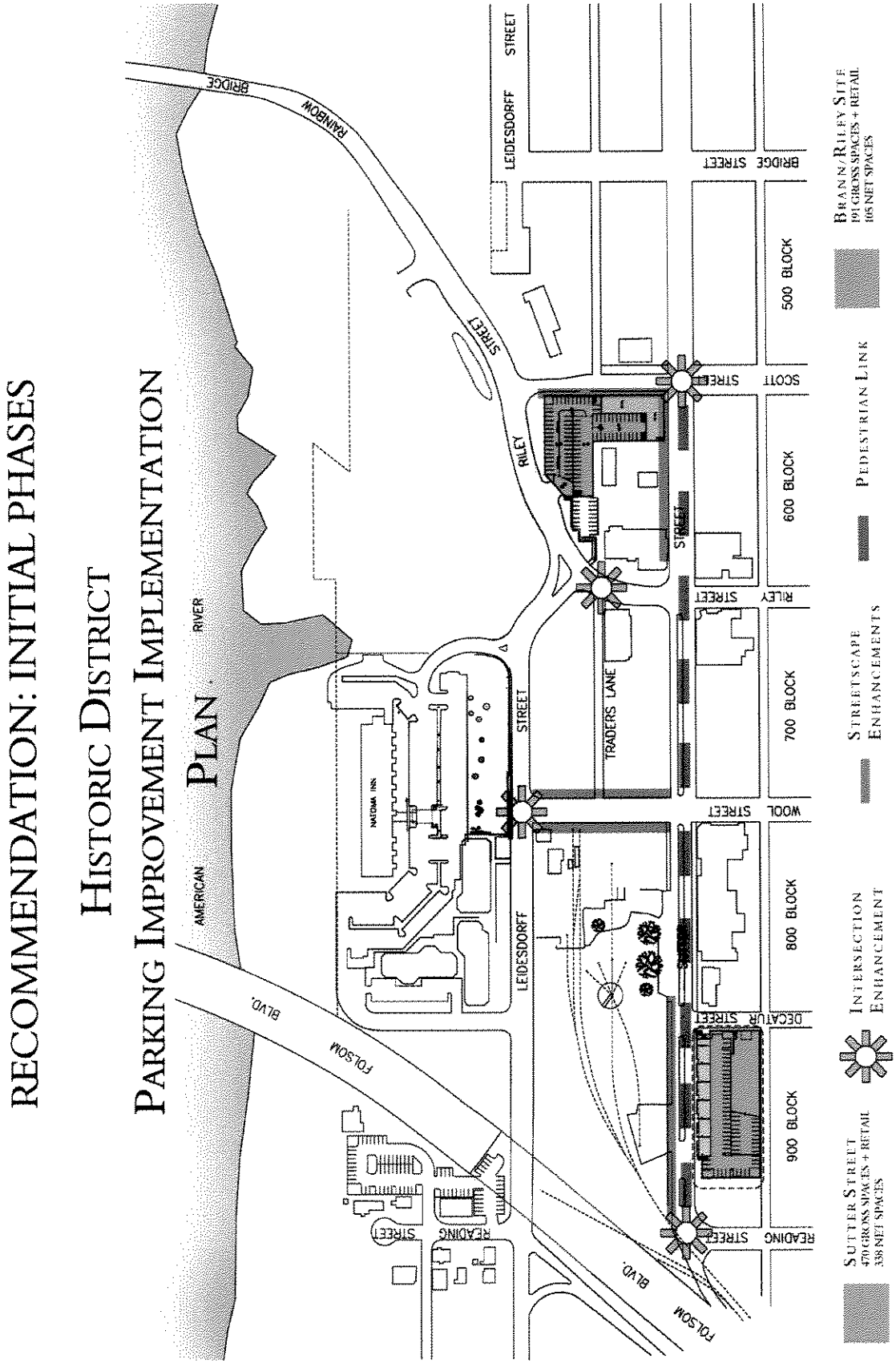


Figure 28 - Conceptual Plan for Urban Design

APPENDIX

APPENDIX A – DETAILED SITE EVALUATION MATRICES

1	PARKING NEEDS ASSESSMENT					
	TRADER'S LANE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Gross Space Contribution	Total number of new spaces in completed new structure	0.7	4.0	2.80	412 Spaces The "base" case consists of a 3 level parking structure with one level below grade, one level on grade, and one level above grade. This provides the most spaces of any of the sites because of the largest footprint (roughly 417' x 120').
b	Net Space Contribution	Gross minus existing number of spaces displaced by construction	1.0	4.0	4.00	276 Spaces The parking structure would displace the 136 existing parking spaces.
c	Historic District Parking Future Demand Mitigation	Net Future demand reduction is based on nearly doubling the retail/commercial space (from 187,000 SF to 336,000 SF) which would require 423 additional parking spaces.	0.8	4.0	3.20	Based on projected demand of 117 Additional spaces for the FHD, the parking structure would address the future parking needs by 276 additional spaces.
d	Current (Localized)Demand Mitigation	Current Localized demand reduction, factoring in existing spaces displaced by construction of the parking structure	1.0	4.0	4.00	There is 110,822 SF of retail/commercial space in the 700 Block which would require 317 parking spaces (for the 1 space/ 350 SF basis). There are currently 159 parking spaces on the immediate 700 Block area, which results in a shortfall of 181 parking spaces. The parking shortfall is further intensified by the large proportion of restaurant space in the retail/commercial space. A parking structure of this size (412 spaces) would address the current parking shortfall (on the basis of the parking ratio) and would provide additional spaces to address the actual composition of the retail/commercial space.
	Sub-Total				14.00	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

1	PARKING NEEDS ASSESSMENT					
	RAILROAD BLOCK – Option A					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Gross Space Contribution	Total number of new spaces in completed new structure	0.7	3.0	2.10	326 Spaces The "base" case consists of a 3 level parking structure with a 1/2 level below grade and 1 1/2 levels above grade. The building footprint is approximately 332' x 125'.
b	Net Space Contribution	Gross minus existing number of spaces displaced by construction	1.0	2.0	2.00	194 Spaces The parking structure would displace 234 existing parking spaces.
c	Historic District Parking Future Demand Mitigation	Net Future demand reduction is based on nearly doubling the retail/commercial space (from 187,000 SF to 336,000 SF) which would require 423 additional parking spaces.	0.8	3.0	2.4	Based on projected demand of 117 additional spaces for the FHD, the parking structure would address the future parking needs by 92 additional spaces.
d	Current (Localized)Demand Mitigation	Current Localized demand reduction, factoring in existing spaces displaced by construction of the parking structure	1.0	2.0	2.00	With the removal of the retail/commercial space in the boxcars that were located on the southern end of the 900 Block which had about 21,000 SF of retail/commercial space created and with 26,000 SF of retail/commercial space in the 800 Block, there should be no localized parking shortfall (for the 1 space/ 350 SF basis) with the 326 created on the Railroad Block. However, because of the ease of pedestrian access to the Lakes Specialty Center by crossing Leidesdorff Street, the current parking demand may be higher than the parking demand based just on the amount of retail/commercial space directly on the Railroad Block.
	Sub-Total				8.5	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

1	PARKING NEEDS ASSESSMENT					
	RAILROAD BLOCK – Option B					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Gross Space Contribution	Total number of new spaces in completed new structure	0.7	4.0	2.80	606 Spaces Consists of a 3 level parking structure with a 1 level below grade and 2 levels above grade.
b	Net Space Contribution	Gross minus existing number of spaces displaced by construction	1.0	4.0	4.00	372 Spaces The parking structure would displace 234 existing parking spaces.
c	Historic District Parking Future Demand Mitigation	Net Future demand reduction is based on nearly doubling the retail/commercial space (from 187,000 SF to 336,000 SF) which would require 423 additional parking spaces.	0.8	4.0	3.2	Based on projected demand of 117, the development "supports" itself and adds 67,200 sf of commercial development, housing units, hotel and public use space.
d	Current (Localized)Demand Mitigation	Current Localized demand reduction, factoring in existing spaces displaced by construction of the parking structure	1.0	2.0	2.00	The development displaces 234 spaces currently unrestricted in their use and replaces them with spaces specifically created to support the development. It does not provide additional parking that would serve to mitigate demand in the existing Historic District.
	Sub-Total				12.00	

Notes:

4. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
5. "Score" is a judgment of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.

"Weighted Score" is the product of "weight" and "score".

1	PARKING NEEDS ASSESSMENT					
	SUTTER STREET					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Gross Space Contribution	Total number of new spaces in completed new structure	0.7	4.0	2.8	Based on projected demand of 117, the development "supports" itself and adds 67,200 sf of commercial development, housing units, hotel and public use space.
b	Net Space Contribution	Gross minus existing number of spaces displaced by construction	1.0	4.0	4.0	The development displaces 234 spaces currently unrestricted in their use and replaces them with spaces specifically created to support the development. It does not provide additional parking that would serve to mitigate demand in the existing Historic District.
c	Historic District Parking Future Demand Mitigation	Net Future demand reduction is based on nearly doubling the retail/commercial space (from 187,000 SF to 336,000 SF) which would require 423 additional parking spaces.	0.8	4.0	3.2	Based on projected demand of 117 additional spaces for the FHD, the parking structure would address the future parking needs by 75 additional spaces.
d	Current (Localized)Demand Mitigation	Current Localized demand reduction, factoring in existing spaces displaced by construction of the parking structure	1.0	4.0	4.0	Most all of the spaces the Decatur structure would create will be available to mitigate localized demand. As well, no existing spaces will be taken out of service (with the exception of some on-street spaces) during and after construction.
	Sub-Total				14.0	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgment of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

1	PARKING NEEDS ASSESSMENT					
	NATOMA INN					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Gross Space Contribution	Total number of new spaces in completed new structure	0.7	2.0	1.40	332 Spaces The "base" case consists of a four level parking structure built into the hillside along Leidesdorff Street. The building footprint is approximately 354' x 128'.
b	Net Space Contribution	Gross minus existing number of spaces displaced by construction	1.0	3.0	3.00	256 Spaces The parking structure would displace 66 existing parking spaces on the Lake Natomas Inn Site.
c	Historic District Parking Future Demand Mitigation	Net Future demand reduction is based on nearly doubling the retail/commercial space (from 187,000 SF to 336,000 SF) which would require 423 additional parking spaces.	0.8	4.0	3.20	Based on projected demand of 117 additional spaces for the FHD, the parking structure would address the future parking needs by 256 additional spaces.
d	Current (Localized)Demand Mitigation	Current Localized demand reduction, factoring in existing spaces displaced by construction of the parking structure	1.0	1.0	1.00	The Lake Natoma Inn site currently has 272 parking spaces which is sufficient to handle the current parking needs of the Inn (with 132 rooms) and the retail/commercial spaces of 13,000 SF in the Inn and 50,000 SF in the Lakes Shopping Center (for the 1 space/ 350 SF basis). Therefore, there is currently no parking shortfall in this area. The net gain of 256 spaces could address the localized parking shortfall on the Trader's Lane site. However, the vehicular access and the steep, vertical access by pedestrians up to Leidesdorff Street may be deterrents to parking in a structure on this site.
	Sub-Total				8.60	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

1	PARKING NEEDS ASSESSMENT					
	BRANN SITE					
	Evaluation Criteria:	Description:	Weight	Score	Weighted Score	Comments:
a	Gross Space Contribution	Total number of new spaces in completed new structure	0.7	1.0	.70	75 Spaces The "base" case consists for a two level parking structure with access to the lower level from the existing Riley Street surface lot and access to the upper level at grade with Sutter Street. The building footprint is relatively small at 100' x 140'.
b	Net Space Contribution	Gross minus existing number of spaces displaced by construction	1.0	1.0	1.00	75 Spaces The "base" case consists for a two level parking structure with access to the lower level from the existing Riley Street surface lot and access to the upper level at grade with Sutter Street. The building footprint is relatively small at 100' x 140'.
c	Historic District Parking Future Demand Mitigation	Net Future demand reduction is based on nearly doubling the retail/commercial space (from 187,000 SF to 336,000 SF) which would require 423 additional parking spaces.	0.8	2.0	1.60	Based on projected demand of 117 additional spaces for the FHD, the parking structure would address the future parking needs by 75 additional spaces.
d	Current (Localized)Demand Mitigation	Current Localized demand reduction, factoring in existing spaces displaced by construction of the parking structure	1.0	3.0	3.00	The current retail/commercial space of 29,396 SF in the 600 Block requires 84 parking spaces (for the 1 space/ 350 SF basis). With 157 existing spaces in the immediate 600 Block, there is no localized parking shortfall on that basis. The addition of these 75 parking spaces would only add to the parking surplus but would provide relief parking during special events.
	Sub-Total				6.3	

Notes:

4. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
5. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
6. "Weighted Score" is the product of "weight" and "score".

2	COST CONSIDERATIONS					
	TRADER'S LANE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Capital Cost of Alternative	Total hard and soft development costs	0.8	2.0	1.60	$5,971,032 See Appendix B for Opinion of Probable Construction Costs. With one level below grade, there will costs for excavation and off hauling, retaining walls, and mechanical ventilation and fire protection systems with this approach.
b	Cost Per Gross Space	Cost per gross space	0.6	3.0	1.80	$14,490 Based on a 412 space parking structure.
c	Cost Per Net Space	Cost per net space	1.0	4.0	4.0	$21,634 Based on 276 net parking spaces
d	Financing Opportunities	Net cost per space to RDA	1.0	2.0	2.00	City Owned Land.
e	O & M Cost Considerations	Operations and Maintenance cost of development option	0.7	2.0	1.40	Maintenance costs of Mechanical Equipment for Ventilation and Sprinklers for the below grade level.
f	Parking Revenue Opportunities	Parking revenue potential	0.5	4.0	2.00	Most spaces would have the potential for the most revenue.
	Sub-Total				12.80	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

2	COST CONSIDERATIONS					
	RAILROAD BLOCK – Option A					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Capital Cost of Alternative	Total hard and soft development costs	0.8	3.0	2.40	$4,062,966 See Appendix B for Opinion of Probable Construction Costs. With a half level below grade, there will costs for excavation and off hauling and retaining walls and possibly costs for mechanical ventilation and fire protection systems with this approach.
b	Cost Per Gross Space	Cost per gross space	0.6	4.0	2.40	$13,180 Based on a 326 space parking structure.
c	Cost Per Net Space	Cost per net space	1.0	1.0	1.0	$43,771 Based on 92 net parking spaces
d	Financing Opportunities	Net cost per space to RDA	1.0	4.0	4.00	City owned land and $4.2M available for construction of a parking structure.
e	O & M Cost Considerations	Operations and Maintenance cost of development option	0.7	3.0	2.10	Maintenance costs of Mechanical Equipment for Ventilation and Sprinklers for the 1/2 level below grade.
f	Parking Revenue Opportunities	Parking revenue potential	0.5	3.0	1.50	
	Sub-Total				13.40	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

2	COST CONSIDERATIONS					
	RAILROAD BLOCK – Option B					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Capital Cost of Alternative	Total hard and soft development costs	0.8	3.0	2.40	Based on projected demand of 117, the development "supports" itself and adds 67,200 sf of commercial development, housing units, hotel and public use space.
b	Cost Per Gross Space	Cost per gross space	0.6	4.0	2.40	$13,180 Based on a 326 space parking structure.
c	Cost Per Net Space	Cost per net space	1.0	1.0	1.0	The development displaces 234 spaces currently unrestricted in their use and replaces them with spaces specifically created to support the development. It does not provide additional parking that would serve to mitigate demand in the existing Historic District.
d	Financing Opportunities	Net cost per space to RDA	1.0	4.0	4.00	Most all of the spaces the Decatur structure would create will be available to mitigate localized demand. As well, no existing spaces will be taken out of service (with the exception of some on-street spaces) during and after construction.
e	O & M Cost Considerations	Operations and Maintenance cost of development option	0.7	3.0	2.10	Maintenance costs of Mechanical Equipment for Ventilation and Sprinklers for the 1 level below grade.
f	Parking Revenue Opportunities	Parking revenue potential	0.5	3.0	1.50	
	Sub-Total				13.40	

Notes:

4. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
5. "Score" is a judgment of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
6. "Weighted Score" is the product of "weight" and "score".

2	COST CONSIDERATIONS					
	SUTTER STREET PROPERTY					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Capital Cost of Alternative	Total hard and soft development costs	0.8	4.0	3.20	$ 4. 9 Million. Because of the steep slope about Sutter Street, costs for retaining walls on a portion of the lower level have been included.
b	Cost Per Gross Space	Cost per gross space	0.6	4.0	2.40	$ 14, 500/Based on 256 space parking structure
c	Cost Per Net Space	Cost per net space	1.0	4.0	4.00	Based on 256 net parking spaces
d	Financing Opportunities	Net cost per space to RDA	1.0	4.0	4.00	Cost of Land Acquisition is undetermined at this time. (Estimated @ $500,000). Federal Transit funding may be available to offset construction.
e	O & M Cost Considerations	Operations and Maintenance cost of development option	0.7	4.0	2.80	"Open Garage" would avoid costs for mechanical ventilation and fire sprinklers.
f	Parking Revenue Opportunities	Parking revenue potential	0.5	4.0	2.0	With a good number of spaces, the potential parking revenue is maximized.
	Sub-Total				18.40	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

	NATOMA INN					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Capital Cost of Alternative	Total hard and soft development costs	0.8	1.0	.80	$6,761,162 See Appendix B for Opinion of Probable Construction Costs. Because of the existing steep terrain, there are costs for the retaining walls needed for the parking levels below Leidesdorff Street. Mechanical ventilation and fire sprinklers may also be needed on some of the below grade levels.
b	Cost Per Gross Space	Cost per gross space	0.6	2.0	1.20	$20,365 Based on a 322 space parking structure.
c	Cost Per Net Space	Cost per net space	1.0	3.0	3.00	$26,411 Based on 256 net parking spaces
d	Financing Opportunities	Net cost per space to RDA	1.0	3.0	3.00	Land may be available to the City at little or no cost, but is undetermined at this time. Federal Transit-related funds probably not available for use on this site.
e	O & M Cost Considerations	Operations and Maintenance cost of development option	0.7	1.0	.70	Maintenance costs of Mechanical Equipment for Ventilation and Sprinklers for 2 levels. Although not shown in the initial layout, an elevator may be needed to improve the vertical pedestrian circulation access to Leidesdorff Street.
f	Parking Revenue Opportunities	Parking revenue potential	0.5	2.0	1.00	
	Sub-Total				9.70	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

2	COST CONSIDERATIONS					
	BRANN SITE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Capital Cost of Alternative	Total hard and soft development costs	0.8	4.0	3.20	$2,038,666 See Appendix B for Opinion of Probable Construction Costs. Because of the steep slope below Sutter Street, costs for retaining walls on a portion of the lower level have been included.
b	Cost Per Gross Space	Cost per gross space	0.6	1.0	.60	$27,182 Based on a 75 space parking structure
c	Cost Per Net Space	Cost per net space	1.0	2.0	2.00	$27,182 Based on 75 net parking spaces
d	Financing Opportunities	Net cost per space to RDA	1.0	3.0	3.00	Cost of Land Acquisition is undetermined at this time. (estimated @ $500,000), but would be less costly than the Natoma Inn Site due to smaller size of the site. Development fees may be available to offset construction.
e	O & M Cost Considerations	Operations and Maintenance cost of development option	0.7	4.0	2.80	"Open Garage" would avoid costs for mechanical ventilation and fire sprinklers.
f	Parking Revenue Opportunities	Parking revenue potential	0.5	1.0	.50	With the smallest number of spaces, the potential parking revenue is limited.
	Sub-Total				12.10	

Notes:

4. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
5. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
6. "Weighted Score" is the product of "weight" and "score".

3	SITE LOCATION ASSESSMENT					
	TRADER'S LANE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Proximity to Demand Generators (destinations of businesses, event locations)	Analysis of site opportunity relative to location of principal demand destinations	0.8	4.0	3.20	Trader's Lane is the site in closest proximity to the "centroid" of commercial activity in the Historic District and provides some of the most easily accessible parking.
b	Pedestrian Access to Demand Generators (destinations of businesses, event locations)	Analysis of geographic, topographic and urban barriers between location and destination	0.8	2.0	1.60	Has excellent pedestrian access to demand generators, and access can be enhanced by the development of multi-level connections from the above-grade parking levels to Sutter Street businesses.
c	Traffic Circulation and Impacts	Vehicle circulation considerations/ relief of residential area impact	1.0	2.0	2.00	Will bring vehicles into the center of the retail/commercial district – positive in that the vehicles are circulating in view of commercial establishments; negative in that conflicts could arise between vehicular and pedestrian circulation, especially during special events.
d	Land Acquisition Issues	Entitlement considerations/ timing/ ownership	0.7	3.0	2.10	Property is City-owned.
e	Specify Property's Physical Characteristics (I.e., geotechnical issues, easements, utilities, etc.)	Site specific constraints	0.8	3.0	2.40	
f	Potential for Expansion	Parking expansion potential beyond support of current/future demand	0.9	2.0	1.80	Trader's Lane could be expanded by designing for additional parking levels. Issues would focus on disruption of view corridors from Sutter Street businesses, looking towards Natoma Inn and American River.
	Sub-Total				13.10	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

3	SITE LOCATION ASSESSMENT					
	RAILROAD BLOCK – Option A					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Proximity to Demand Generators (destinations of businesses, event locations)	Analysis of site opportunity relative to location of principal demand destinations	0.8	2.0	1.60	Railroad Block is on the edge of the Historic District's established commercial zone, as currently developed. As the Railroad Block develops over time, the current lack of proximity will be less critical, given that demand generators will be created adjacent to this location.
b	Pedestrian Access to Demand Generators (destinations of businesses, event locations)	Analysis of geographic, topographic and urban barriers between location and destination	0.8	3.0	2.40	Pedestrian access will be primarily along Leidesdorff and Sutter Streets, but the opportunity exists to create a strong pedestrian link through the Railroad Block redevelopment zone, an "Interpretive Zone", as described in the Railroad Block Master Plan (i.e., getting people to flow through Historic venues on their way to shops, restaurants, and events – similar to Old Town portion of San Diego).
c	Traffic Circulation and Impacts	Vehicle circulation considerations/ relief of residential area impact	1.0	3.0	3.00	Disruption to pedestrian circulation, and conflicts with general traffic in and around the commercial area are minimized at the Railroad Block site, given its adjacency to Folsom Boulevard and the potential for re-alignment of vehicular approaches. As well, this site accommodates vehicular circulation with the least amount of pedestrian circulation conflict (note: base configuration for structure is one level below-grade, one at grade, and one above-grade).
d	Land Acquisition Issues	Entitlement considerations/ timing/ ownership	0.7	4.0	2.80	The Railroad Block is City owned.
e	Specify Property's Physical Characteristics (I.e., geotechnical issues, easements, utilities, etc.)	Site specific constraints	0.8	2.0	1.60	The site is flat, and at first glance, does not present any significant geotechnical hazards that would not have already been uncovered by recent construction on the new bridge. The specific design of the parking structure will need to be particularly sensitive to future transit-related development, and be well coordinated with future Light-Rail configurations.
f	Potential for Expansion	Parking expansion potential beyond support of current/future demand	0.9	3.0	2.70	Some potential for expansion depending on the continuing development of the Railroad Block – always possible to design the structure to accept additional levels, which could negate the need to build one of the other structures (note: base configuration for structure is one level below-grade, one on-grade, and one above-grade).
	Sub-Total				14.10	

Notes:
Typical

3	SITE LOCATION ASSESSMENT					
	RAILROAD BLOCK – Option B					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Proximity to Demand Generators (destinations of businesses, event locations)	Analysis of site opportunity relative to location of principal demand destinations	0.8	2.0	1.60	Railroad Block is on the edge of the Historic District's established commercial zone, as currently developed. As the Railroad Block develops over time, the current lack of proximity will be less critical, given that demand generators will be created adjacent to this location.
b	Pedestrian Access to Demand Generators (destinations of businesses, event locations)	Analysis of geographic, topographic and urban barriers between location and destination	0.8	3.0	2.40	Pedestrian access will be primarily along Leidesdorff and Sutter Streets, but the opportunity exists to create a strong pedestrian link through the Railroad Block redevelopment zone, an "Interpretive Zone
c	Traffic Circulation and Impacts	Vehicle circulation considerations/ relief of residential area impact	1.0	3.0	3.00	Disruption to pedestrian circulation, and conflicts with general traffic in and around the commercial area are minimized at the Railroad Block site, given its adjacency to Folsom Boulevard and the potential for re-alignment of vehicular approaches. As well, this site accommodates vehicular circulation with the least amount of pedestrian circulation conflict.
d	Land Acquisition Issues	Entitlement considerations/ timing/ ownership	0.7	4.0	2.80	The Railroad Block is City owned.
e	Specify Property's Physical Characteristics (I.e., geotechnical issues, easements, utilities, etc.)	Site specific constraints	0.8	2.0	1.60	The site is flat, and at first glance, does not present any significant geotechnical hazards that would not have already been uncovered by recent construction on the new bridge. The specific design of the development will need to be particularly sensitive to future transit-related development, and needs to be well coordinated with future Light-Rail configurations.
f	Potential for Expansion	Parking expansion potential beyond support of current/future demand	0.9	1.0	0.90	Some minor potential for expansion depending on the continuing site development.
	Sub-Total				12.30	

Notes:
Typical

3	SITE LOCATION ASSESSMENT					
	SUTTER STREET PROPERTY					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Proximity to Demand Generators (destinations of businesses, event locations)	Analysis of site opportunity relative to location of principal demand destinations	0.8	3.0	2.4	Sutter Street Property is on the edge of the Historic District's established commercial zone, as currently developed. As the Railroad Block develops, the current lack of proximity will be less critical, given that demand generators will be created adjacent to this location.
b	Pedestrian Access to Demand Generators (destinations of businesses, event locations)	Analysis of geographic, topographic and urban barriers between location and destination	0.8	3.0	2.40	Pedestrian access will be primarily along Sutter Street; opportunity exists to create a strong pedestrian link to the Railroad Block redevelopment zone, as well as strong defined connection to the Light Rail Station.
c	Traffic Circulation and Impacts	Vehicle circulation considerations/ relief of residential area impact	1.0	4.0	4.00	Disruption to pedestrian circulation, and conflicts with general traffic in and around the commercial area will be minimized at the Decatur Property site, given its adjacency to Folsom Boulevard and the potential for re-alignment of vehicular approaches. As well, this site accommodates vehicular circulation with the least amount of pedestrian circulation conflict.
d	Land Acquisition Issues	Entitlement considerations/ timing/ ownership	0.7	3.0	2.10	Decatur Property is privately owned, but available.
e	Specify Property's Physical Characteristics (I.e., geotechnical issues, easements, utilities, etc.)	Site specific constraints	0.8	3.0	2.40	The site is flat, and at first glance, does not present any significant geotechnical hazards that would not have already been uncovered by recent construction in the area. The specific design of the parking structure will need to be particularly sensitive to future transit-related development, and be well coordinated with future Light-Rail configurations, and approaches.
f	Potential for Expansion	Parking expansion potential beyond support of current/future demand	0.9	4.0	3.60	Most likely a project designed for this site would be constructed to its maximum potential, no one phase no need for expansion would be required. The project would create enough parking to support full development of Historic District (336,000 gsf).
	Sub-Total				16.90	

Notes:
Typical

3	SITE LOCATION ASSESSMENT					
	NATOMA INN					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Proximity to Demand Generators (destinations of businesses, event locations)	Analysis of site opportunity relative to location of principal demand destinations	0.8	1.0	.80	Natoma Inn site has excellent proximity to demand generators. Like Trader's Lane, it lies within the "centroid" of the Historic District commercial zone.
b	Pedestrian Access to Demand Generators (destinations of businesses, event locations)	Analysis of geographic, topographic and urban barriers between location and destination	0.8	1.0	.80	Pedestrian access is reasonably good, and can be enhanced by creating a strong pedestrian-oriented design at the intersection of Wool and Leidesdorff. As well, the pedestrian link to the Sutter Street portion of the Historic District and the Railroad Block can be strengthened by the development of strong vertical circulation elements from the lower levels of the parking structure (i.e., monumental stair from lowest grade to Wool/Leidesdorff intersection, and easily accessible and visually strong elevator tower).
c	Traffic Circulation and Impacts	Vehicle circulation considerations/ relief of residential area impact	1.0	1.0	1.00	Traffic circulation is manageable, with access points at Leidesdorff and at the Natomas Inn pad level. Other off-site modifications would compliment vehicular circulation (refer to Leidesdorff Street Parking and Circulation Study).
d	Land Acquisition Issues	Entitlement considerations/ timing/ ownership	0.7	1.0	.70	Land acquisition is problematic – not owned by the City.
e	Specify Property's Physical Characteristics (I.e., geotechnical issues, easements, utilities, etc.)	Site specific constraints	0.8	1.0	.80	The site has been fairly well studied regarding its ability to accommodate structured parking. Two critical issues that can impact cost are one, the SMUD vaults and utility easements and two, granite extrusions that may be present in the area to be excavated for construction.
f	Potential for Expansion	Parking expansion potential beyond support of current/future demand	0.9	1.0	.90	Potential for expansion is extremely limited, but an additional level could be considered (one level above Leidesdorff grade). View corridor from Trader's Lane/Leidesdorff elevation to Natoma Inn would be impacted, but could be somewhat mitigated through appropriate design and signage.
	Sub-Total				5.00	

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3. "Weighted Score" is the product of "weight" and "score".

3	SITE LOCATION ASSESSMENT					
	BRANN SITE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Proximity to Demand Generators (destinations of businesses, event locations)	Analysis of site opportunity relative to location of principal demand destinations	0.8	3.0	2.40	The Brann site lies at the North end of the Sutter Street commercial zone, at the intersection of Sutter and Scott. Consequently, it is directly adjacent to those demand generators specific to that zone.
b	Pedestrian Access to Demand Generators (destinations of businesses, event locations)	Analysis of geographic, topographic and urban barriers between location and destination	0.8	3.0	2.40	Pedestrian access to Sutter Street would be excellent, providing a good sidewalk extension exists along Sutter to the upper parking deck. From the lower deck, pedestrian circulation can merge with the existing walks and cross walks.
c	Traffic Circulation and Impacts	Vehicle circulation considerations/ relief of residential area impact	1.0	4.0	4.00	Upper deck access needs to be studied, but added parking would not be great enough to seriously impact traffic circulation and flow. Positive impact would be possible decrease in vehicular circulation and parking around and in the adjacent residential area.
d	Land Acquisition Issues	Entitlement considerations/ timing/ ownership	0.7	3.0	2.4	Property would need to be purchased.
e	Specify Property's Physical Characteristics (I.e., geotechnical issues, easements, utilities, etc.)	Site specific constraints	0.8	4.0	3.20	Need to explore specific property characteristics. Heritage tree on site, if preservation is mandatory, will impact structure's efficiency.
f	Potential for Expansion	Parking expansion potential beyond support of current/future demand	0.9	4.0	3.60	Expansion can be handled through Alt#2
	Sub-Total				16.40	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

4	IMPLEMENTATION ISSUES					
	TRADER'S LANE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Interim Parking Space Disruption (as well, difficulty/cost factor in providing relief parking)	Analysis of construction impacts to available parking, mitigation options	1.0	2.0	2.00	# of spaces that currently exist on-site.
b	Impact on Existing Business Activity	Consequential impacts to business during construction	1.0	1.0	1.00	Parking spaces that currently exist are consistently used, and some of the most well placed and easily accessible in the Historic District. Some of the Sutter Street businesses with exposure to Trader's Lane could be impacted by both the loss of parking during the construction phase, and the disruption of a significant ongoing construction project. Mitigation measures could include free shuttle bus to more remote parking (existing parking at Railroad Block), or in the extreme, construction of either the Natomas Inn site or the Railroad Block Structure prior to construction of Trader's Lane.
c	Traffic Circulation/Impacts (difficulty/cost factor in mitigation of potential impacts)	Consequential traffic circulation impacts during construction	0.8	2.0	1.60	Site is large and easily accessible on the Leidesdorff side, so mobilization could be efficiently handled. The real issue is potential disruption to Trader's Lane itself. Many of the businesses use the Lane as their point-of-access for deliveries as well as customer entry. The use of the Lane would need to be maintained during business hours, or at least portions of it as part of an overall construction disruption-phasing plan.
d	Construction Schedule Considerations	Locational/site characteristics that may dictate a site's constructability and therefore, construction schedule	0.7	2.0	1.40	Again, mobilization appears easily handled on this site – nothing, except the need to provide continuous access to existing businesses, would constitute an impact significant enough to create a scheduling issue.
e	Development Priority Options	Relationship of parking improvement to Historic District development goals	0.6	3.0	1.80	Trader's Lane would facilitate increased parking where it is currently most needed, but does not address creating parking as a catalyst to spur development in the Railroad Block, or in its immediate surroundings (that portion of Sutter is fully developed).
	Sub-Total				7.80	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

4	IMPLEMENTATION ISSUES					
	RAILROAD BLOCK – Option A					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Interim Parking Space Disruption (as well, difficulty/cost factor in providing relief parking)	Analysis of construction impacts to available parking, mitigation options	1.0	2.0	2.00	# of surface spaces currently existing in specific pad area will be unavailable once construction commences.
b	Impact on Existing Business Activity	Consequential impacts to business during construction	1.0	3.0	3.00	Very minor impact to existing business activity.
c	Traffic Circulation/Impacts (difficulty/cost factor in mitigation of potential impacts)	Consequential traffic circulation impacts during construction	0.8	4.0	3.20	Very minor impact to traffic circulation. May be some issues during special events, but that could be easily mitigated by proper signage and traffic control.
d	Construction Schedule Considerations	Locational/site characteristics that may dictate a site's constructability and therefore, construction schedule	0.7	4.0	2.80	Easy mobilization with no issues relating to potential schedule impacts
e	Development Priority Options	Relationship of parking improvement to Historic District development goals	0.6	4.0	2.40	The 12/97 Parking Feasibility Study establishes an implementation plan that recommends construction of the Railroad Block structure first. This accomplishes two significant objectives – one, it can provide relief parking for the eventual construction of the Trader's Lane site, and therefore decrease the potential negative impact of that project's construction and two, it creates parking as a development catalyst for the Railroad Block property (i.e., "build it and they will come").
	Sub-Total				13.40	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

4	IMPLEMENTATION ISSUES					
	RAILROAD BLOCK – Option B					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Interim Parking Space Disruption (as well, difficulty/cost factor in providing relief parking)	Analysis of construction impacts to available parking, mitigation options	1.0	2.0	2.00	# of surface spaces currently existing in specific pad area will be unavailable once construction commences.
b	Impact on Existing Business Activity	Consequential impacts to business during construction	1.0	3.0	3.00	Minor impact to existing business activity.
c	Traffic Circulation/Impacts (difficulty/cost factor in mitigation of potential impacts)	Consequential traffic circulation impacts during construction	0.8	4.0	3.20	Minor impact to traffic circulation. May be some issues during special events, but that could be easily mitigated by proper signage and traffic control.
d	Construction Schedule Considerations	Locational/site characteristics that may dictate a site's constructability and therefore, construction schedule	0.7	4.0	2.80	Easy mobilization with no issues relating to potential schedule impacts
e	Development Priority Options	Relationship of parking improvement to Historic District development goals	0.6	4.0	2.40	The 12/97 Parking Feasibility Study establishes an implementation plan that recommends construction on the Railroad Block first, and this development proposal would fulfill that goal, and would fulfill it in a significant fashion.
	Sub-Total				13.40	

Notes:

4. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
5. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
6. "Weighted Score" is the product of "weight" and "score".

4	IMPLEMENTATION ISSUES					
	SUTTER STREET PROPERTY					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Interim Parking Space Disruption (as well, difficulty/cost factor in providing relief parking)	Analysis of construction impacts to available parking, mitigation options	1.0	4.0	4.00	No disruption of existing parking.
b	Impact on Existing Business Activity	Consequential impacts to business during construction	1.0	4.0	4.00	Very minor impact to existing business activity.
c	Traffic Circulation/Impacts (difficulty/cost factor in mitigation of potential impacts)	Consequential traffic circulation impacts during construction	0.8	4.0	3.20	Very minor impact to traffic circulation. May be some issues during special events, but that could be easily mitigated by proper signage and traffic control.
d	Construction Schedule Considerations	Locational/site characteristics that may dictate a site's constructability and therefore, construction schedule	0.7	4.0	2.80	Easy mobilization with no issues relating to potential schedule impacts
e	Development Priority Options	Relationship of parking improvement to Historic District development goals	0.6	4.0	2.40	The Sutter Street Property represents a new option. Its construction would aid and support development on the Railroad Block, which is a development priority.
	Sub-Total				16.40	

Notes:

7. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
8. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
9. "Weighted Score" is the product of "weight" and "score".

4	IMPLEMENTATION ISSUES					
	NATOMA INN					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Interim Parking Space Disruption (as well, difficulty/cost factor in providing relief parking)	Analysis of construction impacts to available parking, mitigation options	1.0	1.0	1.00	Some spaces on the lower pad level will be eliminated until replaces by the new structure (#?).
b	Impact on Existing Business Activity	Consequential impacts to business during construction	1.0	2.0	2.00	Construction could cause disruption to the Lake Natomas Inn, as well as the businesses in the Lakes shopping Center. The site is somewhat constricted, but good access is available from Leidesdorff. As with Trader's Lane, the parking that is eliminated during construction could be accommodated remotely, with free shuttle service, but that would be problematic for Natomas Inn guests and customers, most of which would first drive down towards the Inn entry before they realized parking was not available. During Inn- hosted events and scheduled meetings, the lower area gets extremely crowded with vehicles and pedestrians.
c	Traffic Circulation/Impacts (difficulty/cost factor in mitigation of potential impacts)	Consequential traffic circulation impacts during construction	0.8	1.0	.80	See 3b above – could be significant traffic issues during construction.
d	Construction Schedule Considerations	Locational/site characteristics that may dictate a site's constructability and therefore, construction schedule	0.7	1.0	.70	Because of the constricted site, and the presence of significant utilities in the proposed construction area, some impact to the schedule, at least relative to Trader's Lane and certainly the Railroad Block Site, could be anticipated.
e	Development Priority Options	Relationship of parking improvement to Historic District development goals	0.6	2.0	1.20	Natomas Inn is well located to support existing developed areas, with peripheral impact on the Railroad Block. Like Trader's Lane, it is not directly a "catalyst" site like the Railroad Block site.
	Sub-Total				5.70	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

4	IMPLEMENTATION ISSUES					
	BRANN SITE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Interim Parking Space Disruption (as well, difficulty/cost factor in providing relief parking)	Analysis of construction impacts to available parking, mitigation options	1.0	4.0	4.00	No significant impact (no parking currently exists), but may be some very temporary impact to the existing City lot, at the spot where they may be connected. As well, street parking at Sutter would probably be eliminated during construction and as part of the overall design.
b	Impact on Existing Business Activity	Consequential impacts to business during construction	1.0	4.0	4.00	No significant impact, except as construction vehicles and equipment disrupt vehicular circulation, some access to businesses (specifically, loss of conveniently located street parking).
c	Traffic Circulation/Impacts (difficulty/cost factor in mitigation of potential impacts)	Consequential traffic circulation impacts during construction	0.8	3.0	2.40	See 3b above.
d	Construction Schedule Considerations	Locational/site characteristics that may dictate a site's constructability and therefore, construction schedule	0.7	3.0	2.10	Site is relatively easy to mobilize – should be no negative impact to schedule.
e	Development Priority Options	Relationship of parking improvement to Historic District development goals	0.6	1.0	.60	Will support more intense development of the North end of Sutter Street, but little impact and/or support of Railroad Block development. Can be seen as potential relief parking, easing deficiencies during construction of either Trader's Lane or Natomas Inn sites.
	Sub-Total				13.10	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

5	COMMUNITY CONSIDERATIONS					
	TRADER'S LANE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Urban Planning/Urban Design Considerations and Opportunities	Site opportunities for Urban Design enhancement	1.0	2.0	2.00	Significant opportunities as related to urban design, and they include enhancement of Trader's Lane (the Lane, that is) as a significant urban space, enhancement of Leidesdorff Street elevation, and potential roof-deck uses other than parking.
b	Mixed-use Opportunities	Specific development opportunity of a site to integrate synergistic mixed-use component	1.0	2.0	2.00	Tremendous potential for mixed-use opportunity – along the Leidesdorff Street frontage, in the newly created Trader's Lane "alley", on the roof-deck (hotel, retail, park, housing), and retail space on Wool Street frontage. This is a prime piece of real estate in the Historic District, and its "highest and best use" may be something in addition to simply parking. Should consider designing parking with the potential for future addition of mixed-use components.
c	Transit Options	Viability of site to support transit oriented needs	0.5	2.0	1.00	Minimal transit options, other than bus stop.
	Sub-Total				5.00	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

5	COMMUNITY CONSIDERATIONS					
	RAILROAD BLOCK – Option A					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Urban Planning/Urban Design Considerations and Opportunities	Site opportunities for Urban Design enhancement	1.0	4.0	4.00	Railroad Block site, along with its position as future intermodal facility (w/Light Rail stop), is perfectly positioned to act as an entry marker for the Historic District and its design can set the tone for future Railroad Block redevelopment.
b	Mixed-use Opportunities	Specific development opportunity of a site to integrate synergistic mixed-use component	1.0	4.0	4.00	Limited mixed-use viability, except for some commuter services in support of light rail.
c	Transit Options	Viability of site to support transit oriented needs	0.5	4.0	2.00	It represents the best opportunity for transit alternatives, and should be developed for the dual purpose of providing commuter access to Light Rail, and visitor parking in support of the Historic District. Because of its dual-use, it will be the most consistently occupied structure.
	Sub-Total				10.00	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

5	COMMUNITY CONSIDERATIONS					
	RAILROAD BLOCK – Option B					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Urban Planning/Urban Design Considerations and Opportunities	Site opportunities for Urban Design enhancement	1.0	4.0	4.00	Railroad Block site, along with its position as future intermodal facility (w/Light Rail stop), is perfectly positioned to act as an entry marker for the Historic District and its design, and configuration, if properly executed, can solidify the Historic District's position as a regional destination. The housing component, with its proximity to Light Rail, is a model for transit-friendly development and sustainable growth.
b	Mixed-use Opportunities	Specific development opportunity of a site to integrate synergistic mixed-use component	1.0	4.0	4.00	As proposed the project is a true mixed-use development (Retail, Hotel, Housing, Entertainment, and Historic Resources.)
c	Transit Options	Viability of site to support transit oriented needs	0.5	4.0	2.00	It represents the best opportunity for transit alternatives, and should be developed for the dual purpose of providing commuter access to Light Rail, and visitor parking in support of the Historic District. Because of its dual-use, it will be the most consistently occupied structure.
	Sub-Total				10.00	

Notes:

4. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
5. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
6. "Weighted Score" is the product of "weight" and "score".

5	COMMUNITY CONSIDERATIONS					
	SUTTER STREET PROPERTY					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Urban Planning/Urban Design Considerations and Opportunities	Site opportunities for Urban Design enhancement	1.0	4.0	4.00	Sutter Street site, along with its position as related intermodal facility (w/Light Rail stop), is perfectly positioned to act as an entry marker for the Historic District and its design can set the tone for future Railroad Block redevelopment potential.
b	Mixed-use Opportunities	Specific development opportunity of a site to integrate synergistic mixed-use component	1.0	4.0	4.00	New retail on Sutter's 900 Block
c	Transit Options	Viability of site to support transit oriented needs	0.5	4.0	2.00	Good access to Light Rail and visitor parking in support of the Historic District. Because of its dual-use, it can be the most consistently occupied parking facility in the district (though somewhat dependant on the public's use/acceptance of Light Rail)..
	Sub-Total				10.00	

Notes:

7. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
8. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.

"Weighted Score" is the product of "weight" and "score".

5	COMMUNITY CONSIDERATIONS					
	NATOMA INN					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Urban Planning/Urban Design Considerations and Opportunities	Site opportunities for Urban Design enhancement	1.0	2.0	2.00	Natoma Inn site creates urban design opportunities for the Leidesdorff Street frontage, enhancement of the "streetscape" along Leidesdorff and up Wool Street to Sutter, and enhancement of the Wool/Leidesdorff intersection as an active circulation space in a key point of the Historic District. Possible negative impact could be disruption of views of the Lake Natoma Inn, dependant on final design configuration of the Leidesdorff-level deck.
b	Mixed-use Opportunities	Specific development opportunity of a site to integrate synergistic mixed-use component	1.0	2.0	2.00	Possible mixed-use opportunity at Leidesdorff Street frontage, but could be in conflict w/Sutter Street businesses.
c	Transit Options	Viability of site to support transit oriented needs	0.5	2.00	1.00	Intersection at Wool and Leidesdorff, depending on final configuration, could be stop for Historic District shuttle, carriages, etc.
	Sub-Total				5.00	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

5	COMMUNITY CONSIDERATIONS					
	BRANN SITE					
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Weighted Score**	**Comments:**
a	Urban Planning/Urban Design Considerations and Opportunities	Site opportunities for Urban Design enhancement	1.0	3.0	3.00	Given that the site is located at one end of the Sutter Street commercial district, there is an opportunity to create a "gateway" from the residential edge to the retail environment. There is always the opportunity to add a small retail component on Sutter Street, but because the site is small, it would significantly impact the number of spaces that could be built. Such a concept would be better suited for Brann Site-Alt#2 because of its greater size.
b	Mixed-use Opportunities	Specific development opportunity of a site to integrate synergistic mixed-use component	1.0	3.0	3.00	Minor opportunities for mixed-use development without severely impacting viability as an efficient parking structure.
c	Transit Options	Viability of site to support transit oriented needs	0.5	3.0	1.50	Minor opportunity for transit options, except as shuttle/carriage stop.
	Sub-Total				7.50	

Notes:
1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is the highest score, '1' lowest.
3. "Weighted Score" is the product of "weight" and "score".

Table 8 - Community Considerations Matrix

5	COMMUNITY CONSIDERATIONS SUMMARY			TRADER'S LANE		RAILROAD BLOCK Option A		RAILROAD BLOCK Option B		SUTTER STREET PROPERTY		NATOMA INN		BRANN SITE	
	Evaluation Criteria:	**Description:**	**Weight**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**	**Score**	**Wt'd Score**
a	Urban Planning/Urban Design Considerations and Opportunities	Site opportunities for Urban Design enhancement	1.0	2.0	2.00	4.0	4.00	4.0	4.0	4.0	4.0	1.0	1.00	3.0	3.00
b	Mixed-use Opportunities	Specific development opportunity of a site to integrate synergistic mixed-use component	1.0	2.0	2.00	4.0	4.00	4.0	4.0	4.0	4.0	2.0	2.00	3.0	3.00
c	Transit Options	Viability of site to support transit oriented needs	0.5	2.0	1.00	4.0	2.00	4.0	2.0	4.0	2.0	2.0	1.0	3.0	1.50
	Sub-Total				**5.00**		**10.00**		**10.00**		**10.00**		**2.50**		**7.50**

Notes:

1. "Weight" signifies level of importance as related/compared to other evaluation criteria in a given category (i.e., is 'a' more important than 'b' as a consideration of project outcome?). '1.0' as most important, '.5' as least important.
2. "Score" is a judgement of how a given site supports a given criteria, and ranks against the other sites (i.e., as related to the support of a mixed-use component, how does Trader's Lane rank against the Brann Site? The Railroad Block? Natoma Inn Site?). '4' is highest score (ranked highest), and '1' is lowest.
3. "Weighted Score" is the product of "weight" and "score".

APPENDIX B – OPINIONS OF PROBABLE CONSTRUCTION COSTS OF SITE OPTIONS

APPENDIX C – REFERENCES

The following reports, studies, and ordinances were used as reference in the preparation of this report:

1. Folsom Historic Railroad Block Urban Design Master Plan, prepared for the City of Folsom, December 1996, Nacht & Lewis Architects

2. Parking Feasibility Study for the City of Folsom, December 1997, Seifel Associates

3. Foundation Study for the Lake Natoma Inn Expansion, June 1998, Carlton Engineering, Inc.

4. Geotechnical Investigation Report – Proposed Trader Lane Parking Garage, Scott-Sutter Parking Deck, Folsom, California, December 10, 1999, Kleinfelder, Inc.

5. Real Estate Transaction Analysis, Seismic Hazard Assessment – Radisson Inn at Lake Natoma, December 23, 1996, Integrated Resources, Inc.

6. Seismic Report for Central Park Capital LLC , prepared for Lake Natoma Inn, December 31, 1998, Ecklund Consultants, Inc.

7. Phase I Environmental Site Assessment, Site 4a, Control No. 10190, prepared for Lake Natoma Inn, March 29, 1995, Geomatrix Consultants

8. Leidesdorff Street Parking and Circulation Study, December 1999, Fehr & Peers Associates, Inc.

9. The City of Folsom, Historic District Design and Development Guidelines, October 1, 1998, The City of Folsom

10. Ordinance No. 890 – Folsom Municipal Code regarding the Historic District, adopted July 14, 1998, city of Folsom

APPENDIX D – PUBLIC MEETING NOTE

APPENDIX E – Walker Proposal