Public Workshop #1
Targeted Multi-Family + Mixed-Use Housing Study
March 25, 2022
Introduction
The Targeted Mixed-Use and Multifamily Housing Study will evaluate design, density and market feasibility for multi-family and residential mixed-use development in Folsom along the East Bidwell Corridor, at focused sites around the Glenn and Iron Point light rail stations, and in the town center area of the Folsom Plan Area, south of US-50.

This work will provide necessary information to the City, Council, and the public to enable next steps related to the City's goals of encouraging mixed-use development, reducing VMT and increasing the supply of affordable housing along the East Bidwell Corridor. Subsequent work (not part of this scope) will involve amendments to the City's 2035 General Plan, Folsom Plan Area Specific Plan, Zoning Code and related studies.

The City is using a non-competitive REAP grant to fund this project.
Planning Background

Housing Goals in Folsom

Increase housing production in targeted areas of the city: proximate to downtown, transit, a mix of uses, and existing and planned infrastructure

Increase housing affordability and provide more income-restricted capital-A Affordable housing

Identify existing regulatory barriers to housing production (the outcome of this project)

Adjust standards as needed to enable production of housing that meets the City's affordability goals

East Bidwell Corridor

[Map and text related to the East Bidwell Corridor]
Planning Background

Glenn Station

Folsom Plan Area
Project Timeline

- **January 2022**: Project Kickoff
- **February**: Background Research + Analysis
- **March-April**: Market Conditions Analysis + Opportunity Site Concepts
- **April**: Workshop 1
- **May**: Opportunity Site Refinements + Financial Feasibility Testing
- **Late May**: Workshop 2
- **June**: Recommendations Matrix + Memo Delivered
Existing Conditions
Illustrative Map

What this map shows:
- Focus areas for mixed-use development near transit and along corridors—distinct from suburban neighborhoods
- Parcels: Wide range of parcel shapes and sizes

Figure-Ground

What this map shows:
- Building Footprints: Buildings occupy relatively little of the area along commercial corridors
- Lack of defined street edge
- Mix of large and small buildings with a wide range of setbacks
Base Maps

General Plan Land Use (2011)

- Opportunity Sites cover a range of Land Use categories in the General Plan
- Snowline Hospice Thrift Store designated as "Community Commercial"
- Glenn Station TOD designated as "Multifamily High Density"
- New Town Center includes "Mixed-Use", "Multifamily High Density", and "Multifamily Low Density"

Zoning

- Snowline Hospice Thrift Store is zoned C-2, within the East Bidwell Mixed-Use Overlay
- Glenn Station TOD designated as "Multifamily High Density"
- New Town Center includes "Mixed-Use", "Multifamily High Density", and "Multifamily Low Density"
East Bidwell Corridor
Glenn Station
Folsom Plan Area
Market Conditions
# Demographics and Households

## TABLE 1: POPULATION AND HOUSEHOLD TRENDS, 2010 TO 2019

<table>
<thead>
<tr>
<th></th>
<th>2010 Number</th>
<th>2019 Number</th>
<th>Change 2010 to 2019 Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Folsom</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Population</td>
<td>69,068</td>
<td>78,159</td>
<td>9,091</td>
<td>13.2%</td>
</tr>
<tr>
<td>Total Households</td>
<td>22,659</td>
<td>27,836</td>
<td>5,177</td>
<td>22.8%</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.61</td>
<td>2.63</td>
<td>0.02</td>
<td>0.8%</td>
</tr>
<tr>
<td><strong>Sacramento County</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Population</td>
<td>1,395,144</td>
<td>1,524,553</td>
<td>129,409</td>
<td>9.3%</td>
</tr>
<tr>
<td>Total Households</td>
<td>508,499</td>
<td>543,025</td>
<td>34,526</td>
<td>6.8%</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.69</td>
<td>2.76</td>
<td>0.07</td>
<td>2.6%</td>
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</tbody>
</table>


## TABLE 2: RACE AND ETHNICITY, 2019

<table>
<thead>
<tr>
<th></th>
<th>Folsom Number</th>
<th>Sacramento County Number</th>
<th>Percent</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic White</td>
<td>48,328</td>
<td>681,829</td>
<td>61.8%</td>
<td>44.7%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>9,526</td>
<td>353,318</td>
<td>12.2%</td>
<td>23.2%</td>
</tr>
<tr>
<td>Non-Hispanic Black/African American</td>
<td>2,565</td>
<td>144,695</td>
<td>3.3%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Non-Hispanic Asian</td>
<td>13,198</td>
<td>235,434</td>
<td>16.9%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Other Race/Ethnicity</td>
<td>4,542</td>
<td>109,277</td>
<td>5.8%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>


## TABLE 3: EDUCATIONAL ATTAINMENT, 2019

<table>
<thead>
<tr>
<th></th>
<th>Folsom Number</th>
<th>Sacramento County Number</th>
<th>Percent</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Degree or Less</td>
<td>10,464</td>
<td>356,887</td>
<td>19.2%</td>
<td>34.7%</td>
</tr>
<tr>
<td>Some College</td>
<td>16,103</td>
<td>354,374</td>
<td>29.6%</td>
<td>34.5%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>16,668</td>
<td>210,144</td>
<td>30.6%</td>
<td>20.4%</td>
</tr>
<tr>
<td>Advanced Degree</td>
<td>11,189</td>
<td>167,175</td>
<td>20.6%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Total Population 25 Year or Older</td>
<td>54,424</td>
<td>1,028,580</td>
<td>93.7%</td>
<td>100%</td>
</tr>
</tbody>
</table>


## TABLE 4: AGE DISTRIBUTION, 2019

<table>
<thead>
<tr>
<th></th>
<th>Folsom Number</th>
<th>Sacramento County Number</th>
<th>Percent</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>18,915</td>
<td>363,176</td>
<td>24.2%</td>
<td>23.8%</td>
</tr>
<tr>
<td>18 to 24</td>
<td>4,820</td>
<td>132,797</td>
<td>6.2%</td>
<td>8.7%</td>
</tr>
<tr>
<td>25 to 44</td>
<td>21,199</td>
<td>439,976</td>
<td>27.1%</td>
<td>28.9%</td>
</tr>
<tr>
<td>45 to 64</td>
<td>23,359</td>
<td>379,008</td>
<td>29.9%</td>
<td>24.9%</td>
</tr>
<tr>
<td>65 and older</td>
<td>9,866</td>
<td>209,596</td>
<td>12.6%</td>
<td>13.7%</td>
</tr>
</tbody>
</table>


## TABLE 5: HOUSEHOLD BY TYPE, 2019

<table>
<thead>
<tr>
<th></th>
<th>Folsom Number</th>
<th>Sacramento County Number</th>
<th>Percent</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families with Children</td>
<td>10,558</td>
<td>183,587</td>
<td>37.9%</td>
<td>33.8%</td>
</tr>
<tr>
<td>Families without Children</td>
<td>9,363</td>
<td>174,957</td>
<td>33.0%</td>
<td>32.2%</td>
</tr>
<tr>
<td>Single-Person Household</td>
<td>6,581</td>
<td>142,504</td>
<td>23.6%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Other Non-Family Household</td>
<td>1,334</td>
<td>41,977</td>
<td>4.8%</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

Housing Tenure

**Figure 1: Housing Tenure, 2019**

- **Folsom**
  - Owner Occupied: 69.5%
  - Renter Occupied: 30.5%

- **Sacramento County**
  - Owner Occupied: 56.4%
  - Renter Occupied: 43.6%

Residential Market Conditions

Figure 2: Median single-family and condo home sales price, 2014 to 2022 YTD

Figure 3: Average monthly rent per unit, 2014 to 2022 YTD

Source: Redfin, March 2022.

Source: Zillow, March 2022.

Note: Data is based on the Zillow Observed Rent Index (ZORI) aggregated by zip code. See www.zillow.com for methodology details.
Opportunity Sites
Opportunity Site Selection

1. Snowline Hospice Thrift Store (616 E Bidwell St)
2. Glenn Station TOD (1025 Glenn Dr)
3. New Town Center (Folsom Plan Area)
Site 1 - Snowline Hospice Thrift Store

Existing Conditions

- Strip centers backing onto north and south sides
- Backs up to house-scale apartment buildings

Lot Width: 170'
Lot Depth: 350'
Area: 1.4 acres

General Plan Land Use:
Community Commercial
(East Bidwell Mixed-Use Overlay)
Zoning: C-2
Allowed Height: 4 stories (50')
Density: 20-30 du/ac
FAR: 0.5-1.5

Front Setback: None required
Side Setback: Per building code
Rear Setback: 12' (building can project over rear setback with 14' clearance)

Parking Requirements:
Multi-Unit Dwellings:
1.5 sp/du
1 bike sp/5 du

Retail:
1 sp/200 sq ft min. (5 sp min.)

Parking Reductions (Zoning Code):
Shower/locker facilities: 2% of 5 spaces, whichever is greater
Secure Bike Parking: -1 space for every 3 bicycle spaces, up to 2%
Site 1 - Snowline Hospice Thrift Store

**Concept A**
**Surface + Tuck-Under Parking**

A larger building faces East Bidwell Street and smaller buildings transition to the house-scale buildings across the alley. Complies with all existing zoning requirements.

- 2 and 3 stories
- 42 dwelling units
- 63 parking spaces (surface and tuck-under)
- 30 du/acre

**Concept B**
**Mixed-Use Podium Building**

Maximizes building footprint and number of units within existing zoning requirements except maximum density.

- 3 stories
- 58 dwelling units
- 5,800 sf new retail
- 115 parking spaces (podium)
- 41 du/acre

*Alternative that provides no retail parking (could be shared with adjacent commercial):
- 4 stories
- 76 dwelling units
- 5,800 sf new retail
- 115 parking spaces (podium)
- 54 du/acre

Courtyard building concept
Fourplex court concept
Site 2 - Glenn Station

Existing Conditions

- Lot Width: 315'
- Lot Depth: 370'
- Area: 2.7 acres

Site Features and Regulatory Standards

- Adjacent to light rail station
- Street frontage along two sides
- Surrounded by office and industrial
- Park/preserve on opposite side of Folsom Blvd

Parking Requirements:

- Multi-Unit Dwellings:
  - Studio-1 Bedroom: 1 covered sp/du
  - 2+ Bedroom: 2 sp/du (1 covered)
- Guest Parking: 0.5 uncovered sp/du
- Bike Parking: 1 sp/10 vehicle sp
- Retail:
  - 3 sp/1000 sq ft min.

Parking Reductions (Zoning Code):

- Shower/locker facilities: 2% of 5 spaces, whichever is greater
- Secure Bike Parking: -1 space for every 3 bicycle spaces, up to 2%

General Plan Land Use:
Multifamily High Density
Zoning: R-4 SP 93-2
Allowed Height: 4 stories (50')
Density: 20-30 du/ac

Front Setback: 20'
Side Street Setback: 15'
Side Setback: 5'
Rear Setback: 20'
Site 2 - Glenn Station

Concept A
Surface + Tuck-Under Parking

Multiple buildings with stick-built construction and surface/tuck-under parking. Reduce parking requirements to .7 space/dwelling unit.

- 3 stories
- 147 dwelling units
- 1,500 sf non-residential
- 104 parking spaces (podium and tuck-under)
- 54 du/acre

Concept B
Podium Building

Apartments wrapping 3-bay podium parking structure. Reduce parking requirements to 1.1 spaces/dwelling unit.

- 8 stories
- 361 dwelling units
- 1,500 sf non-residential
- 399 spaces in internal parking garage (253 above grade, 146 below grade)
- 134 du/acre
Site 3 - New Town Center

Site Features and Regulatory Standards

- Intended as center of new traditional neighborhood development (TND)
- Part of larger development plan for the area south of Highway 50 (Folsom Plan Area Specific Plan)

Parking Requirements:

Residential:
1.5 sp/du
1 bike sp/5 du

Retail:
1 sp/200 sq ft min. (5 sp min.)

Parking Reductions (Zoning Code):
Shower/locker facilities: 2% of 5 spaces, whichever is greater
Secure Bike Parking: -1 space for every 3 bicycle spaces, up to 2%

Existing Conditions

Lot Width: 250'-380'
Lot Depth: 620'
Area: 2.7 acres

Folsom Plan Area Specific Plan Land Use: SP-Mixed Use

Zoning: SP-MU
Allowed Height: 50'
Density: 9-30 du/ac

All Setbacks: 0' min.
Site 3 - New Town Center

Concept A
New Mixed-Use + Residential with Inner-Block Garage + Surface Parking

Place double-loaded corridor buildings at perimeter of block and parking garage in the center of the block

- 3 and 4 stories
- 216 dwelling units
- 86,400 sf non-residential
- 424 parking spaces (3-story garage, surface, and on-street parking)
- 80 du/acre

Innerblock parking concept
Form + Scale Survey
Incorporate green space via bike trails. Parking. Easy access to destinations.

Roger Foreman

Form and Scale Survey

Folsom Plan Area - New Town Center

Building Height

Comments:

3 Stories 4 Stories 5 Stories

Group 1

East Bidwell Corridor

Building Height

Comments:

3 Stories 4 Stories 5 Stories

Group 2

East Bidwell Corridor

Building Height

Comments:

3 Stories 4 Stories 5 Stories

Group 3

East Bidwell Corridor

Building Height

Comments:

3 Stories 4 Stories 5 Stories

Folsom Plan Area - New Town Center

Building Height

Comments:

3 Stories 4 Stories 5 Stories

Glenn Station TOD

Building Height

Comments:

3 Stories 4 Stories 5 Stories

SacRT will require parking demand.

Roger Foreman

UC Davis medical centers will commute by light rail.

Stefan Pellegrini

Architectural character, harmonious with the feel of the corridor and buildings that look residential.

Roger Foreman

Depends on design guidelines? High visibility.

Roger Foreman

nearby factory, sparse context suggests opportunity for more intense building.

Roger Foreman

3-4 stories and walkable streets are happening on the rest of the block.

SacRT

larger at center.

Desmond Parrington

Transition in scale from center to interface with residential areas.

Desmond Parrington

3 stories is similar and compatible but needs to be livable.

Desmond Parrington

Higher density is best around Folsom. Maximize density but don't be out of scale.

Desmond Parrington

Medium

Large

Building Width and Massing

Comments:

Small Medium Large Extra-Large

Small Medium Large Extra-Large

Small Medium Large Extra-Large

Small Medium Large Extra-Large

Roof line and massing

Small Medium Large Extra-Large

Small Medium Large Extra-Large

Small Medium Large Extra-Large

Small Medium Large Extra-Large

3 Stories Near 4 Stories Far

Group 1

East Bidwell Corridor

Building Height

Comments:

3 Stories 4 Stories 5 Stories

Group 2

East Bidwell Corridor

Building Height

Comments:

3 Stories 4 Stories 5 Stories

Group 3

East Bidwell Corridor

Building Height

Comments:

3 Stories 4 Stories 5 Stories

Sacramento Business Journal

Photo: Dennis McCoy,

Portions of 3-story, portions of 4-story buildings on site.
East Bidwell Corridor

Building Height

3 Stories

4 Stories

5 Stories

Comments:
Building Width and Massing

Small

Medium

Large

Comments:
Glenn Station TOD

Building Height

3 Stories

5 Stories

8 Stories

Comments:
<table>
<thead>
<tr>
<th>Building Width and Massing</th>
<th>Medium</th>
<th>Large</th>
<th>Extra-Large</th>
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<tbody>
<tr>
<td><img src="image1" alt="Medium" /></td>
<td><img src="image2" alt="Large" /></td>
<td><img src="image3" alt="Extra-Large" /></td>
<td><img src="image4" alt="Extra-Large" /></td>
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</table>

Comments:

Photo: Dennis McCoy, Sacramento Business Journal
Folsom Plan Area - New Town Center

### Building Height

<table>
<thead>
<tr>
<th>3 Stories</th>
<th>4 Stories</th>
<th>6 Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="3 Stories" /></td>
<td><img src="image2" alt="4 Stories" /></td>
<td><img src="image3" alt="6 Stories" /></td>
</tr>
</tbody>
</table>

**Comments:**
Building Width and Massing

Small

Medium

Large

Comments: