



Public Workshop #1

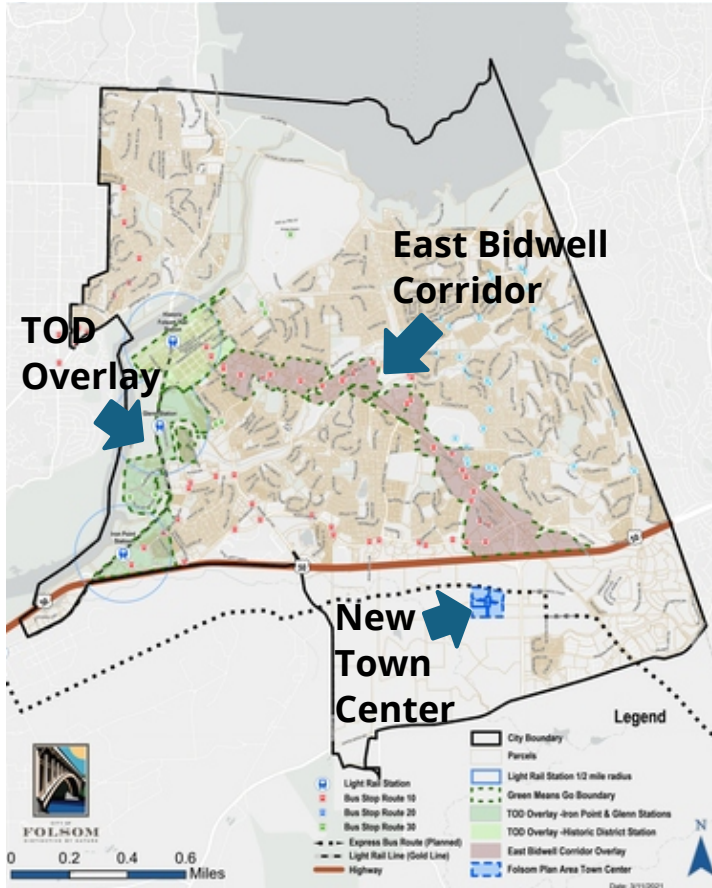
City of Folsom

Targeted Multi-Family +
Mixed-Use Housing Study
March 25, 2022



Introduction

Project Area + Overview



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



Planning Background

Glenn Station

PRIORITY SITE OPPORTUNITY GLENN/ROBERT G. HOLDERNESS

SITE SPECIFICATIONS
Site Zoning: General Commercial (C-1) and Medium-Density Residential (R-3)
Current Ownership: City of Folsom

SITE DESCRIPTION
This site is located on the east side of the Glenn/Robert G. Holderness area, which is a key transportation corridor. The site is currently zoned C-1 and R-3, which allows for a variety of uses, including retail, office, and residential. The site is adjacent to the Glenn/Robert G. Holderness station, which is a key transportation hub. The site is also adjacent to the Glenn/Robert G. Holderness station, which is a key transportation hub.

PROPOSED CONCEPT
The proposed concept is a mixed-use development that includes retail, office, and residential. The development is designed to be walkable and transit-oriented, with a focus on providing a variety of uses and amenities. The development is also designed to be integrated with the surrounding community and to provide a variety of uses and amenities.

It is expected that the proposed development will provide a variety of uses and amenities, including retail, office, and residential. The development is also designed to be integrated with the surrounding community and to provide a variety of uses and amenities.

STATION AREA STRATEGIES	GLINN/ ROBERT G. HOLDERNESS										
CONTEXT	<table border="1"><tr><td>Line</td><td>Gold</td></tr><tr><td>City</td><td>SB</td></tr><tr><td>Community</td><td>No</td></tr><tr><td>Operating Zone</td><td>No</td></tr><tr><td>Provision Zone</td><td>No</td></tr></table>	Line	Gold	City	SB	Community	No	Operating Zone	No	Provision Zone	No
Line	Gold										
City	SB										
Community	No										
Operating Zone	No										
Provision Zone	No										
ORGANIC	<table border="1"><tr><td>Signature</td><td>Cluster</td></tr><tr><td>CH</td><td></td></tr></table>	Signature	Cluster	CH							
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POSITIONAL	<table border="1"><tr><td>Market Strength</td><td>High</td></tr><tr><td>Zoning Intensity</td><td>High</td></tr><tr><td>Opportunity</td><td>High</td></tr></table>	Market Strength	High	Zoning Intensity	High	Opportunity	High				
Market Strength	High										
Zoning Intensity	High										
Opportunity	High										
STATION AREA STRATEGIES	<ul style="list-style-type: none">• Integrate specific transit link along the Glenn/Robert G. Holderness station area• Reduce parking requirements and increase transit-oriented development• Allow for higher density development adjacent to the Glenn/Robert G. Holderness station area• Increase transit-oriented development along the Glenn/Robert G. Holderness station area• Increase transit-oriented development along the Glenn/Robert G. Holderness station area• Increase transit-oriented development along the Glenn/Robert G. Holderness station area• Increase transit-oriented development along the Glenn/Robert G. Holderness station area										

POTENTIAL FUTURE TOD CONCEPT DIAGRAM
GLENN/ROBERT G. HOLDERNESS

Folsom Plan Area

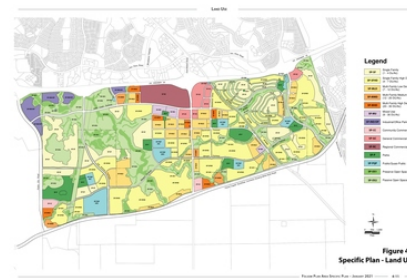


Figure 4.3
Specific Plan - Land Use

TOWN CENTER 6

4.1 Introduction
The Plan Area Town Center is located both north and south of Alder Creek Parkway east of East Robert Street, providing a central location at the heart of the Plan Area. The Town Center is easily accessible by pedestrians throughout the Plan Area using a walkable network of trails and sidewalks. Its close proximity to Highway 99 makes the Town Center a desirable destination for the greater Folsom area as well as providing heading west to Sacramento or east to Lake Tahoe. The location within the Plan Area represents a powerful transition along the transition from urban to rural heading north from Highway 99 north to Figure 4.1 - Showing Existing Conditions & Figure 4.2 - Street Center Location.

4.2.1.1.1.1.1 **4.2.1.1.1.1** **4.2.1.1.1.1**
Regional Mobility
Bike + Ped Mobility
Bike + Ped Collector

Figure 4.1 - Town Center Location

Project Timeline

January 2022

Project Kickoff

February

Background Research + Analysis

March-April

Market Conditions Analysis + Opportunity Site Concepts

April

Workshop 1

May

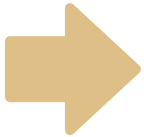
Opportunity Site Refinements + Financial Feasibility Testing

Late May

Workshop 2

June

Recommendations Matrix + Memo Delivered



Existing Conditions

Base Maps

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

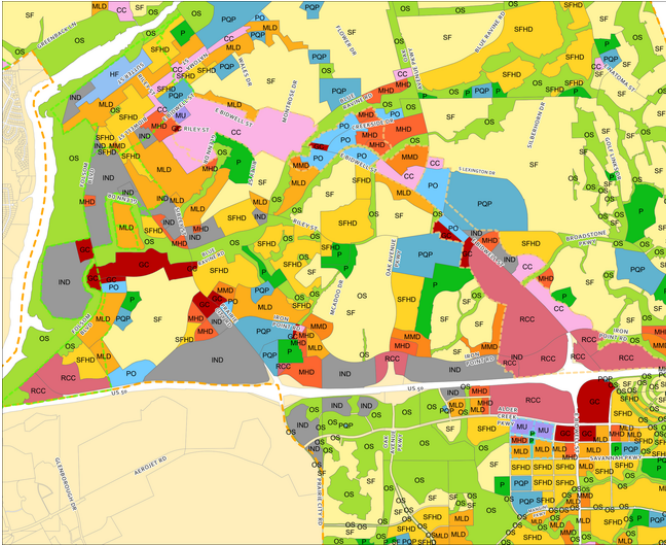


What this map shows:

- 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

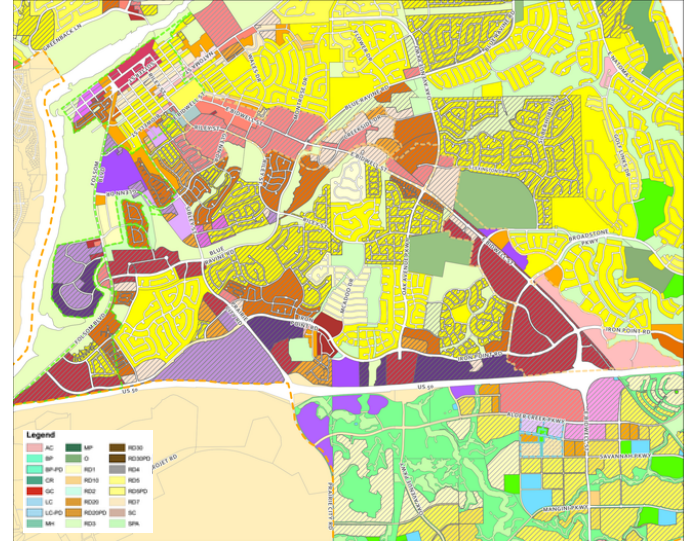
General Plan Land Use (2011)



What this map shows:

- 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



What this map shows:

- 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

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

Source: ACS, 5-Year Est. 2010, 2019.

TABLE 2: RACE AND ETHNICITY, 2019

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

Source: ACS, 5-Year Est. 2019.

TABLE 3: EDUCATIONAL ATTAINMENT, 2019

	Folsom		Sacramento County	
	Number	Percent	Number	Percent
High School Degree or Less	10,464	19.2%	356,887	34.7%
Some College	16,103	29.6%	354,374	34.5%
Bachelor's Degree	16,668	30.6%	210,144	20.4%
Advanced Degree	11,189	20.6%	107,175	10.4%
Total Population 25 Year or Older	54,424		1,028,580	

Source: ACS, 5-Year Est. 2019.

TABLE 4: AGE DISTRIBUTION, 2019

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

Source: ACS, 5-Year Est. 2019.

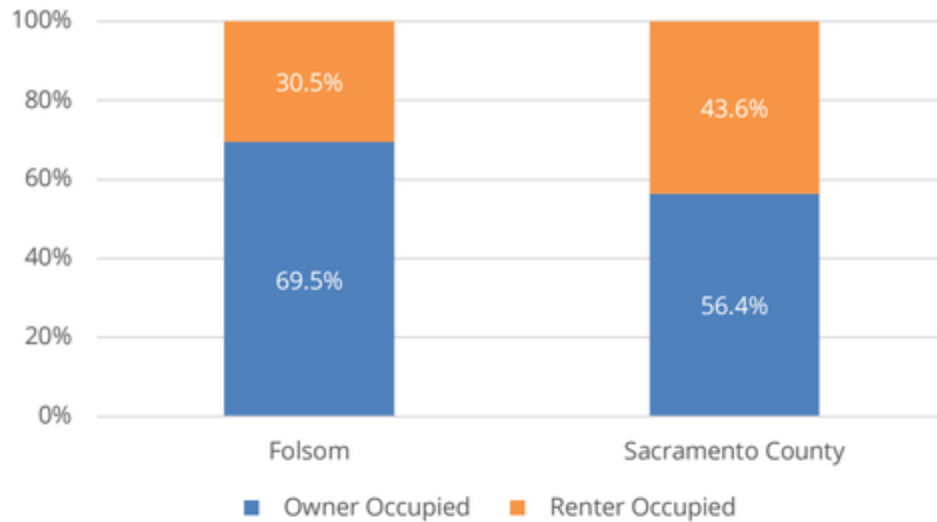
TABLE 5: HOUSEHOLD BY TYPE, 2019

	Folsom		Sacramento County	
	Number	Percent	Number	Percent
Families with Children	10,558	37.9%	183,587	33.8%
Families without Children	9,363	33.6%	174,957	32.2%
Single-Person Household	6,581	23.6%	142,504	26.2%
Other Non-Family Household	1,334	4.8%	41,977	7.7%

Source: ACS, 5-Year Est. 2019.

Housing Tenure

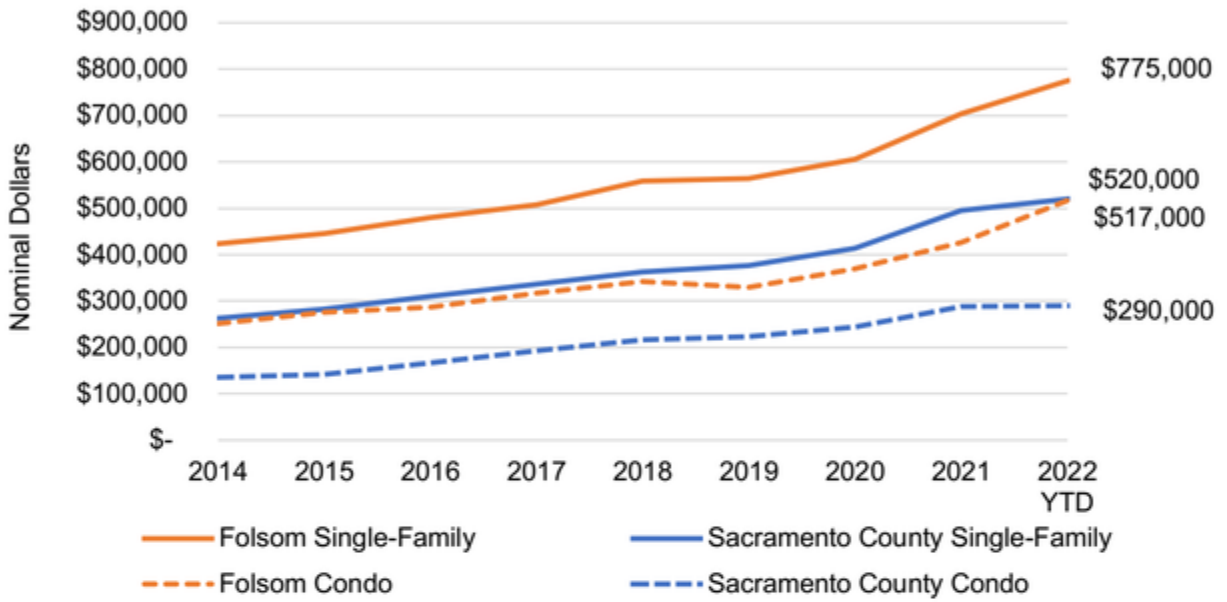
FIGURE 1: HOUSING TENURE, 2019



Source: ACS, 5-Year Est. 2019.

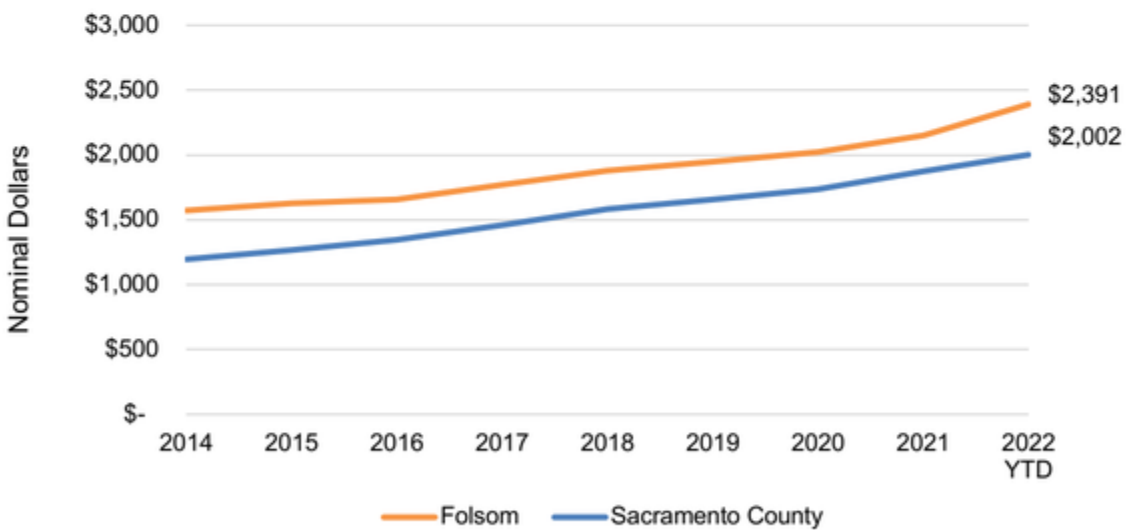
Residential Market Conditions

FIGURE 2: MEDIAN SINGLE-FAMILY AND CONDO HOME SALES PRICE, 2014 TO 2022 YTD



Source: Redfin, March 2022.

FIGURE 3: AVERAGE MONTHLY RENT PER UNIT, 2014 TO 2022 YTD

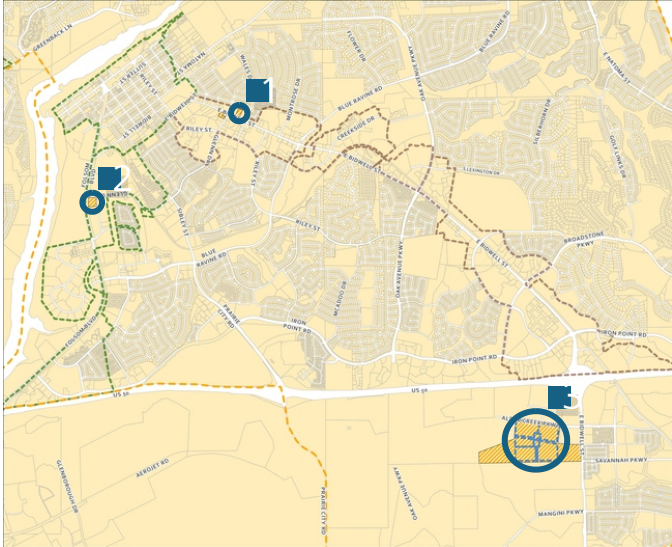


Source: Zillow, March 2022.

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



Site Features and Regulatory Standards

- 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

Courtyard building concept

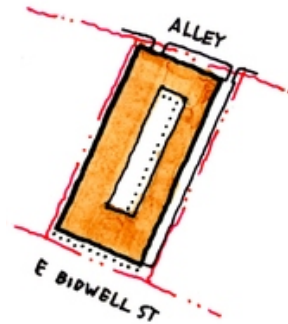


Fourplex court concept



Concept B Mixed-Use Podium Building

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

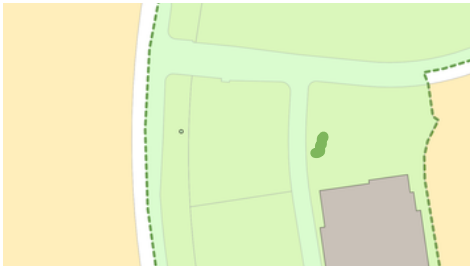


3 stories
58 dwelling units
5,800 sf new retail
115 parking spaces (podium)
41 du/acre

*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

Site 2 - Glenn Station

Existing Conditions



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

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

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'

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.

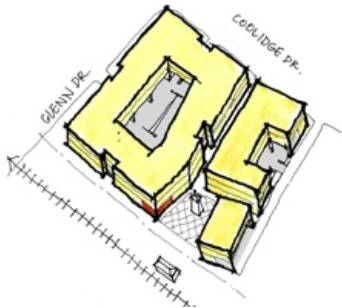
Parking Reductions (Zoning
Code):
Shower/locker facilities: 2%
of 5 spaces, whichever is
greater
Secure Bike Parking: -1 space
for every 3 bicycle spaces, up
to 2%)

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



KEY
 Residential
 Service (e.g. day care)
 Parking

Concept: Open space on top of podium



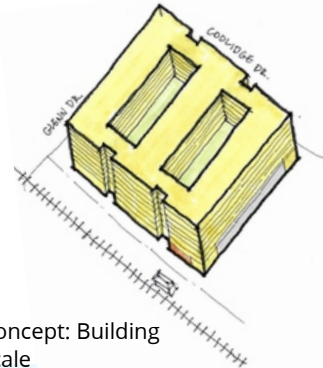
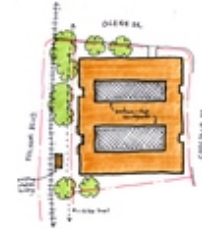
Concept: Building scale



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



KEY
 Residential
 Service (e.g. day care)
 Open space
 Parking

Concept: Building scale



Site 3 - New Town Center

Existing Conditions



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)

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.

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%)

Site 3 - New Town Center

Concept A

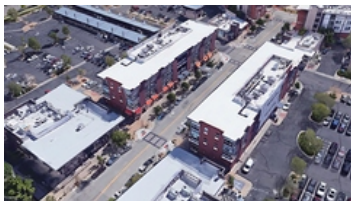
New Mixed-Use + Residential with Inner-Block Garage + Surface Parking

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

Form and Scale Survey

● Bad ● Okay ● Good

Group 1

East Bidwell Corridor

Building Height

3 Stories	4 Stories	5 Stories

Comments:

RF Roger Foreman Apr 22, 2022 at 2:15 AM
Portions of 3-story, portions of 4-story

DP Desmond Parrington Apr 22, 2022 at 2:10 AM
Height depends on what is happening on the rest of the block.

RF Roger Foreman Apr 22, 2022 at 2:12 AM
Concern about added traffic on E Bidwell

Building Width and Massing

Small	Medium	Large

Comments:

RF Roger Foreman Apr 22, 2022 at 2:18 AM
Smaller massing where existing buildings are smaller

SP Stefan Pellegrini Apr 22, 2022 at 2:18 AM
Likes the idea that green spaces can be introduced between building massing.

RF Roger Foreman Apr 22, 2022 at 2:18 AM
Incorporate green space

Glenn Station TOD

Building Height

3 Stories	5 Stories	8 Stories

Comments:

RF Roger Foreman Apr 22, 2022 at 2:45 AM
Car-share program

RF Roger Foreman Apr 22, 2022 at 2:45 AM
Look into higher supply of bike parking. Easy access to destinations via bike trails.

RF Roger Foreman Apr 22, 2022 at 2:45 AM
Partnership w/ commercial devt bike share?

RF Roger Foreman Apr 22, 2022 at 2:23 AM
Nearby green space

RF Roger Foreman Apr 22, 2022 at 2:24 AM
Offers good views from upper-story apts

RF Roger Foreman Apr 22, 2022 at 2:22 AM
Nearby factory, sparse context suggests opportunity for more intense building

RF Roger Foreman Apr 22, 2022 at 2:26 AM
Preserve park-and-ride capacity. SacRT will require parking demand to be met.

RF Roger Foreman Apr 22, 2022 at 2:27 AM
Residential parking demand will be less because of transit access. Easy commute by light rail.

RF Roger Foreman Apr 22, 2022 at 2:28 AM
Depends on design

Building Width and Massing

Medium	Large	Extra-Large

Comments:

SP Stefan Pellegrini Apr 22, 2022 at 2:32 AM
Appreciates residential character and buildings that look residential rather than office/commercial. Fit in with the feel of the corridor

SP Stefan Pellegrini Apr 22, 2022 at 2:31 AM
Good opportunity for large/extra large buildings on site.

RF Roger Foreman Apr 22, 2022 at 2:32 AM
Architectural character, harmonious with context. Apply design guidelines? High visibility.

Folsom Plan Area - New Town Center

Building Height

3 Stories	4 Stories	6 Stories

Comments:

SP Stefan Pellegrini Apr 22, 2022 at 2:35 AM
Eldorado Hills could be a good precedent for mixed-use multistory development for this site

SP Stefan Pellegrini Apr 22, 2022 at 2:39 AM
Vancouver comment - higher intensity in centers then transitioning to lower intensity residential at the edges.

SP Stefan Pellegrini Apr 22, 2022 at 2:39 AM
UC Davis medical centers will provide employment that will support housing.

RF Roger Foreman Apr 22, 2022 at 2:38 AM
Concentration at town center is opportunity for a real walkable environment

Building Width and Massing

Small	Medium	Large

Comments:

RF Roger Foreman Apr 22, 2022 at 2:41 AM (edited)
Transition in scale from center to interface with residential areas. Larger at center.

RF Roger Foreman Apr 22, 2022 at 2:42 AM (edited)
Medium scale is better for walkability, variety, connectivity, ease of getting from one destination to another. Larger buildings could make this difficult.

Group 2

East Bidwell Corridor

Building Height

3 Stories	4 Stories	5 Stories

Comments:

CC Caroline Ci Apr 22, 2022
3 stories is sim to what already

DP Desmond Parrington Apr 22, 2022 at 2:17 AM (edited)
Central Business District is not really walkable now. Not really a central business district.

CC Caroline Cochran Apr 22, 2022 at 2:23 AM
Viable for kind of it it creates

CC Caroline Cochran Apr 22, 2022 at 2:24 AM
Consider higher heights (e.g. 5 stories) at corners or nodes, with lower heights (e.g. 3 stories) between corners

DP Desmond Parrington Apr 22, 2022 at 2:27 AM
Better use of land would be to add housing.

CC Caroline Cochran Apr 22, 2022 at 2:24 AM
the day. Creates gloomy atmosphere.

Building Width and Massing

Small	Medium	Large

Comments:

Glenn Station TOD

Building Height

3 Stories	5 Stories	8 Stories

Comments:

DP Desmond Parrington Apr 22, 2022 at 2:54 AM (edited)
Higher density is best around transit stations. 5 stories works well but needs to be livable.

DP Desmond Parrington Apr 22, 2022 at 2:55 AM
8 stories could work but design is really critical. 5 stories will work and developer could build that.

DP Desmond Parrington Apr 22, 2022 at 2:58 AM
Need to support light-rail with higher density.

Building Width and Massing

Medium	Large	Extra-Large

Comments:

DP Desmond Parrington Apr 22, 2022 at 2:41 AM
Medium to large works, but good design and design guidelines are key.

DP Desmond Parrington Apr 22, 2022 at 2:39 AM
Extra-large is too out of scale with Folsom. Maximize density but don't be out of scale.

Folsom Plan Area - New Town Center

Building Height

3 Stories	4 Stories	6 Stories

Comments:

DP Desmond Parrington Apr 22, 2022 at 2:45 AM
Palladio is a good height for town center development. 4-stories is appropriate.

DP Desmond Parrington Apr 22, 2022 at 2:46 AM
Town of Windsor is a great example of a new town center with housing.

DP Desmond Parrington Apr 22, 2022 at 2:47 AM
3-4 stories and walkable streets are key.

Building Width and Massing

Small	Medium	Large

Comments:

Group 3

East Bidwell Corridor

Building Height

3 Stories	4 Stories	5 Stories

Comments:

DP Desmond Parrington Apr 22, 2022 at 2:55 AM
Can use nodes of height (up to 5 stories) at corners but not along the entire block.

Building Width and Massing

Small	Medium	Large

Comments:

Glenn Station TOD

Building Height

3 Stories	5 Stories	8 Stories

Comments:

Building Width and Massing

Medium	Large	Extra-Large

Comments:

Folsom Plan Area - New Town Center

Building Height

3 Stories	4 Stories	6 Stories

Comments:

Building Width and Massing

Small	Medium	Large

Comments:

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:

Building Width and Massing

Medium



Large



Extra-Large



Photo: Dennis McCoy,
Sacramento Business Journal

Comments:

Folsom Plan Area - New Town Center

Building Height

3 Stories



4 Stories



6 Stories



Comments:

Building Width and Massing

Small



Medium



Large



Comments: