

F FOLSOM BOULEVARD B

Economic Development Plan

ABSTRACT

The proposed improvements of this plan will enhance and inspire future developmental for the Folsom Boulevard corridor from Howe Ave to Watt Avenue

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Executive Summary

This document is a compilation of research and proposals for the beautification and improvement of Folsom Boulevard between Howe Avenue and Watt Avenue. The Folsom Boulevard corridor, which links numerous businesses and residential neighborhoods, is currently outdated and underdeveloped. Due to the corridor's current state, it presents obstacles to public transportation users, bicyclists, and pedestrians, reducing the options and potential advantages of active transportation. This economic development plan will inspire the community's goal of revitalizing Folsom Boulevard and serve as a planning framework for improvements in accessibility, safety, and mobility. All users of Folsom Boulevard will benefit from creating a "complete street," which will create an integrated, safe, and convenient transportation network for all users, regardless of mode of transportation.

The following economic development plan highlights pedestrian, roadway, and intersection points of focus with supporting evidence to identify project ideas. The plan identifies potential organizations to partner with in creating art and cultural attributes to highlight the significance of the corridor. Additionally, the plan provides research regarding place-maker projects and the effects these have on surrounding communities. Furthermore, the plan provides insight into potential event projects to attract community engagement and tourism. Lastly, associated costs for proposed projects will provide insight into the capital improvements outlined in this plan.

The plan is intended to apply for funding by Caltrans Community Based Transportation Planning Grant and the Offices of Art and Culture. The proposed improvements will allow Folsom Boulevard to serve not only as a convenient destination but also as a safe street for all modes of transportation, increasing the likelihood that local businesses will thrive.

The goals of the economic development plan:

- Create a shared vision for the Folsom Boulevard Corridor.
- Help secure funding for future enhancements.
- Define business district priorities.
- Allow incremental improvements to contribute to larger goals.
- Give direction while permitting further adjustment of distinctive road design components in the future.

As a multi-modal transportation corridor, Folsom Boulevard is an integral "thread" running through the fabric of the community that deserves attention and care from the community.

Development Overview



The corridor of Folsom Boulevard between Howe and Watt Avenue is a 4-lane arterial motorway with Light Rail and railroad tracks that run parallel for most of the corridor. The corridor is a two-mile segment of Folsom Boulevard that serves a portion of the state route CA-16. To the Northwest of the corridor is a small section of residential structures. Heading to the Northeast of the corridor is primarily retail structures. The South side of the corridor is solely industrial structures coupled with the tracks that were previously mentioned. The corridor has a handful of uncovered bus stops and two Light Rail stations: Power Inn Station and College Greens Station. Most development is located on the North side of the corridor with the railway tracks creating a barrier on the South side. Few sections of the corridor have sidewalks and limited lighting is provided. An additional attribute the corridor has is close proximity to California State University of Sacramento and the American River.

Development Elements

Historical Attributes

The distance from Old Sacramento to Folsom is only 30 miles, but within this section is arguably California's most scenic and historic corridor. Folsom Boulevard is a roadmap to the history of our indigenous peoples, early pioneers' exploration and settlement, and the coming technology that made Sacramento the second largest city in the west by 1860, eclipsed only by San Francisco. Folsom Boulevard anchored gold discovery, the Pony Express, the transcontinental telegraph and transcontinental railroad, and the eventual development of an agricultural corridor. This changed during World War I and the corridor developed with residential and commercial businesses to support servicemen and their families. Folsom Boulevard became the development's "main street" and served as part of the original Lincoln Highway. In the 1970's, the Lincoln Highway was bypassed by Highway 50. This changed the character of Folsom Boulevard from the active "Main Street" to a local arterial and the corridor began to change character. Restoring the history and character of Folsom Boulevard is key to the redevelopment of Howe Avenue to Watt Avenue.



Historic Folsom Boulevard near Mather Field

Historic Timeline, Themes, and Potential Partners

1839	Captain John Sutter arrives on the American River to establish present-day Sacramento
1841	Sutter begins construction of Sutter's Fort, relying mostly on labor from local Native American tribes. <ul style="list-style-type: none"> ○ Nisenan Native American heritage ○ California Indian Museum
1847	Sutter's first census report of the Sacramento area reports a population of 22,657
1848	James Marshall discovers gold at Coloma. The California Gold Rush begins. <ul style="list-style-type: none"> ○ Folsom Boulevard was originally a wagon and stagecoach route to and from Sutter's Fort and the town of Coloma and was called the "Roaring Road". Between 30-40 wagons departed Sacramento each day for the mines. ○ HWY 50 Association: a non-profit organization dedicated to horse and wagon enthusiasts, and the historical reenactment of the "Great Western Migration". A member and sponsor supported organization providing many family-oriented fun filled events and activities.
1856	The Sacramento Valley Railroad, the first railroad in the West, opened officially for service between Sacramento and Folsom. <ul style="list-style-type: none"> ○ Today, light rail runs from Sacramento to Folsom on the same line laid out for the route of the railroad. You can see as you run the Gold Line that there is still freight railroad service along much of the route. ○ California State Railroad Museum ○ Sacramento Regional Transit Gold Line
1860	The Pony Express ran as a 10-day delivery mail service from the settled Midwest to the new state of California.
1869	The Transcontinental Railroad is completed, with its western component anchored in Sacramento. <ul style="list-style-type: none"> ○ California State Railroad Museum
1891	Central Street Railway replaces horse-drawn streetcars with trolley-driven streetcars on Folsom Boulevard taking thousands to work daily and helping give birth to the region's first suburbs.
1926	Sacramento was a focal point of the early adopted California State Highways. From its origin in 1926 until the completion of the El Dorado Freeway (current U.S. 50) in 1973, U.S. 50 ran from Folsom to East Sacramento and Midtown via Folsom Boulevard. <ul style="list-style-type: none"> ○ Sacramento Automobile Museum ○ Sacramento grew interconnected with nearby cities like San Francisco, Chico, and Stockton as the automobile continued to grow in popularity.

Place Maker Significance

Placemaking and neighborhood transformations have been occurring throughout the nation for centuries. Many areas similar to Folsom Boulevard have evolved from an industrial area to a destination spot where family and friends meet. While it is not a quick turnaround, it is one that is worthwhile and can benefit the district and the people who call it home.

Successful stories include the Pearl District in Oregon and the River Walk in San Antonio, Texas. These stories start out in similar fashion, the area gets its sidewalks and streets fixed after the city dedicates funds. The area then finds a place to relocate the unhoused citizens. From here, the stories continue to be parallel, everything becomes safer, and distinct architecture and art are installed throughout the area. Public transit is optimized. Businesses start to flock to the area to be a part of something fun and unique.

Folsom Boulevard is currently an industrial area rich in history and opportunity. From the gold rush to the transcontinental railroad and the Pony Express, the area is perfectly placed. Being so close to Sacramento State, a customer base is installed. It was said in the past that Sacramento State is a commuter college, but that is no longer the case. More students are living in the section of Folsom Boulevard and want to find the next best place to enjoy themselves. People want to feel safe, and people want to find something interesting. The Pearl District and the River Walk are great blueprints for Folsom Boulevard to follow.

Pedestrian, Bicycle, and Intersection Points of Focus

Folsom Boulevard is an identified Pedestrian District in the Pedestrian Master Plan and the County's Improvement Standards. The development of a "complete street" for Folsom Boulevard will contribute to a unique identity and a sense of place and will reflect the values of the community. A complete street will support business, provide curb appeal, enhance experience, and add to the corridor's marketability. The intent of the complete street is to invite the community into the corridor, encourage walking from one business to another, and provide future opportunities for continued revitalization with additional shops, restaurants, cafes, and gathering places that could serve more of the community. Most of the corridor is not a complete street with minimal sections that meet this requirement (see Figures 1-4 in the appendices).

As part of its new policy, Caltrans commits to remove administrative barriers and partnering with communities and local agencies to ensure more projects on state and local transportation systems improve the connectivity to pedestrian, bicycle, and transit facilities, and accessibility to destinations. Toks Omishakin, Caltrans Director shares the charge that "California must reduce dependence on driving without sacrificing mobility and accessibility. As Caltrans and local transportation agencies prepare for the influx of new federal infrastructure funding, we must provide safe, convenient, sustainable, and accessible alternatives to driving to achieve our climate goals while equitably serving all Californians."

Proposed Projects

- South side of Folsom Boulevard: Create continuous sidewalks and bike lanes with painted buffers that separate bicyclists from automobile traffic. The south side of Folsom Boulevard has very limited pedestrian connectivity, yet it is on the side of the street with light rail facilities, and connecting existing light rail stations will provide an alternate path of travel for pedestrians and bicyclists. Additionally, there are fewer driveway conflicts along the southern portion, making it a more desirable pedestrian path with fewer potential points of vehicular conflict. Anecdotal evidence from previous stages of work in Rancho Cordova suggests that some pedestrians prefer to use the south side rather than pass through the numerous driveway conflict points on the north side.
- North side of Folsom Boulevard: Continuous well-lit sidewalks and continuous bike lanes. Driveway consolidation to minimize conflict points between pedestrians, bicyclists, and automobiles. Driveway consolidation is the process of reducing the density of driveways along a major roadway by closing unnecessary or redundant driveways, creating alternative accessways, creating shared driveways, relocating entrances to side streets, or promoting cross-access. Such projects are generally done to improve frontage roadway safety but can also improve traffic flow.
- Raised or partial medians: landscaped medians to promote traffic calming and beautify the corridor, and median breaks to provide access to existing businesses.
- Decorative Pedestrian scaled lighting fixtures: Lighting is one of the most important Crime Prevention through Environmental Design (CPTED) elements in any site design. Proper lighting will provide a safe corridor for bicyclists and pedestrians on the street. Existing lighting fixtures throughout the corridor are primarily streetlamps oriented toward vehicles. Pedestrian scale lighting oriented towards active modes of transportation will improve safety and protect pedestrians and cyclists by making them more visible to motorists.
- Bus stops: bus stop design can greatly affect a person's decision to ride the bus. Several Regional Transit bus service lines run along both the north and south side of Folsom Boulevard and none of the stops are sheltered. One bus stop is identified only by a signpost. Bus stops can be improved by installing covered bus shelters (see Figures 5 & 6).
- Landscaping throughout the corridor: The easiest way to transform the look of the corridor is the addition of trees, shrubs, and ground cover to the corridor.

Art and Cultural Installations

Past art and cultural installations have been successful within the corridor. The Community Murals Sacramento, a city-funded program, partnered with local business associate Brother's Plumbing to create a mural on the side of the business's building to celebrate the community. Additionally, the Folsom Boulevard Coalition partnered with California State University of Sacramento's Art Department in having students paint utility

boxes along the corridor. Such installations attract community engagement as well as increased foot traffic and tourism. Expanding upon such efforts drives economic activity, civic pride, and creates cost-effective efforts in beautification. Art in public spaces is a point of pride for the City of Sacramento and allocation of funds and resources are readily available. The Office of Arts and Culture manages the city's public art program and sets aside 2% of the City's and County's capital improvement project budgets for the commission, purchase, and installation of public art projects throughout the city.

Local organizations that put a collective effort into the beautification of Sacramento neighborhoods through street art are Community Murals Sacramento (CMS), Wide Open Walls, and California State University of Sacramento. CMS has worked in all 8 districts of Sacramento to partner with community stakeholders to "elevate the voices of neighborhoods across Sacramento's 8 districts". CMS participates in community events that bring locals into the artistic spaces with community paint days and mural festivals as well. Wide Open Walls' vision is to "promote diversity through artistic expression" and to expand art into the daily lives of communities. Similarly, to CMS, Wide Open Walls also participates in art festivals and art education programs. California State University is another valuable resource in partnership with public art installations. Expanding on student involvement fosters educational growth and civic engagement.

Proposed Projects:

- **Additional Murals:** The CMS organization has numerous contacts as well as a platform to expand upon further projects. Partnering with this organization to add additional murals would be beneficial. Murals have proven to be cost-effective art installations that promote economic activity and instill public engagement. Locations with mural potential include 8294 Folsom Blvd, a section of Highway CA-16, as seen in Figures 7-9 in the Appendices.
- **Art-Focused Events:** Incorporating art festivals into the corridor will create a destination point. All three previously mentioned organizations, CMS, Wide Open Walls, and CSUS, could partner with the Folsom Boulevard Flea market in creating art fairs, festivals, and exhibitions. Festivals and fairs attract tourists and consumers, allowing for greater foot traffic to local businesses. Specifically partnering with CSUS to allow a space for students to showcase their works ties the community together.
- **Historical Monuments:** Based on the significant history of Folsom Boulevard a commissioned monument, statue, or other 3D art installation will create a point of interest for the community. Data suggests that established historical points of interest promote economic growth through tourism from local or non-local individuals. Commissioning a historical art project by partnering with CSUS art students, fosters the educational growth of the community and the students involved. A potential area for displaying this would be at the South side of the intersection of Howe and Folsom Boulevard (see Figures 10 and 11). The deliverable could be a statue, monument, or an arch that expands over the intersection as seen in many downtown or historical districts (see Figure 12). This historical installation would signal to passersby and tourists the significance of the corridor and its impact on the surrounding community.

Events

Throughout the years, Folsom Boulevard has been deteriorating and experiencing decreases in visitors, even from local residents. College-Glen, a neighborhood adjacent to Folsom Blvd (figure 13), is located between Howe Ave and Watt Ave. Home to an estimated 9,500 people, this Sacramento neighborhood is disadvantaged to the benefits of placemaking: a place the community can come together and share.

Although the neighborhood is equipped with two parks that are perfect for the local demographic (figure 14), Folsom Blvd needs a place where families can come together, events can be held, and the community can spend some time together. Creating a place that will attract people from the local neighborhood and others from neighboring places will allow this stretch of road to gain some recognition. Not only will this bring in revenue to the proposed projects, but it will allow local shops and other destinations to receive more attention.

Proposed Projects:

- The Folsom Blvd Flea Market (figure 15), located at 8521 Folsom Blvd Sacramento, CA 95826 is open to the public every weekend, rain or shine. For almost 50 years, this flea market has been a great destination for families to make memories of playing, shopping, and eating. Aside from the weekends, the area used for the flea market is unused, which has great potential. An area of about 2.50 acres, the parking lot can be used to hold many events resulting in an increase of visitors to the area. Funding a partnership with the Folsom Blvd Flea Market to allow events to be held in the parking lot during off hours. Events involving food trucks, festivals, movie nights, and much more can be held for residents and others who may be interested, which have been successful in nearby neighborhoods. These events will attract more people to the area, resulting in business for local small businesses.
- A lot of approximately 22,000 sqft, located at 8651 Folsom Blvd Sacramento, CA 95826 (figure 16), has been vacant for several years and can be purchased as an area transformed to hold events on a smaller scale. Purchasing this vacant lot can allow for additional placemaking. Building a seating area, with a small stage, and features showcasing the history of the area has the potential to be a success. Whether open to the public or reserved for specific times, the area can have many uses. Not only will it beautify the area by removing a vacant lot, but it will bring people together while bringing attention to the area's history and benefiting neighboring shops.

Communication Plan

The Folsom Boulevard Coalition should consider how important information will be communicated to potential partners and stakeholders. To drive short- and long-term goals, launching a website will enable the Coalition to share the mission and tell the story of Folsom Boulevard. The benefits of a website include the ability to publish the Coalition's contact information to create valuable connections and enable the possibility of receiving donations, and support from the community.

In preparing to apply for Grant funding, the Coalition should reference the Complete Street Master Plan for Folsom Boulevard from Watt Avenue to Bradshaw Road and Hazel Avenue to the County/City boundary. The Sacramento County Department of Transportation is moving forward with this project. The Coalition should hold Community Open House Meetings and with the aid of the community develop a plan to secure the Community Based Transportation Planning Grant from the California Department of Transportation (Caltrans). The Coalition should also present its cause and foster public engagement and participation at Board meetings with the Sacramento County Board of Supervisors.

The communication plan therefore is aimed at a two-pronged strategy. First, engage and solicit community involvement on smaller-scale projects with the launch of a website. Second, aim for the revitalization of the entire corridor as a "Complete Street" with Sacramento County.

Risk Analysis

The risk analysis below was completed based upon likely scenarios that would be encountered during the development and execution of the proposed plan to improve Folsom Blvd. between Watt Avenue and Howe Avenue. Interest in the project and internal design approvals are unlikely to pose any threats to the proposed development and therefore pose little to no risk. Local Jurisdiction and Planning Department approvals are likely to be the biggest risk to the completion of the project. Without these approvals, the scope of the project could be drastically changed to the point it is undesirable to pursue or cannot proceed. The remaining risks are factors of construction and can be mitigated through contractor involvement in the development and design of the project. Design Build contracting is recommended for the proposed Folsom Blvd. Economic Development Plan.

RISK MATRIX	LOWEST RISK (0) - HIGHEST RISK (10)
PROJECT RISK PRIORITY	REQUIREMENTS FOR PROJECT COMPLETION
1	Community Interest in beautification and place-making Folsom Blvd.
2	Internal Design Approval
3	Unforeseen Conditions
4	Construction Permits
5	Time
6	Funding
7	Maintaining Schedule
8	Maintaining Budget
9	Local Jurisdiction Planning Approval
10	Egress and Right of Way Granted for Proposed Improvements

Development Costs

Roadway Improvements

The roadway improvements proposal is based upon the previous improvements estimate and is assumed to require a two-season construction phasing plan (spring to winter) this is inclusive of mobilization and demobilization costs along with traffic control. Union labor rates and current market rates for materials are included. Estimates for engineering and permit drawings are included along with a permit fee allowance for submission to local jurisdictions. Estimates include demolition and excavation for the installation of improved sidewalk, roadway, proposed bike lane, and medians. Agency approval and coordination are not included in the below estimate. Landscape maintenance is not included. The proposal does not include Overhead and Profit.

Item	QT	Unit	Demo		Install	
			Cost	EXT	Cost	EXT
Curb ramps	14	EA	\$ 89.78	\$ 1,256.92	\$ 1,166.66	\$ 16,333.24
Sidewalks	18,300	LF	\$ 40.50	\$ 741,150.00	\$ 45.00	\$ 823,500.00
Curb/C&G	36,600	LF	\$ 60.00	\$ 2,196,000.00	\$ 51.00	\$ 1,866,600.00
Signals	8	EA	\$ -	\$ -	\$ 150,000.00	\$ 1,200,000.00
Median Soil	2,222	CY	\$ -	\$ -	\$ 150.00	\$ 333,333.00
Sound Wall	6,200	SF	\$ -	\$ -	\$ 58.00	\$ 359,600.00
Landscaping	1	LS	\$ -	\$ -	\$ 1,500,000.00	\$ 1,500,000.00
Underground utilities	1	LS	\$ -	\$ -	\$ 3,000,000.00	\$ 3,000,000.00
Roadway Excavation	2,222	CY	\$ 72.00	\$ 159,999.84	\$ -	\$ -
Stripe	75,000	LF	\$ -	\$ -	\$ 1.50	\$ 112,500.00
Traffic Control	1	LS	\$ -	\$ -	\$ 1,500,000.00	\$ 1,500,000.00
Paving	13,125	TN	\$ -	\$ -	\$ 175.00	\$ 2,296,875.00
Bike Lane	9,650	LF			\$ 48.00	\$ 463,200.00
Cold Plane	77,778	SY	\$ 2.00	\$ 155,555.56	\$ -	\$ -
			Subtotal	\$ 3,253,962.32	Subtotal	\$ 13,471,941.24
			Total		\$	16,725,903.56
			GC's & GR's		\$	1,500,000.00
			Engineering and Permit Drawing		\$	175,000.00
			Permit Fee Allowance		\$	200,000.00
			Agency Grants		\$	(250,000.00)
			Grand Total		\$	18,350,903.56

Historical Art Structure

The mural structure estimate is based upon one structure that is 10' tall x 40' long and allows for re-use. Estimate includes structural and civil engineering for the footings and mural structure. Excavation and concrete work is included. Miscellaneous metals are included to support the mural face. Lighting is included to illuminate the entire mural structure; this assumes there is a readily available lighting circuit within 100'. General Conditions and General Requirements are estimated based upon subcontractor cost and an estimated 2-month schedule. A permit fee allowance is included for submission to local jurisdictions for approval, right of way is not included.

Structural and Civil Engineering	\$ 25,000.00
Excavation	\$ 75,000.00
Concrete Footings	\$100,000.00
Misc Metals	\$ 50,000.00
Lighting	\$ 85,000.00
Mural Structure	\$150,000.00
GC & GR's	\$125,000.00
Permit Fees Allowance	\$ 45,000.00
Grand Total	\$655,000.00

Art Footings

The art footings estimate is based upon one footing that is 10'x 10' square and allows for art to be installed and anchored. Estimate includes structural and civil engineering for the footings. Excavation and concrete work is included. Lighting is included to illuminate 180 degrees of the art installation; this assumes there is a readily available lighting circuit within 100'. General Conditions and General Requirements are estimated based upon subcontractor cost and an estimated 1-month schedule. A permit fee allowance is included for submission to local jurisdictions for approval and hiring a special inspector for anchoring requirements of the art installations. Right of way is not included.

Structural and Civil Engineering	\$ 15,000.00
Excavation	\$ 40,000.00
Concrete Footings	\$ 15,000.00
Lighting	\$ 25,000.00
GC & GR's	\$ 40,000.00
Permit Fees Allowance	\$ 15,000.00
Grand Total	\$150,000.00

**Costs are for estimate purposes only based on many assumptions and without detailed civil drawings.*

Appendices

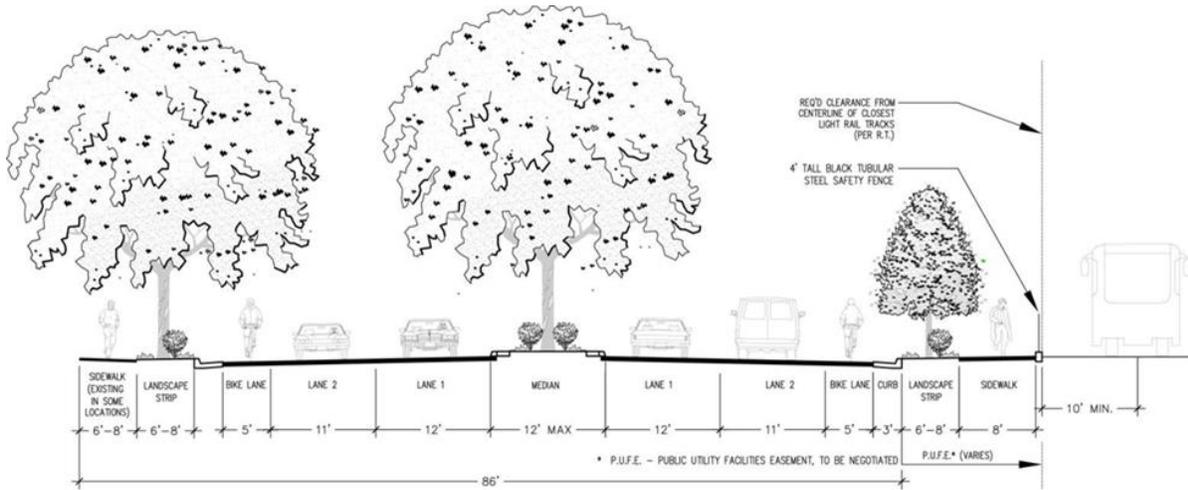


Diagram of continuous sidewalks and bike paths.



Figure 1 Existing "complete street" on Folsom Boulevard.



Figure 2 Existing “complete street” on Folsom Boulevard.



Figure 3 South side section of non-existing “complete street”.



Figure 4 South side section of non-existing “complete street”.



Figure 5 Uncovered bus-stop location.



Figure 6 Uncovered bus-stop location.

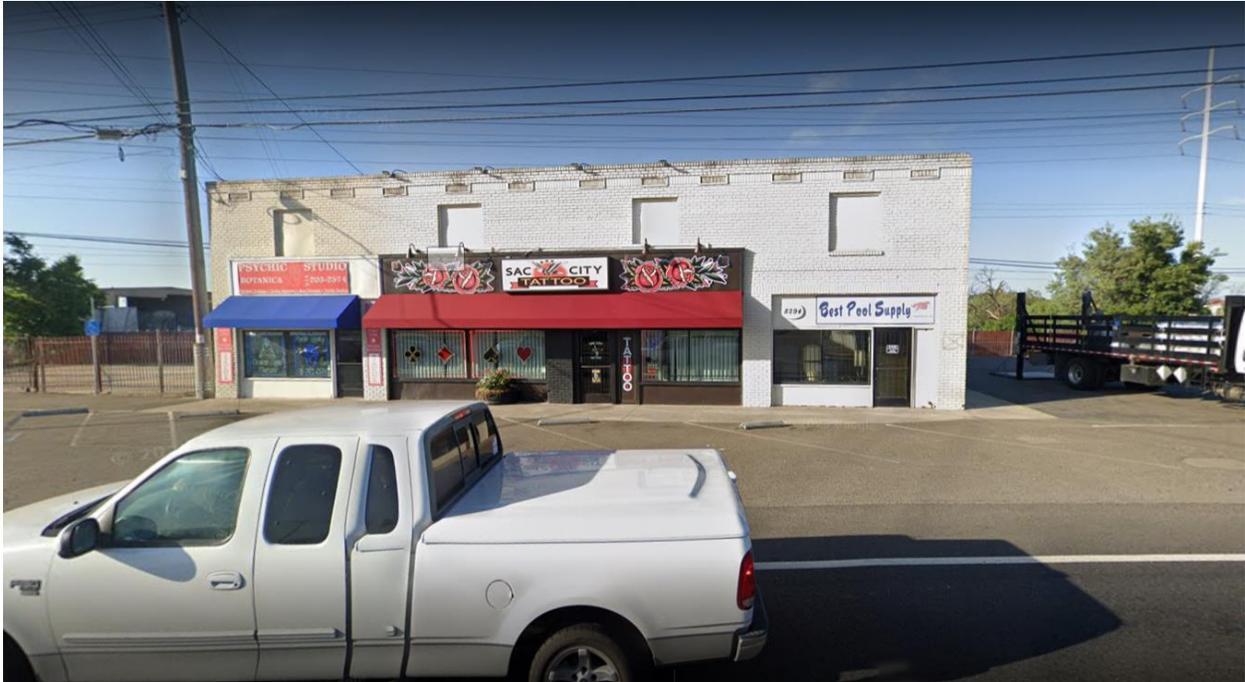


Figure 7 Potential Mural Location: 8294 Folsom Blvd, Front

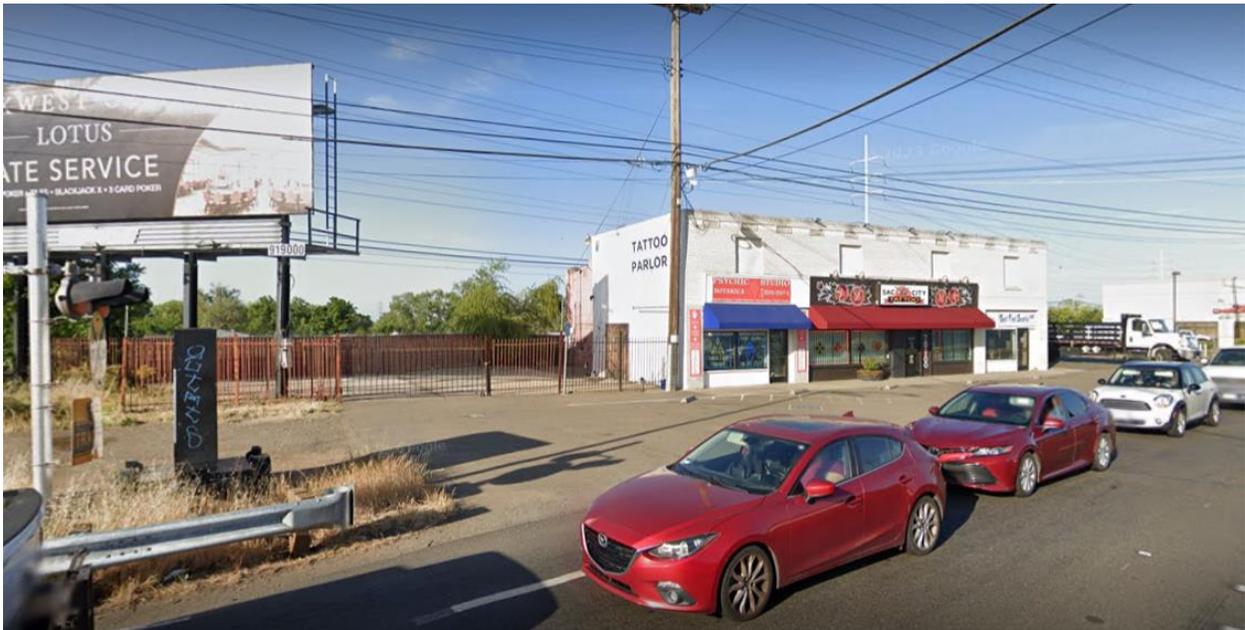


Figure 8 Potential Mural Location: 8294 Folsom Blvd, Left Side



Figure 9 Potential Mural Location: 8294 Folsom Blvd, Right Side



Figure 10 Potential location for historical art installation.



Figure 11 Potential location for historical art installation.



Figure 12 Example of historic street archway.



Figure 13 Adjacent Neighborhood.

College/Glen Demographics

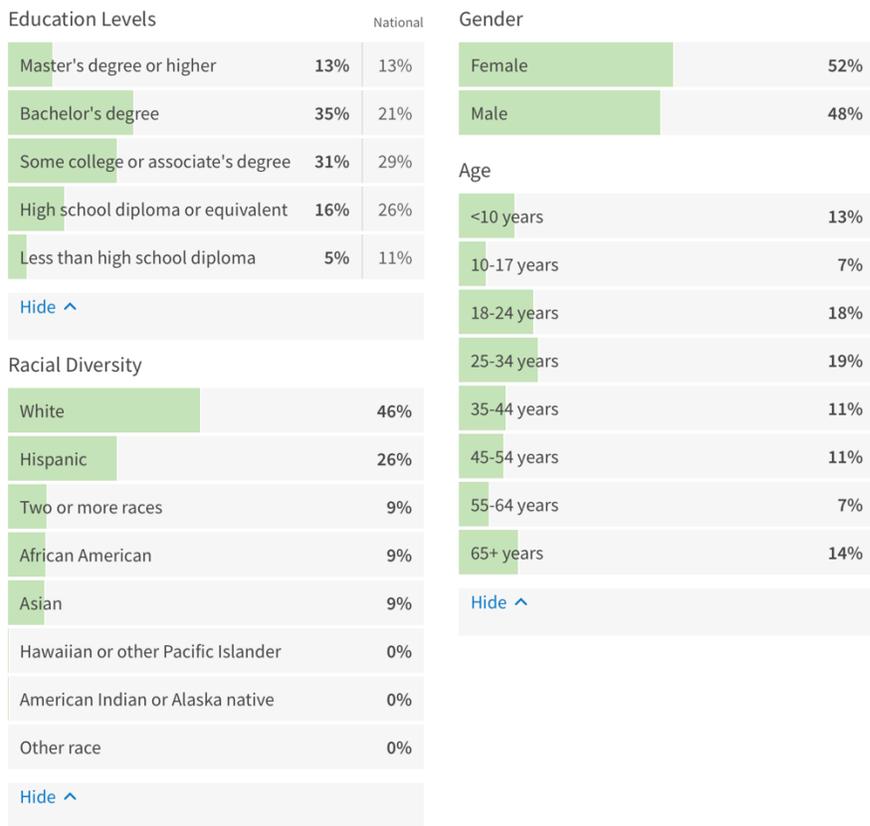


Figure 14 Local Demographic.



Figure 15 Folsom Blvd Flea Market



Figure 16 Vacant Lot.

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