

FOLSOM BOULEVARD

Background

Folsom Boulevard developed in an era where the car was king. Businesses are set far from the roadway, abundant parking is visible from the roadway, and there are few defining characteristics between different businesses.

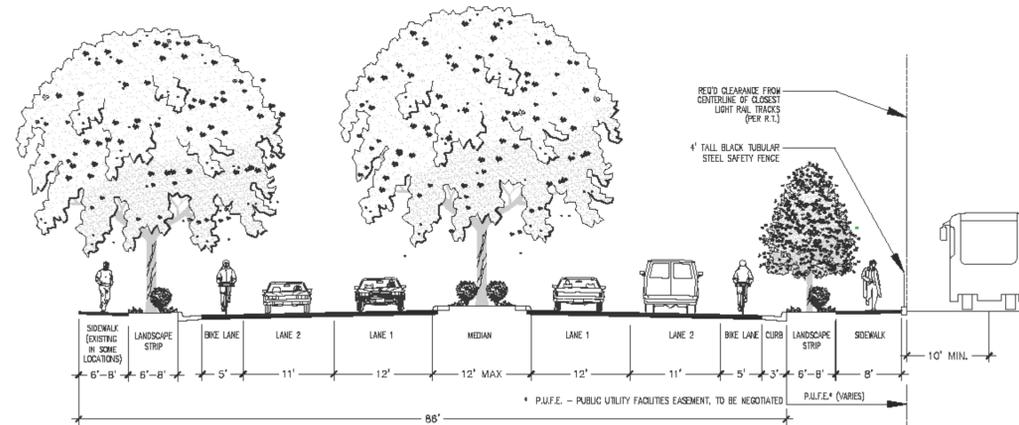
With the proposed improvements, Folsom Boulevard will function more like a retail street designed to serve the local businesses and residents, with an inviting and well-scaled pedestrian venue. The goal is to create an environment pleasant for all modes of transportation and increase opportunities for local business to thrive.

Proposed Changes & Goals

The following improvements would be made in logical phases with the intent of minimizing impacts on residents and businesses.

1. Create a walkable corridor for pedestrians with 8' sidewalks
2. Separate pedestrians from roadway with landscaping and provide shade with roadway trees.
3. Create details that invite pedestrians into businesses and visible sightlines to draw passing traffic in as well.
4. Addition/expansion of bicycle lanes
5. Crosswalks at all intersections
6. Landscaped medians along corridor
7. Decorative street lighting

The intent of the design of the streetscape is to invite pedestrians into the corridor as well as separate them from the existing vehicles. This design is adaptable and will allow the front-on businesses to exist and thrive as well.



Proposed roadway section.



Example of proposed roadway design.



Existing roadway within City of Rancho Cordova .

Vision for Folsom Boulevard

- A destination for multiple tasks: employment, shopping, dining
- Pedestrian connectivity, inviting people to leave their cars and use existing public transit facilities: a lively shopping and dining district.
- Experienced as a cohesive place along its entire length
- Comfortably walkable with convenient parking choices
- Easy to navigate for residents and visitors on foot, by bike, or by car
- Design to be local serving, not a regional conduit
- Beautiful!
- Strengthen the economic vitality of Folsom Boulevard by providing a "Complete Street":
 - Pedestrian connections and walkability
 - Bicycle infrastructure
 - Landscape and other streetscape elements
 - Aesthetics and safer function of the street
 - Connectivity with light rail systems.
 - Reinforce the Folsom Boulevard corridor identity.

Hints for Successful Business District Improvements

- Focus on visitor comfort and convenience as well as appearance.
- Build a sense of identity.
- Leverage physical improvements with other business development efforts.
- Have a long term strategy.
- Sustain an improvement effort over time.
- Collaborate with adjacent municipalities and existing businesses.