

# Revitalization of historic district makes exciting progress

For Folsom's historic district merchants, residents and other stakeholders, the process has been simply revitalizing.

They have let their imagination design a vibrant historic district as a destination for both residents and visitors for fine dining, entertainment and unique shopping.

Through a contract with the city, the Folsom Economic Development Corporation, under the leadership of Joe Gagliardi, has been tackling the task of developing a comprehensive blueprint for revitalizing the heart of Folsom – it's commercial core around the Sutter Street area.

The multi-phased program has been deliberately both meticulous and visionary from the beginning as it involves more than 50 stakeholders from businesses to residents.

"Project Manager Jeff Ferreira-Pro has really succeeded in bringing all the individuals together who really care about the historic district," said Gagliardi. "He created a user-friendly atmosphere where everyone could provide input into the process and feel their opinion was important."

While much of the revitalization process so far has been on paper, the historic district has also seen concrete change such as the construction of Sutter Court, the opening of a new professional live theater, the revamping of the Folsom Boulevard offramp and the award of a construction contract for a new parking garage.

FEDCorp has been a motivating force behind nearly all of these improvements.

Currently, Phase 2 of the revitalization program is wrap-



**Artist rendering of new parking garage**

ping up. Industry specific consultants were hired to draft recommendations for identified elements including circulation, streetscape, parking management, fire suppression, and retail. These recommendations will be prioritized and along with possible funding alternatives will be presented to the Folsom City Council before the end of the year.

The recommendations are diverse. The goal of the circulation measures is separate pass through regional traffic from historic district neighborhoods. The desire is to make it easier for shoppers to access the district. Improvements for pedestrian access and safety are some of the objectives.

*See REVITALIZATION, next page*



## FABULOUS 50

It really is the FABULOUS 50 corridor! A reception hosted by the Folsom Lake College, the Fabulous 50 Marketing Council and FEDCorp, brought together stakeholders in Folsom, Rancho Cordova and El Dorado County to show off their marketing partnership. Above, Assemblyman Roger Nello and Congressman Dan Lungren attended the event. Left, there were informational displays by local developments, organizations, businesses and more. Attendees were given a marketing DVD which will be used to promote the corridor as a prime location to locate a business.



# Things are happening in the historic district

There is plenty to talk about in the historic district.

Sutter Court, located at the corner of Sutter and Decatur streets, is nearly complete. The first office tenants, REY Engineers, are expected to move in this December. The loft apartments will be ready for occupancy in January. The lower level will house the new Folsom Lake Bank.

It is anticipated that ground will be broke on the new city parking garage before the end of this year. The garage, located near the corner of Reading and Liedesdorff streets, will have 315 parking spaces and 3,500 square feet of retail space. The building will be 3.5 stories tall with a half story underground. It will also feature a bike station with lockers.

Developer Jerry Bernau, who is also chairman of the FEDCorp board, has become a majority partner with Ryan Fong and Sotiris Kolokotronis to develop Folsom Historic Station (formerly known as the "railroad block").

Bernau said an architect has been selected to design three buildings on the site. He anticipates groundbreaking to occur in 2008 with the construction completed in 2009. Folsom Historic Station, encompassing 6.7 acres, will feature 60 loft homes, 34,000 square feet of retail and about 12,000 square feet of office space. Surrounding the buildings, the city has earmarked funding to create a "public plaza" with outdoor amenities and a locomotive display next to the current historic depot.



**New logo for Folsom Historic Station**

## FEDCorp's mission continues citywide

Revitalization may have center stage right now for FEDCorp, but there are other economic efforts moving forward as well.

**Palladio** - In 2006 Joe Gagliardi, Mayor Andy Morin, Councilmen Steve Miklos and Jeff Starsky and developer Jerry Bernau attended several retail conferences. At several of these, the group met with General Growth, the leasing agents for the Palladio Mall to discuss possible tenants.

**Retail** - In addition, they met with representatives of In and Out Burger and the new owners of the former Ralph's stores regarding finding tenants for the former grocery store sites.

**Momentum 2010** - FEDCorp officials along with representatives from Rancho Cordova and El Dorado County jointly banded together to create Momentum 2010 - a program for targeting the Highway 50 corridor for business attraction, retention and expansion; cooperative marketing and workforce development.

### Revitalization...

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Parking management goals include improvements to make parking more convenient for retail outlets. Recommendations for fire suppression improvements have been made.

Streetscape recommendations focus on how amenities such as benches, planters, lighting, newspaper racks, landscaping, medians and trash receptacles are designed, placed and maintained.

Recommendations are being finalized regarding determining a desired mix and "niche" of retail in the historic district to enhance opportunities for growth with the help of nationally respected retail experts Sedway Group, part of CB Richard Ellis.

"We are poised to begin a dramatic transformation that will build upon this area's character, charm and history to establish a popular town center as well as a regional attraction," said Jeff Ferreira-Pro, project manager.

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**FEDCorp**

**200 Wool St.,**

**Folsom CA 95630**

**(916) 985-2698**