

Vision for Folsom Boulevard

Over the next 10 years, Folsom Boulevard will continue its transformation into a safe and desirable place for new businesses to locate, existing businesses to prosper, and residents to congregate. Community events will draw people from around the city to visit the corridor. Public and private investments in businesses and public spaces will enhance the quality and character of the corridor.

Over the next 20 to 30 years, Folsom Boulevard will become an attractive and unique regional destination punctuated by vibrant and walkable commercial hubs of activity along the boulevard. A community college campus and a range of new housing, retail, convention, and trade destinations will attract more people to live, work, shop, and gather along this up-and-coming corridor.



Plan Goals

1. Support the **business community** as it continues to make its recovery.
2. Establish the boulevard as a **unique and identifiable place** within the city.
3. Increase **public safety** and improve the **aesthetic quality** of the corridor.
4. Ensure Folsom Boulevard is **easy to navigate** for pedestrians, cyclists, transit users, and motorists alike.
5. Revitalize Folsom Boulevard through appropriate **economic development** and **housing options**.
6. Create **distinct hubs** of commercial activity focused around **community gathering spaces**.

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