



**Greenback Lane
Economic Development Strategy**

**Opportunities and Challenges
Briefing Book**

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Introduction

The Greenback Lane project area in Orangevale is a historically rural neighborhood. However, Greenback Lane itself is lined by significant commercial development, and sees high daily traffic as a commuting route from the City of Folsom to Interstate 80. A few of the businesses on the corridor have been recently renovated, but overall there is a lack of new investment and some problems with upkeep of existing buildings.

In 2007, the County hired the consultant team to work with local stakeholders to develop a vision for the Greenback Lane corridor and make specific recommendations for economic development. The goal is to facilitate quality development, including mixed use, in the project area, as well as encourage revitalization and discourage uses that are inconsistent with the character of the community.

Study Approach

- The consultant team studied existing conditions in the Greenback Lane area in order to determine the characteristics of the area today, and how it relates to the surrounding neighborhoods.
- The team then prepared this Briefing Book, which identifies the opportunities and obstacles in the area.
- Based on the Briefing book and input from stakeholders, the team will prepare a second document listing Broad Ideas for revitalizing the Greenback Lane area.
- The Briefing Book and Broad Ideas will be presented to the community for feedback.
- Community input will be used in drafting the final Strategy and Action Plan to begin the revitalization process.

Greenback Lane Project Area



Community and Stakeholder Input

The consultant team conducted interviews with local stakeholders, and posted a survey on the County's website, which received nearly 600 responses. The general consensus of community input was:

- Community wishes to preserve rural feel of neighborhoods
- Transit is inadequate and should be improved
- Community is traveling outside the immediate area to make major purchases
- Commercial corridors need major rehabilitation and revitalization
- Code enforcement is a top priority
- Traffic and worsening transportation issues are of top concern

A detailed summary of the survey results will be included the appendices of the GLEDS.

Opportunities

- Good features of the area are open space, people and rural character.
- Keep the area a reflection of the small, rural community – community does not want big businesses.
- Negro Bar area of Folsom State Recreation Area is an opportunity for Folsom – visual gateway into City – market and expand recreational opportunities.
- Potential housing opportunity in Orangevale to provide cost-effective housing for workforce in surrounding areas.
- Scott's Seafood is a popular destination restaurant.
- Good response to survey suggests community interest.
- Foster cooperation between this Chamber and organizations in adjacent areas to identify common concerns and opportunities

Challenges/Concerns

- Negative features of the area are traffic congestion and related impacts, lack of convenience shopping.
- Minimal access to transit
- Facades, sidewalks, parking areas, and landscaping need improvement.
- Could not identify any community gathering places.
- Hazel Avenue is logging truck route to mill.
- Wary of high-density residential development except along Greenback and possibly some locations on Main Ave. just off Greenback
- Concerns with new housing – designs, access to transit, types of new residents.

- Minimal involvement and lack of sense of urgency from community – no neighborhood groups.
- Minimal involvement and lack of sense of urgency from individual business people, although Chamber recognizes challenges and needs of the area. Don't have grassroots effort or champion for Business Improvement District. May be a longer term possibility.
- Chamber of Commerce has limited resources to implement new initiatives – low revenue, part-time, unpaid staff have limited capacity.

Physical Conditions

Greenback Lane is a commercial and commuter corridor that runs through Orangevale. Many of the commercial properties that front on the street are under-utilized and poorly maintained. The section of Greenback Lane in the project area has no landscaped medians, minimal sidewalks and rolled curbs which allow automobiles onto the sidewalks. There are no cross-walks for pedestrians. Daily traffic volumes on Greenback (between Hazel and Main) were 23,400 cars per day in 2004.

Main Avenue, which intersects Greenback Lane running north to south, is narrower and has a more human scale which could lend itself to pedestrian-friendly improvements.

There are three Regional Transit bus routes in Orangevale, all running in the same direction on the same route. One has a 60 minute headway, and the others have two trips per peak period. Boardings are very low and there is no direct connection to the Folsom Stage Line.

The consultant team reviewed the Greenback Lane Special Planning Area ordinance, established in 1989. Although the ordinance thoroughly outlines some development standards (i.e. setbacks on Greenback Lane), it is dated and not consistent with many commonly accepted planning principles being pursued by local jurisdictions today. Clearly an update of the SPA should be considered.

Opportunities

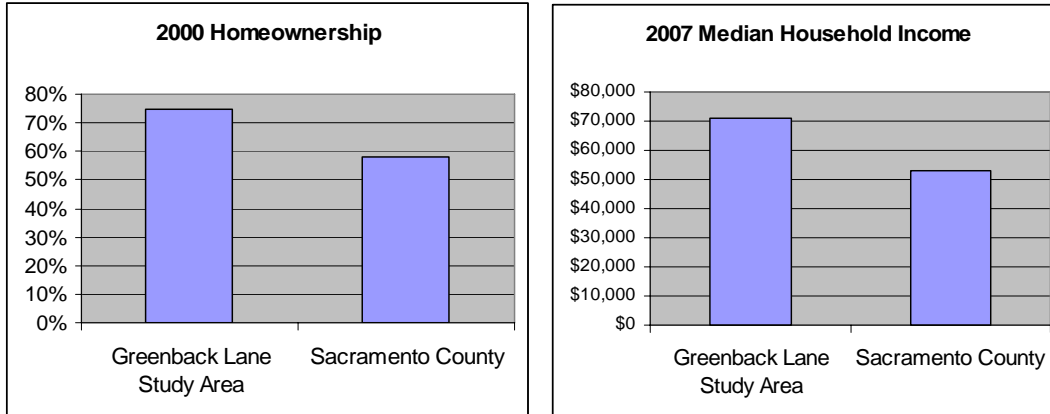
- Gateway to Folsom – could be improved

Challenges

- Lack of landscaping
- Minimal/no pedestrian crossings on Greenback at key locations near housing or schools
- Rolled curbs
- Need street frontage improvements – public and private
- Lighting
- Low boardings on RT buses in Orangevale
- All three RT buses in Orangevale run on the same route in the same direction
- RT bus service does not connect directly to Folsom Stage Line

Demographic and Economic Conditions

Bay Area Economics studied the demographic and economic conditions in a larger Study Area shown in the map on the following page. Using the County of Sacramento as a standard, the following comparisons were drawn:



- Significantly slower population growth rate than Sacramento County as a whole (1.4% from 2000 to 2007, versus 14.4%)
- Average household size slightly low and dropping (minimal)
- Households with children low and dropping
- High home-ownership (75% vs. 60%)
- Average age (40.4) high compared to County (34.2)
- Higher median household income (\$71,200) than County (\$53,000)
- Study area jobs primarily in retail and "other", much slower projected employment growth (3% from 2005 to 2025) than County (29%)

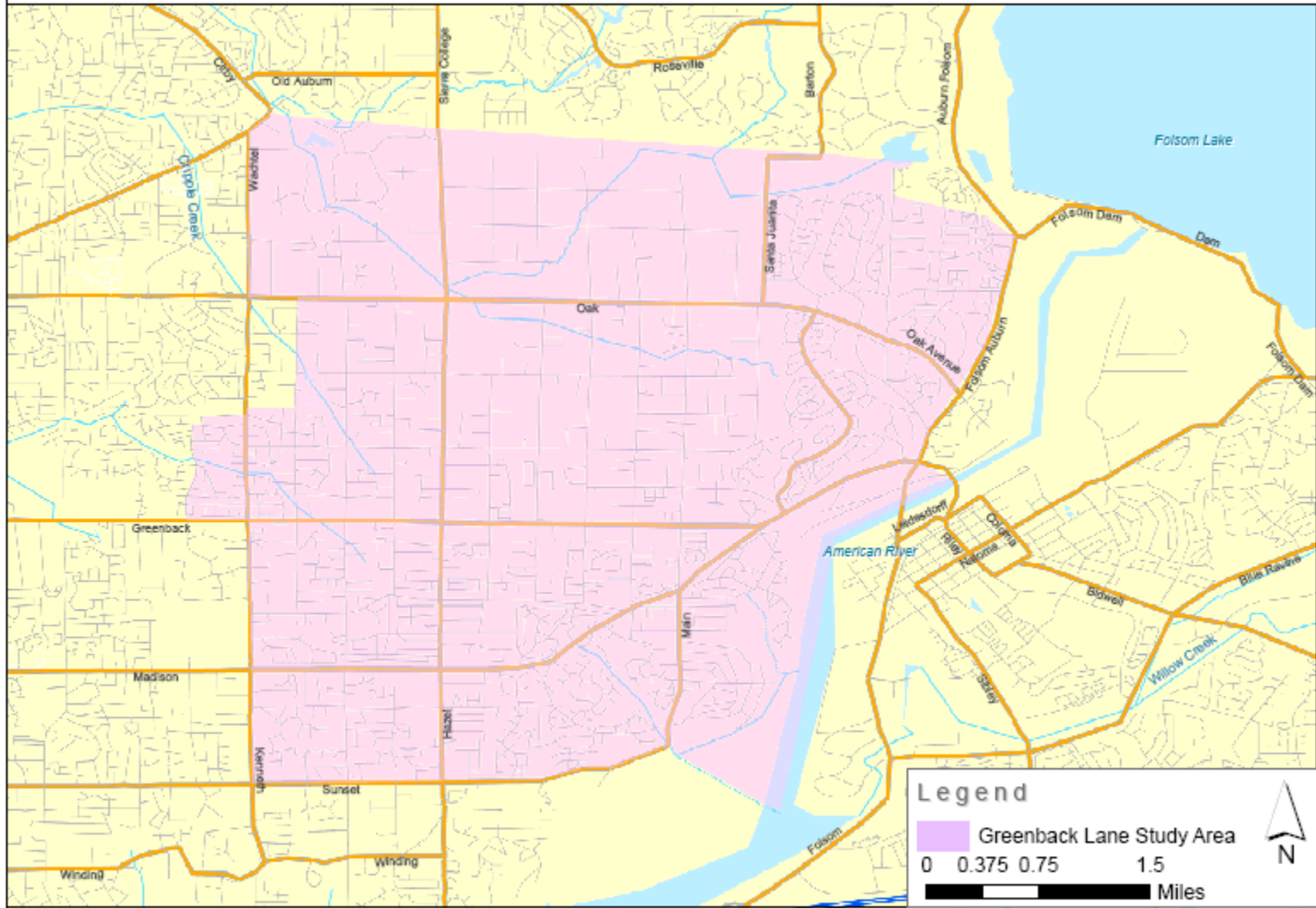
Opportunities

- Large population to support retail and other enterprises
- Above-average income
- High home-ownership
- Housing more affordable than some surrounding areas
- Large equestrian interest group

Challenges

- Narrow range of housing types to support different demographic groups

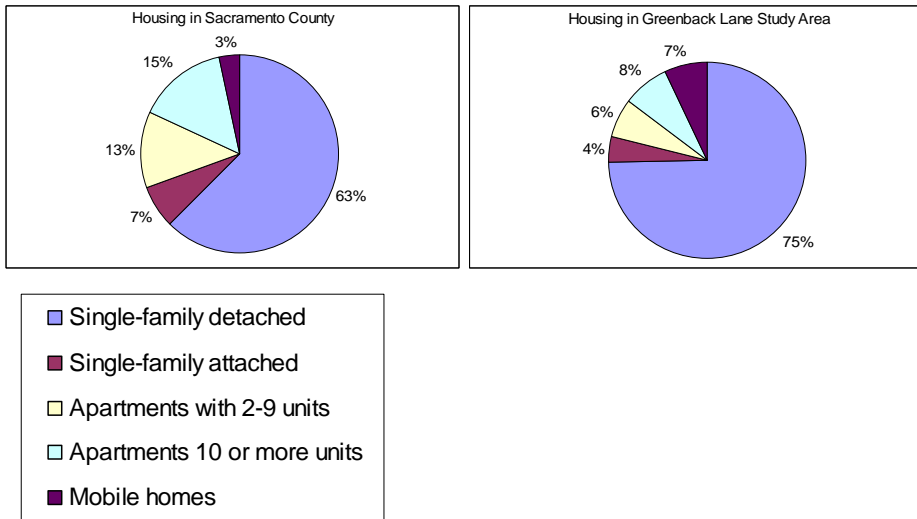
Figure 1: Greenback Lane Study Area



Prepared by Bay Area Economics
Sources: U.S. Census 2000

Retail, Office and Residential Conditions

Bay Area Economics analyzed retail leakage and studied real estate conditions in the Study Area shown in the previous map. The following items were noted:



- Significant total retail leakage. Leakage in all categories except auto supply.
- Majority of housing (53%) built between 1970 and 1990
- Higher ratio of single-family detached housing than in Sacramento County as a whole.
- Smaller share of large apartments (10 units or more) than in Sacramento County as a whole, greater share of more mobile homes

Opportunities

- Rents and housing prices are relatively low compared to surrounding areas
- Opportunity for more high-density housing, especially on corridor
- Minimal opportunity for large office space, but could provide small offices in mixed-use buildings
- Opportunity for garden or home-improvement store
- Customize retail for the area – strong equestrian interest. Investigate smaller stores that will address local market characteristics.
- Make Main Avenue more of a Main Street. Opportunity at Main/Greenback corner to introduce some walkability. Less traffic on Main than Greenback.

Challenges

- Very narrow and deep parcels
- Some mobile home parks generate a large number of service calls to Sheriff's Center.
- Absentee owners are uninterested in maintaining or improving their properties.
- Greenback and Main are not doing a good job of serving residents with retail
- Many grocery stores in surrounding area, but none in project area
- Retail supply is mismatched to demographics
- Truncated market area – instead of drawing on a full radius of customers, project area is at the edge of the market area, since the customers to the east are separated by the river and well-served by Folsom neighborhood, community and regional businesses.
- Wal-Mart coming
- Poor freeway access, transit access
- Project area is located between two major retail nodes – Folsom and Sunrise Marketplace

Opportunities for Development

Opportunities

- Since the closure of the Ralph's grocery store at the corner of Madison and Greenback, the project area has not had its own grocery store. There are enough grocery stores in the surrounding area that there is no need for a mainstream store, but there may be an opportunity for a smaller store such as Corti Brothers or Tesco.
- Large community – could support more local retail and services
- Could enhance community with better transit service/connections

Opportunities on Main Avenue

- Walkability
- Opportunity for neighborhood/commercial retail
- Some housing mixed in

Opportunities on Greenback

- Lots of drive-by traffic.
- Old strip centers create possible opportunity sites
- Opportunity for community facilities?

Challenges

- Largely commuter traffic – may not stop
- Caught between retail powerhouses in Folsom and Citrus Heights
- Many existing businesses are attracted to low rents – revitalization effort are not supported due to possibility of higher rents and displacement
- Need to balance resident preference for rural, low-density environment with need to create greater synergy between commercial uses and nearby housing.