



**PRINCIPLE 3**  
Encourage compact development

**Antelope Road**

- Current use on parcel substantially below densities of surrounding area
- Would any of the medium density housing products work on the site?



Small lot single-family



Detached townhomes

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**PRINCIPLE 4**  
Use existing assets

Underutilized arterial corridors and vacant industrial lands.




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**PRINCIPLE 4**  
Use existing assets

**Regional Issues**


- 1000s of acres of under-utilized lots along arterial corridors
- 17,000 more acres designated for retail and industrial uses than market demand requires
- Significant infill residential opportunities

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**PRINCIPLE 4**  
Use existing assets

**Auburn Boulevard**

- Great location
- Today: under-utilized
- Future: are any of the medium to higher density housing options appropriate?
- Future: can medium to higher density employment options work?



Existing Folsom Boulevard



Mixed-use plan

Mogavaro-Notestein Associates

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**Suburban Strips — The Next Frontier**

- ULI's Principles to Reinvent Suburban Strips
  - Ignite Leadership/Nurture Partnership
  - Anticipate Evolution
  - Know The Market
  - Prune Back Retail-Zoned Land
  - Establish Pulse Nodes of Development
  - Tame the Traffic
  - Create the Place
  - Diversify the Character
  - Eradicate the Ugliness
  - Put Your Money (and Regulations) Where Your Policy Is



Local Government Commission

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**Revitalizing Suburban Strips**

- Intensify Development at Nodes
- Prune Back Retail
- Create the Place



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