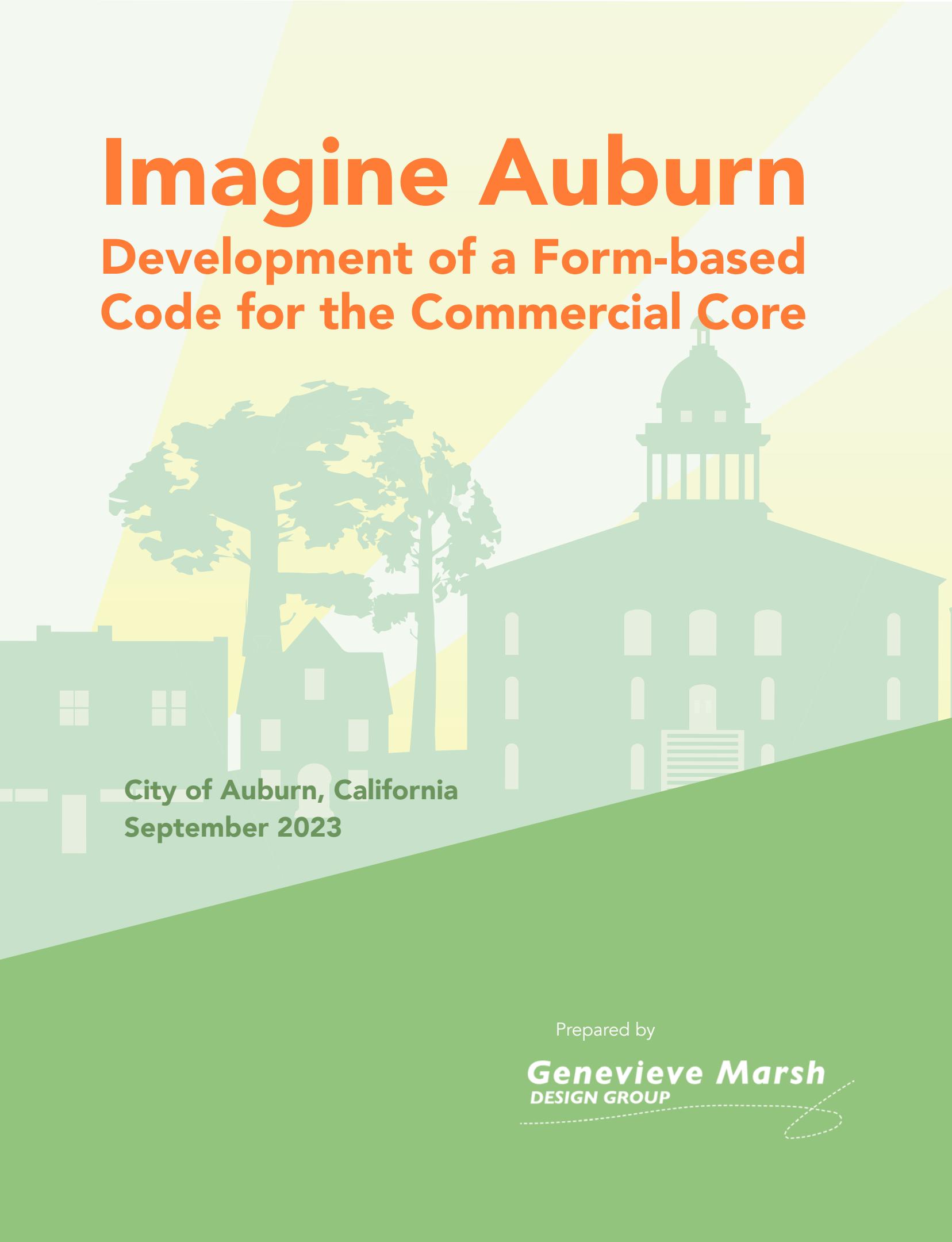


Imagine Auburn

Development of a Form-based Code for the Commercial Core



City of Auburn, California
September 2023

Prepared by

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DESIGN GROUP

Thank You

The collaboration of many community members and city staff made this project possible. The project team extends gratitude to the residents, businesses, public agencies, volunteer groups, and other stakeholders who came together to envision a vibrant Auburn. This project would not have been possible without your passion, dedication, and pride for the City of Auburn. Thank You.

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Executive Summary

From September 2022 to June 2023, Imagine Auburn stewarded the Auburn community to build a vision of the commercial core's future to underpin the creation of a form-based code (FBC). The city tasked Imagine Auburn with two primary tasks: create strategies to increase housing opportunities and encourage infill development to maximize the limited buildable land inventory. The outreach process deeply examined these needs from a variety of viewpoints with the community. As a result, the community transformed these goals into a synergistic revitalization plan for the form-based code to embody, based upon a collective vision of Auburn's future. In short, this vision is, "A more self-sustaining Auburn, where citizens feel connected to nature, historic charm, and each other."

Revitalizing small town Auburn has both a social and physical dimension. As such, the community recognized the need to be actively engaged in the visioning process and to participate in populating the town center and investing in it. The Imagine Auburn team was deeply humbled by the turnout of the residents, businesses, volunteer groups, public agencies, and other stakeholders willing to take the time to bring their ideas to the table. We truly appreciate their efforts. We engaged approximately 300 people in envisioning the future of Auburn, which generated 530 hours of community input advancing the concept and working out details. We worked hard to reach a wide swath of the community, pivoting throughout the outreach series to balance representation and bring in the youth and the under-40 working professional perspective.

For decades, the historic heart of the city has been prescribed sprawl planning regulations, which has pushed buildings and uses farther apart to make way for asphalt for moving and parked cars. The uses that once overlapped in a bustling gold rush spirit were separated to make the town center quiet and organized, with narrowly defined commercial and residential zones. These strategies had the side effects of making commercial and residential vacancies more visible, spreading jobs to a low density, and decreasing street life. Given the difficulty of fulfilling sprawl-based planning requirements on irregular small lots, this also pushed commercial and residential investment to the fringe of the community where farmlands provided ample spacial flexibility. Once settled in the fringe, the money has stayed there. Auburn still has a desirable traditional growth pattern underlying the project area, that can be brought to the forefront again, this time with a touch of modern conveniences, to repair the historic fabric that nurtures a high-functioning village community and economy.

This report outlines the community's journey to define what this village effect means to them. It shows how the community identified and progressed key themes into actionable ideas, tested projects at scale, and collated together over 300 people's ideas into one plan. In summary, the vision consists of several synergistic qualities:

- A clearly defined village realm which strengthens the connection between the old town and downtown.
- Encourages walking as a way to get around and be present in the environment.
- Makes commerce convenient to support local merchants selling goods to local customers.
- Features regular public events, such as farmers' markets, to bring people together.
- Consigns automobiles to pooled shared parking areas, and pushes fast through traffic to the thoroughfares along the edges of the town center.
- Makes the best use of its land by design, rezoning land use for mixes that increase vitality and economic success, while safeguarding town character by preventing eyesore projects with design standards.

- Encourages people to live in town with a variety of housing types at different price points that enliven, rather than quiet, street life.
- Welcomes business, local artisanal industry, and social services to the center of town, in a way that creates local jobs.
- Continually invests in its infrastructure by making clear pathways for building projects to positively contribute to the public realm.
- Retains its cultural heritage by establishing planning regulations that extend the historic growth pattern and building form.
- Retains its young people and families and its senior citizens by incorporating the flexibility and diversity of uses that support all life's stages.

Coincidentally, this list closely matches the techniques found successful in revitalizing small rural towns in Europe, although the Auburn community came up with it themselves. Some of these qualities require cultural change, and through hundreds of hours of community discussion, the community built a consensus that it is worth the effort to take steps to make these shifts. Following the community's direction, these qualities establish a hierarchy of priorities to aid decision-making regarding each element and policy in the form-based code. Their recommendations also go beyond the regulatory scope of the form-based code and can be used to help create an ecosystem of improvements that support the vision.

The following pages summarize the process of community vision building, including the workshop series, community-leader interviews, and public engagement surveys. Beginning with the existing forces at play and identifying the capacity for change, the community brought forth topics critical to developing a functional vision (see page #). Clustered as themes, the public explored the challenges and opportunities of these topics deeper and brainstormed solutions (see page #). Community members became city planners and tested the solutions at scale through an urban planning board game (page #). Finally, the effective solutions were put together into a comprehensive vision, presented in a visual form-based code format, for the public to reflect on and evaluate the interrelationship of the parts (page #). This report is intended to accompany the Form-Based Code Public Review Draft, which fleshes out the regulations to implement this vision in full detail, as well as the Documentation Phase Project Update report which analyzes existing conditions. To access these documents, or explore larger versions of the graphics included here, please visit www.auburnfbc.com.



Above: Community members converse during a workshop about their vision for the City of Auburn.



Project Area

The project area includes Auburn's Commercial Core from I-80 to High Street, and Hoffman Ave to Sacramento Street. This encompasses Old Town, Downtown and the Almond Heights neighborhood. Additionally, this area abuts four neighborhoods and in several cases serves as their primary entrance and exit to the wider world.

	Building Footprints
	Single-family detached
	Single-family attached
	Multifamily
	Commercial Centers
	Accommodation
	Commercial Other
	Office
	Commercial Recreation
	Wholesale / Warehousing
	Light Industrial
	Civic Facilities
	Special Use
	Emergency Services
	Primary / Secondary Education
	Hospitals
	Parks / Recreation
	Open Space
	Vacant
	Other
	Utilities / Communications
	Transportation

Left: Project Area: The area considered for the form-based code is highlighted in this map by colored parcels. Each color represents a different use. It illustrates the spectrum of activities the make up Auburn's urban fabric today, reminiscent of a community quilt. Uses sourced from CoreLogic.

Frequently Asked Questions

These questions are frequently asked when community members first engage with Imagine Auburn. Here we provide answers.

How much change is forecasted?

As part of establishing planning regulations, a clear picture of a development ceiling must be established. This ceiling is theoretical and the transects Envision-Workshop 3 chapter visualize that ceiling. This theoretical maximum build-out fits within the current development ceiling established by Auburn's general plan. It fits because since the last update to the general plan in 1993, development in the city has not kept pace with forecasted growth. Rather than extend the development ceiling further, this project addresses form and functionality issues that prevent acceptable projects from being built.

Since theory rarely matches reality, the likely scale of change is best seen through the series of maps below that evaluate the health of the building stock in the project area. Change is most likely to occur on vacant lots and on parcels with buildings in

poor condition. In the last fifty years, only 14% of the buildings in the commercial core have been built or had a permitted change. Half of the buildings are over fifty years old and in the past fifty years, few have been renovated. Without renovations, buildings lose value and integrity. Over time, this leads to a big loss of historic building stock. This is a major problem in Auburn for the form-based code to address.

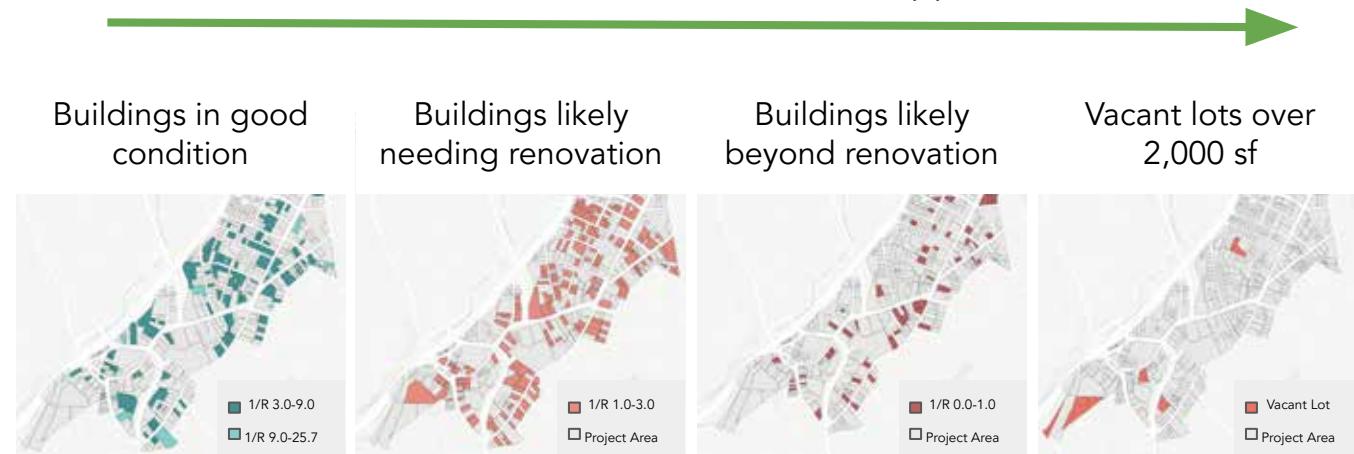
For more details on these maps, see the Past Development section on page 51 in the Imagine Auburn Documentation Phase Progress Update report at www.auburnfbc.com/docs.

I don't think anything in Auburn should change. Why should I support this project?

Owning property comes with property development rights, so it's unrealistic for things to stay the same forever. Ownership inevitably changes over time, properties are bought, sold, and inherited. This project is a way for the community to clearly communicate what is acceptable to those who are ready to build new buildings.

The Current Future of Auburn's Historic Character

....and this is how our history is disappearing



Without renovations, buildings lose value and integrity; this can lead to a big loss of historic building stock.

This project is also a way to make it easier to maintain and reuse old buildings that make up the character of the town. The last fifty years have seen very little reinvestment and renovation in these buildings. If this pattern continues for the next fifty years, more old buildings will fall beyond the point of being financially viable to save. All renovations consider this inflection point, where the cost of renovation exceeds the cost of replacement.

I don't want Auburn to become a new Roseville or mini Bay Area. How will this concern be addressed?

We agree with you. There are two important ways to prevent that from happening. Firstly, support local reinvestment because locals know their community's taste and needs the best. The FBC does that in several ways: by ensuring owners of smaller buildings benefit by making their utilization opportunities for their property more flexible and addressing red tape that stalls great ideas indefinitely. Secondly, changing the zoning code so it does not produce Roseville's sprawl development pattern. The zoning code for the commercial core currently brings suburban sprawl into the heart of the town. As you drive around town, look for properties that are 25% building footprint and 75% parking. This ratio is an example of sprawl regulations that are out of character with Auburn's major growth periods from 1880-1940, which predate the conception of suburbia in America in 1946.

Where is the money for these developments coming from?

The form-based code addresses development projects from the free market. Property owners make investment decisions over time. Anyone who owns property or rents and invests in tenant improvements contributes to the overall development of the town. There is no single public or private entity behind the growth concepts set forth

in the vision. Rather, this is a unique example of the City Council addressing growth by supporting a community planning effort.

What kind of price point are the proposed dwelling units in the town center?

Our goal is to support a variety of price points, from achievable starter apartments to luxury condos. It is important to support a broad spectrum because it gives project applicants the flexibility to mix and match to create projects that pencil out. Often-times, mixing units for rent and units for sale is crucial to balancing the cash flow in a residential project. Dwelling units need to be competitive with the surrounding market and the types of units allowed need to match demand. The community vision does this in several specific ways:

- Adding for sale dwelling units, called condos, as a new use to the town center.
- Reducing parking requirements for dwelling units, which in turn reduces construction cost and rent by 10-20%.
- Establishing second-level living in downtown with a streamlined process for converting and building these units.

I am concerned that this plan only benefits a select few. How are you ensuring it serves the community as a whole?

This project empowers all property owners and businesses by making it easier to reuse existing buildings and utilize those longtime vacant lots. There are many types of property owners who can create a real estate project, from homeowners with a room to rent, to house flippers, multi-lot retail estate portfolio owners, and developers.

Stakeholders across this economic spectrum have been engaged in shaping the vision, to ensure prioritization of onramps for local reinvestment. As a result, land use and buildings will be more diversified and better meet the needs of the breadth of Auburn's community.

Capacity for Change Survey & Interviews



Survey Introduction

To understand the social context influencing Auburn's past, present, and future, a digital survey was created with global to local questions. The purpose of this creative exercise was to open people up to imagining the future and engage them in the creation process. By gathering their insights, identifying their common interests, and their willingness to consider change, the subsequent outreach process was tailored to meet their needs.

To disseminate the survey, a public art installation was installed at the Art Park in Central Square, with smaller kiosks at City Hall and Herschel Young Park in Old Town. Each installation captured the public's attention to direct them to the digital survey via a QR code or URL. The survey was also distributed via the Auburn Journal and social media as well as fliers throughout the project area. As a result of this effort, from October 20th, 2022, to January 20th, 2023, the outreach team collected 97 responses from the public who live, work, or play in the City of Auburn.

The survey was organized into sections based on themes. First, it employed the power of imagination to explore the possibility of alternative dystopic futures (Cyber Punk, Smart City, Industrial District, Self-Sustaining, Shire, or Auburn as it is). As an opening question, it intends to use creativity to open-up minds, break down boundaries between fields, languages, contexts, and resources, and become a unique opportunity for public expression.

The second section explored what makes Auburn the ideal place for individuals to live. Questions in this section offered finite choices or multiple open-ended answers that invited participants to imagine and expand on ideas about the future based on their priorities and visions. Finally, participants were asked to discuss potential roadblocks and demographic questions for data analysis.



Above: Members of the Imagine Auburn team pose with the art installation at the Art Park.

Participants were required to select an answer for each question. Therefore, no partial surveys were submitted. A supplementary section was provided to submit additional input related to personal information. The findings summarized in the proceeding pages call out patterns in the responses, rather than attributing comments to specific individuals.

This survey resulted in hundreds of comments revealing several key themes to guide the next outreach steps. In general, the community wanted to change from the status quo toward a more sustainable future scenario. After thinking of ideal dystopic futures, participants felt primarily drawn to nature, a sense of community, and history. Gardening, sustainability, fun events, and walkability were also popular. Most inspira-

tion came from other cities in California and Oregon, based on their walkability, community connections, nature, history, public transportation, and art.

When people envisioned Auburn, they imagined a walkable city with more public events and gathering spaces. Also, with more local businesses, nature, multi-housing options, bike lanes, vibrant and charming restaurants, and shopping. Participants treasure Auburn's history the most when asked about features they love about the city, followed by its small-town feel. Small and local businesses, public spaces, community events, and trails, as well as the historical character of the buildings and the surrounding nature, were also factors they appreciate. However, to reach their desired vision of Auburn, they would like to change some things in the future. Based on responses to 74 exploratory questions, the highest consensus was a desire for more public gardens, space for outdoor gatherings, benches, solar energy, and bike lanes. There was also a consensus for more nightlife, dining, farmers' markets, museums, recreation facilities, public spaces, parks, public power outlets, Wi-Fi, sidewalks, and crosswalks. Additionally, people expressed a desire to have fewer cars, more public transportation, commuter light rails, sidewalks, and more street parking, bike lanes, and bike exchange. They also mentioned their preference for solar and wind energy, hydropower, and bio-digestion power over coal and oil-fired power plants. There was also a desire to prevent skyscrapers, add more condos, tiny houses, and traditional houses. Contrary, street parking, shopping malls, security cameras, and fences were undesirable.

To increase their optimism for Auburn's future, participants expressed a desire to loosen the rigid laws implemented by the city, increase transparency in the processes, and increase communication between the

government and the community. Additionally, they expressed desire for new leadership, younger people in charge, and more community involvement in decision-making. They emphasized the need for more bike paths. They discussed the importance of financial resources and zoning codes with sustainable features, and their concerns about safety, particularly for the homeless and drug use.

Participants consider the lack of walkability and bike-ability, poor economic conditions, and traffic congestion the most relevant roadblocks. There are also issues with limited housing, crime, safety, public infrastructure, state and local laws, natural disasters, energy, water, and food availability. Participants also reported that the most significant roadblock they encountered was community resistance to change, followed by a lack of funding and decision making issues.



The topics from the survey results were evaluated from many angles through a series of workshops.

As a final step, a demographic section was included to collect information about the respondents. The answers capture a diverse spectrum of the population. Over 70% of participants were residents, and 34% owned businesses or properties. Unfortunately, few students participating in this experiment. Most participants (40%) were long term residents with more than 12 years of living in the area. About 20% were commuters, tourists, or work in the area, and 15% have been living in Auburn for less than three years. Most of the participants (84%) reside in a traditional house. 10% live in condominiums, and 5% in other rental properties, tiny houses, or other. Most participants (31%) live within a short distance of downtown, followed by 24% who live 10 miles or more away and 19% who live within 1-2 miles. Participants from outside the Auburn area make up only 2% of the participants. Participants aged 30 to 39 made up the majority (23%). 23% were over 60, and only 2% were 18 or younger. 84% of respondents describe themselves as white, 10% prefer not to say, and less than 5% were of other ethnicities (Latino, mixed, or Middle Eastern). 65% of the respondents were female, 30% were male, and 6% do not wish to disclose their gender.

The respondents showed a high level of engagement with the project and expressed interest in future updates. 75% said they were interested in participating in future events, and 84% expressed interest in receiving updates. For this purpose, 77 email addresses were received, which will remain strictly confidential. The following pages expand upon the questions and responses.



Imagine Auburn team members did more listening and than lecturing throughout the outreach phase to make space for community members to share insight.

Participant responses

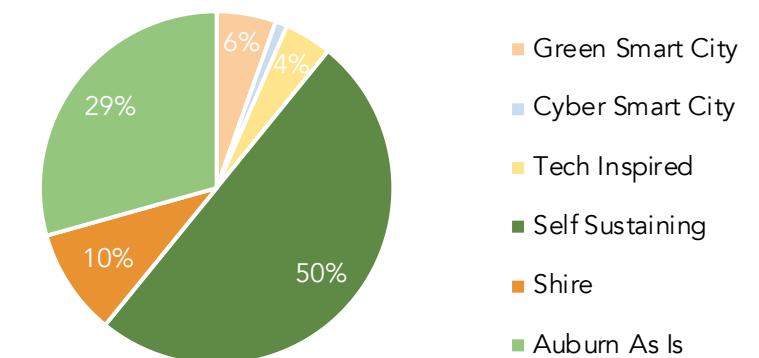
Opinions of the Future

Question 1: What world resonates most with you?

69% of respondents chose the option that implies a change from the status quo, while 29% preferred Auburn as is, and 2% chose none of the above.



Which world resonates with you the most?



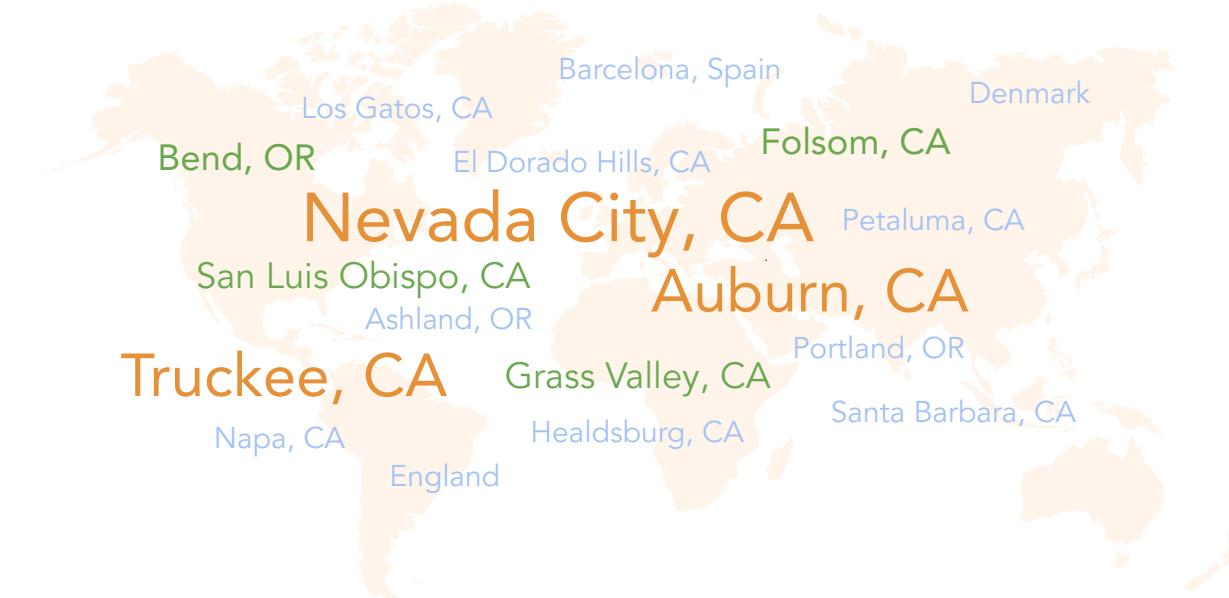
Question 2: Why? Describe three characteristics that attract you to it.

After thinking of ideal dystopic scenarios, participants described the features that appealed to them. The main draws of the their 'future world' selection were nature, a sense of community, and history. Gardening, sustainability, fun events, and walkability were also mentioned.



Question 3. Tell us about a city or town you know of that inspires you?

People feel inspired mainly by cities in California (63 mentions) and Oregon (7 mentions). Still, they also feel very attached to Auburn (9 mentions). In addition, 13 cities in countries with sustainable and modern practices were mentioned.



Question 4. What inspires you about that place?

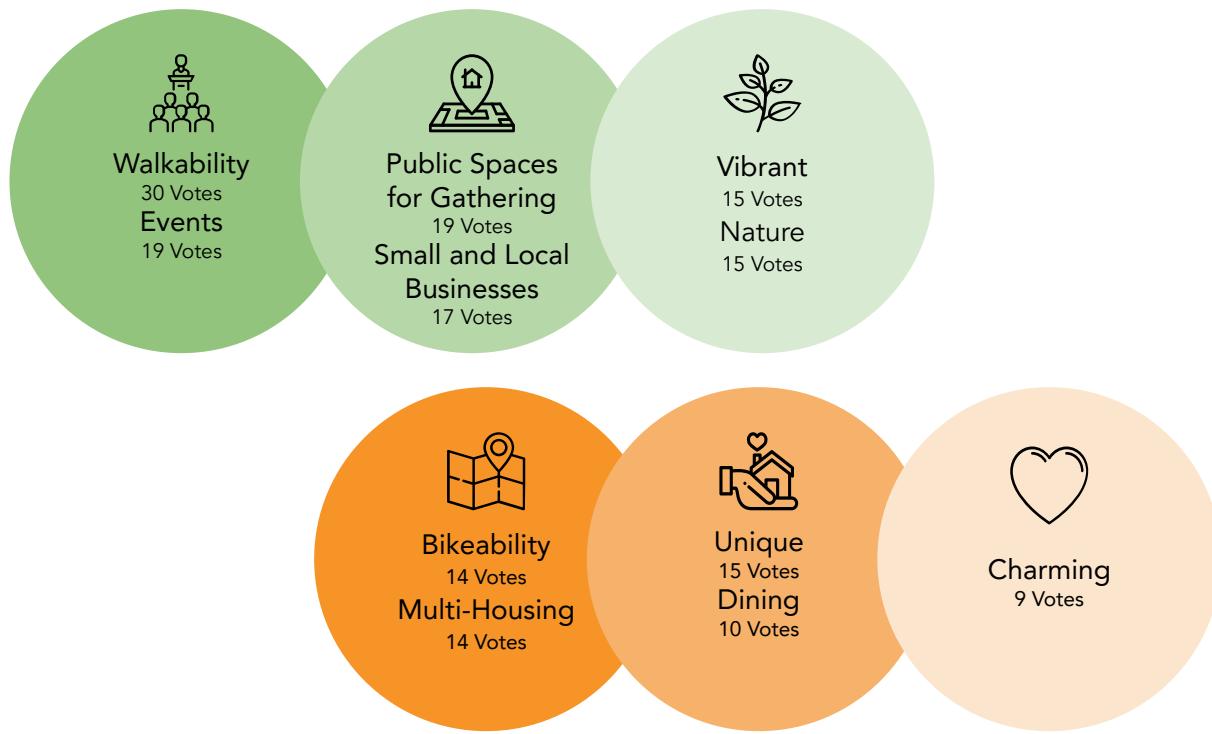
People tend to be attracted to cities based on the walkability of the places they visit, the feeling of community, the connection with nature, the history, the public transportation, and the art in the city in general.

Time to Dream: Top 10 Attractive Community Qualities	Votes
Nature-Green-Environment	43
Sense of Community	28
History	16
Sustainable	15
Small Town Feel	13
Walkability	13
Fun-Recreation-Events	12
Charming	11
Public Gardens	10
Unique	10

What is desirable about those places?	Votes
Walkability	16
Community	14
Nature	14
History	13
Public Transportation	11
Art and Culture	11
Charming	10
Small Businesses	10
Fun	9
Outdoor	9
Sustainability	9

Question 5. Tell us three inspiring characteristics about your vision for Auburn?

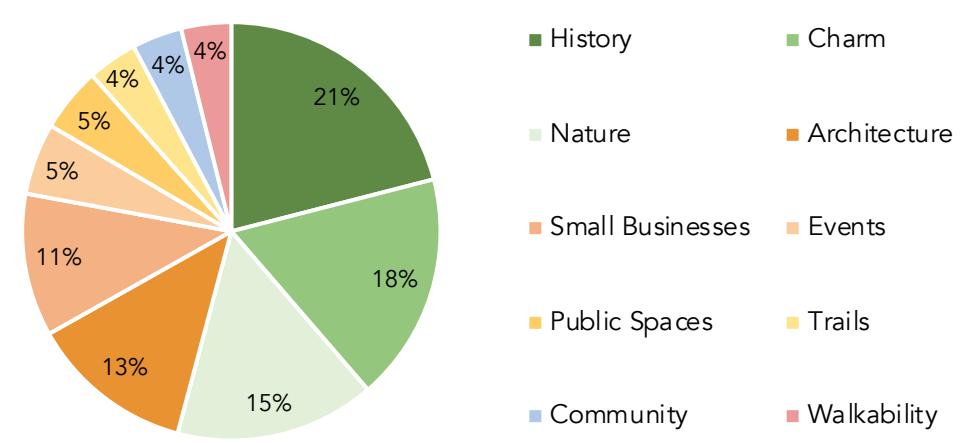
A walkable city, more public events, and gathering spaces would be desirable for Auburn. Small local businesses, more nature, multi-housing, bike lanes, and vibrant and charming restaurants & shopping options were also desirable.



Question 6. Additionally, tell us three things you want to preserve about Auburn today.

Residents value Auburn's history most, followed by its charm and small-town feel. The historic character of the buildings, the nature surrounding the city and within the town, the small and local businesses, the public spaces and community events, the trails, and a sense of community are also factors to consider.

What do people love about Auburn?



Question 7-70. Here are some things we could have less/no change/more of in the future. What do you think would be best?

According to these exploratory questions, the highest consensus was in people wanting more trees, gardens, outdoor space, art features, benches, solar energy, and bike lanes. People generally want more nightlife, dining, farmers' markets, museums, recreation facilities, public spaces, parks, and Wi-Fi. Power outlets, sidewalks, crosswalks. People also expressed a desire to have fewer cars, more public transportation, commuter light rails, sidewalks, street parking, bike lanes, and bike exchange. Also, people prefer solar and wind energy, hydropower, and bio-digestion power over coal and oil-fired power plants. There is also a desire for fewer skyscrapers, more condos, tiny houses, and traditional houses. Street parking, shopping malls, security cameras, or fences were not desirable.

Questions	Less	No Change	More
7. Landscaping and Outdoor Features [Trees]	1	16	83
8. Landscaping and Outdoor Features [Flowers/Greenery]	1	14	85
9. Landscaping and Outdoor Features [Fire Pits]	2	30	68
10. Landscaping and Outdoor Features [Water Fountains]	2	16	10
11. Landscaping and Outdoor Features [Art, Murals, Sculptures, etc]	0	21	78
12. Landscaping and Outdoor Features [Fences/Walls]	31	56	13
13. Landscaping and Outdoor Features [Benches]	1	18	81
14. Entertainment and Shopping [Night Life]	2	29	68
15. Entertainment and Shopping [Bars]	14	57	29
16. Entertainment and Shopping [Restaurants]	1	21	78
17. Entertainment and Shopping [Tourist Attractions]	10	46	45
18. Entertainment and Shopping [Shopping Malls]	55	39	7
19. Entertainment and Shopping [Public Events - Street Fairs]	1	19	80
20. Entertainment and Shopping [Outdoor Markets - Farmer's, Food, Craft]	0	11	89
21. Entertainment and Shopping [Museums and Galleries]	1	40	59
22. Entertainment and Shopping [Recreation Activities]	2	24	73
23. Public Spaces [Parks]	2	23	72
24. Public Spaces [Playgrounds]	2	23	74
25. Public Spaces [Emotional Support Spaces]	1	24	74
26. Public Spaces [Spiritual/Sacred Areas]	1	24	74
27. Public Spaces [Community Gardens]	1	26	73
28. Public Spaces [Restrooms]	1	24	73
29. Public Spaces [Free Wi-Fi]	1	26	73
30. Public Spaces [Power Outlets]	1	26	73
31. Public Spaces [Security Cameras]	9	51	40
32. Public Spaces [Drinking Fountains]	9	49	41
33. Public Spaces [Street Side Garbage Cans]	9	49	40
34. Public Spaces [Recycling Services]	9	48	40

35. Public Services [Composting Services]	9	49	41
36. Public Spaces [Informational Signage]	9	49	41
37. Public Spaces [Robots for Cleaning, Deliveries, etc]	10	49	41
38. Transportation and Street Features [Cars]	59	41	0
39. Transportation and Street Features [Public Transportation - Buses, Trains]	8	30	62
40. Transportation and Street Features [Sidewalks/Crosswalks]	0	25	75
41. Transportation and Street Features [No Car Zones, Pedestrians Only]	6	15	80
42. Transportation and Street Features [Sky Trams, Sky Bridges, Zip Lines]	22	43	35
43. Transportation and Street Features [Commuter Light Rail]	13	36	51
44. Transportation and Street Features [Street Lights]	7	49	44
45. Transportation and Street Features [Street Parking]	24	54	21
46. Transportation and Street Features [Parking Garages]	17	35	48
47. Transportation and Street Features [Roundabouts]	21	38	41
48. Transportation and Street Features [Bike Exchange]	5	36	59
49. Transportation and Street Features [Bike Path]	0	12	88
50. Housing [Apartments/Condos]	13	33	54
51. Housing [Traditional Houses with Yards]	14	58	28
52. Housing [Shared Room/Rented Rooms]	12	41	47
53. Housing [Tall Buildings (6 stories max)]	42	33	24
54. Housing [Skyscrapers (6+ stories)]	64	34	2
55. Energy Supply [Solar]	0	8	92
56. Energy Supply [Wind]	4	20	76
57. Energy Supply [Hydro]	5	33	62
58. Energy Supply [Nuclear]	37	36	27
59. Energy Supply [Biodigestion (converting organic waste to energy)]	5	23	73
60. Public Spaces [Community Kitchens/Food Share Programs]	10	49	42
61. Public Spaces [Libraries]	0	39	61
62. Transportation and Street Features [Scooters]	17	34	49
63. Transportation and Street Features [Golf Carts/ATVs]	50	38	13
64. Housing [Tiny Houses/Granny Flats]	10	28	62
65. Housing [Penthouses]	36	40	24
66. Housing [Studios]	38	12	51
67. Energy Supply [Natural Gas]	30	46	24
68. Energy Supply [Coal]	65	31	4
69. Energy Supply [Geothermal]	8	46	46
70. Energy Supply [Petroleum]	54	49	3

Question 71. What would you change about current rules or circumstances to increase your optimism?

Participants expressed their discontent with the strict rules in the city, the lack of transparency in the processes, and the lack of communication between the government and the community. Additionally, they expressed their desire for new leadership, younger people in charge, and more community involvement in decision-making. They discussed the importance of financial resources and zoning codes with sustainable features in the city. Moreover, they expressed concerns about safety, particularly for the homeless, and emphasized the need for more bike paths.

	What do people want to change in Auburn?	Occurrences
1	Less Bureaucracy	19
2	Zoning Code	10
3	Better Government Communication	10
4	More Financial Resources	8
5	Better Leadership	6
6	Sustainability	5
7	More Safety	5
8	More Bikeability/More Walkability	4
9	Mixed-Use Places	4
10	More Greenery	3

Questions 72-89. Here are some possible roadblocks; how relevant do you think they are?

Participants consider the lack of walkability and Bikeability, poor economic conditions, and traffic congestion the most relevant roadblocks to positive change in Auburn. Additionally, there are issues with limited housing, crime, and safety, public infrastructure, state and local laws, a growing population, natural disasters, energy, water, and food supplies, and limited development space.

Questions	Irrelevant	Neither	Relevant
72. Limited Parking	24	45	31
73. Limited Housing	12	33	55
74. Walkability/Bikeability	0	17	83
75. Crime and Safety	7	31	62
76. Traffic Congestion	5	24	71
77. Infrastructure Failure [Sewage, Storm Drains, Plumbing, etc]	5	34	61
78. State Laws and Regulations	7	37	56
79. Local Laws and Regulations	2	33	64
80. Economic Conditions	2	23	75
81. Cultural Beliefs	10	45	45
82. Population Growth	2	32	66
83. Population Decline	22	49	29
84. Natural Disasters [Fire, Heat Wave, Drought, etc]	2	30	68
85. Energy Supply [Electricity, Gas, etc]	2	36	62
86. Water Supply	5	33	63
87. Food Supply	2	52	45
88. Pollution [Air, Water, Plastic, Chemical, etc]	2	30	67
89. Limited Space for Development	11.25	30	58.75

Question 90. Can you think of any other roadblocks?

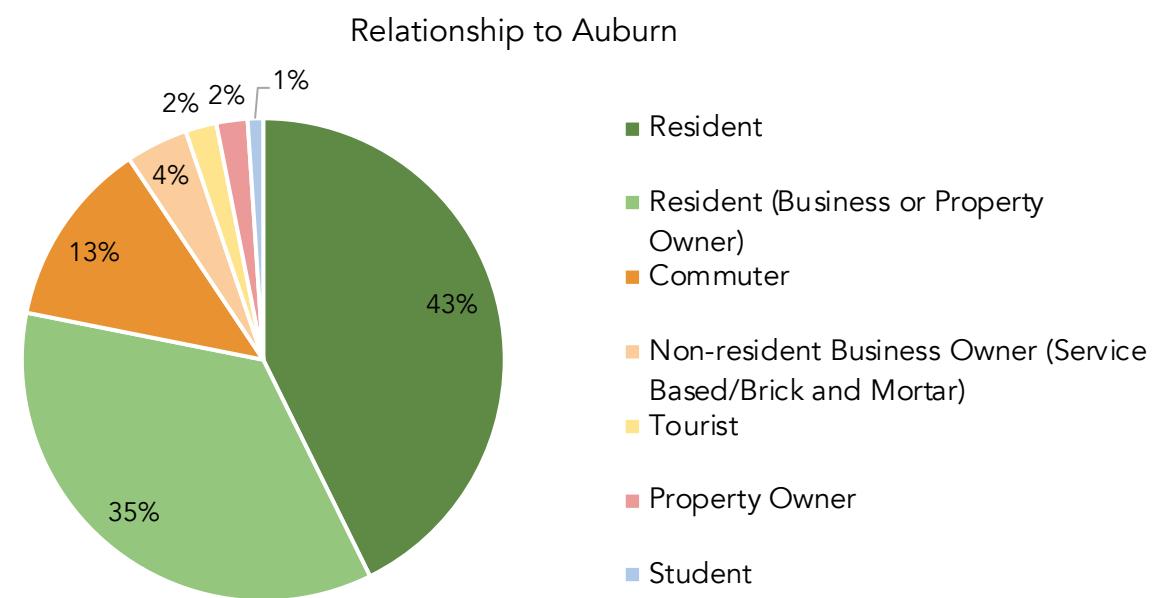
Participants reported that the most common roadblock they encountered was resistance to change by the community, followed by a lack of funding and issues related to decision making.

Other Roadblocks to Positive Change	Occurrences
Resistance to Change	11
Funding	5
Bureaucracy	5
Decision-Making	5
Local Government	3

About the Participants

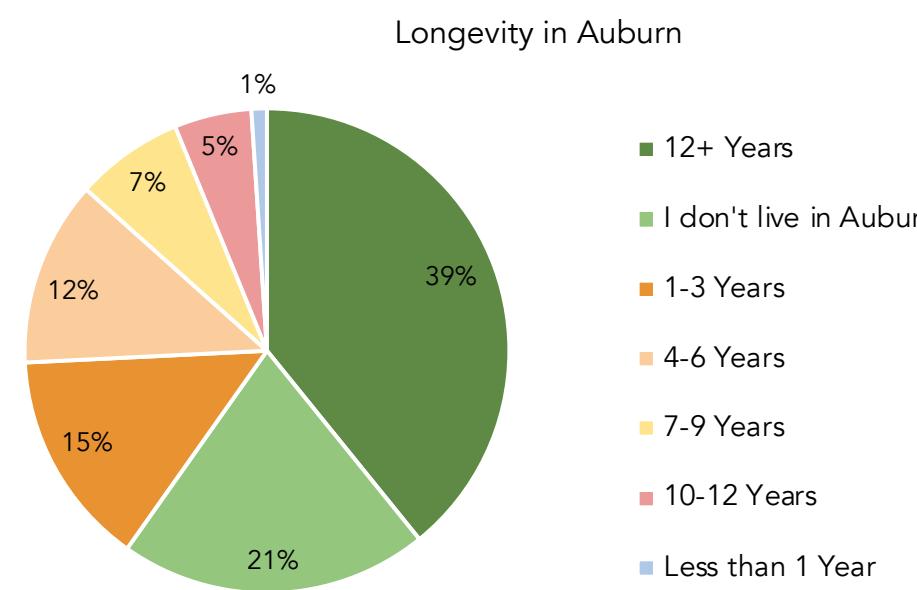
Question 91. Which of the following best describes you?

Over 70% of participants were residents, and 34% owned businesses or properties. Unfortunately, we did not have enough students participating in this experiment.



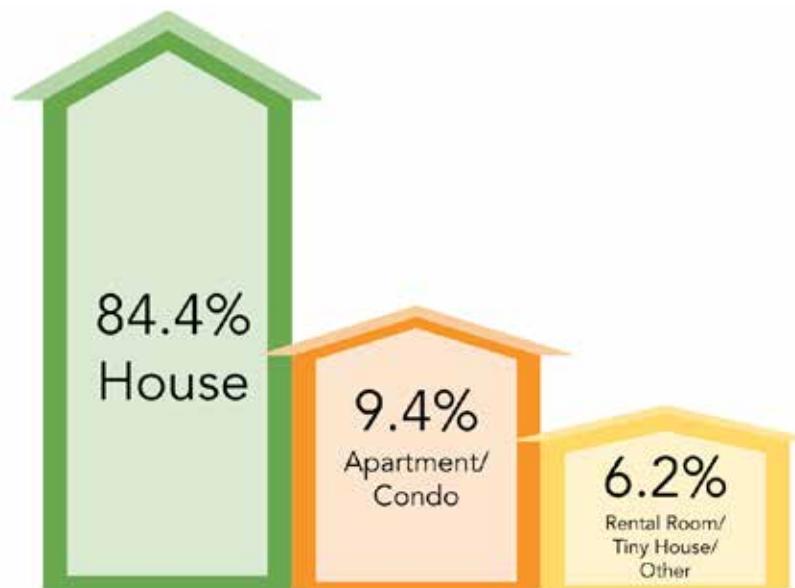
Question 92. How long have you lived in Auburn?

Most participants (40%) were long-term residents with more than 12 years of living in the area. About 20% of them were commuters, tourists, or work in the area, and 15% have been living in Auburn for less than three years.



Question 93. How would you describe your living situation?

Most of the participants (84%) reside in a traditional house, 10% live in condominiums, and 5% live in other rental properties, tiny houses, or lands.



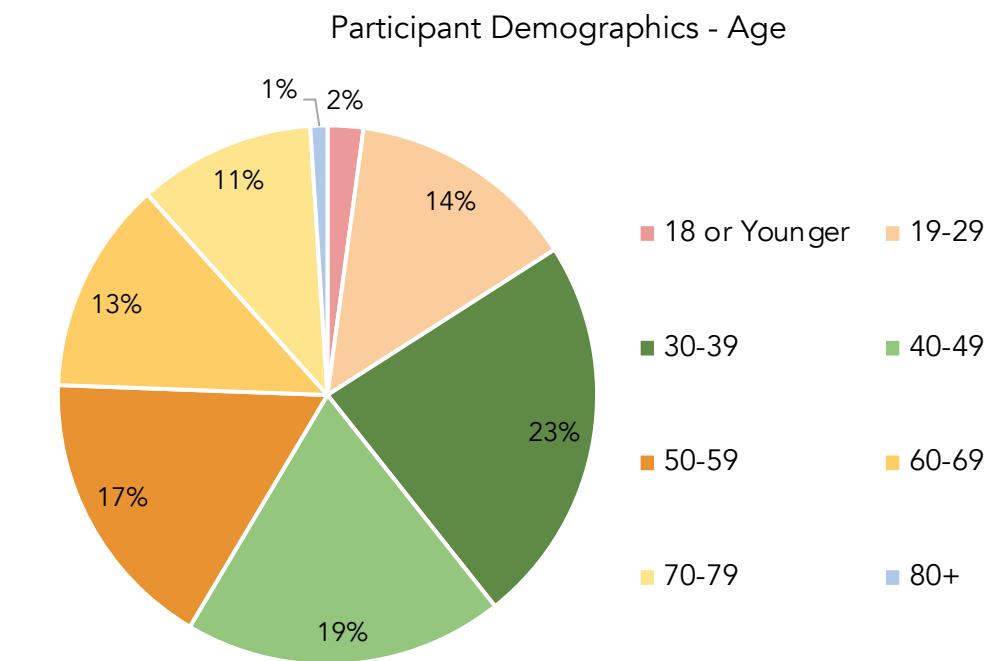
Question 94. How close do you live to the Downtown Auburn area?

Most participants (31%) live within a short distance of downtown, followed by 24% who live 10 miles or more from downtown and 19% who live within 1-2 miles. Participants from outside the area make up only 2% of the participants.



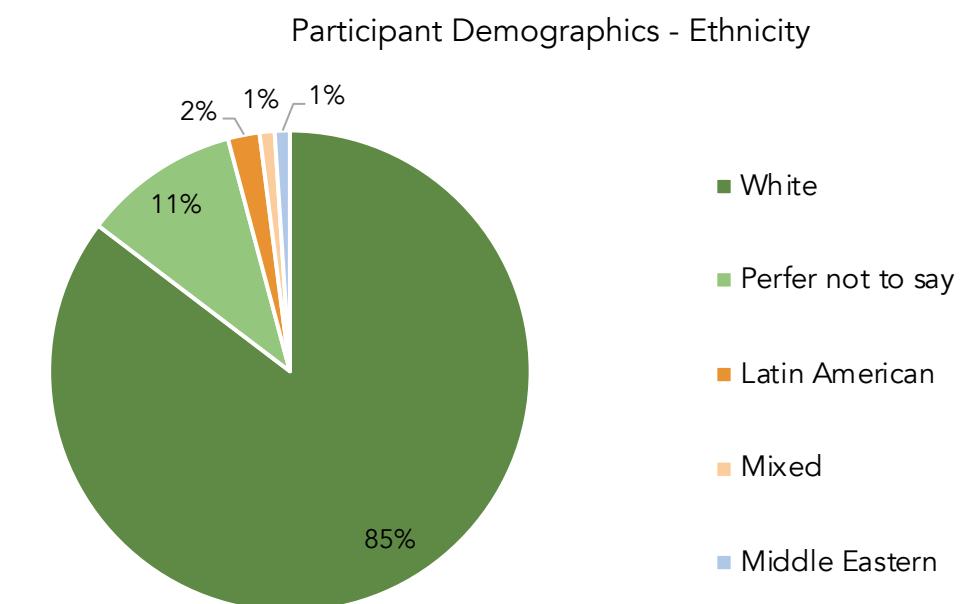
Question 95. How old are you?

Most participants (23%) were between 30 and 39 years old. Only two participants were 18 or younger, and 23% were over 60.



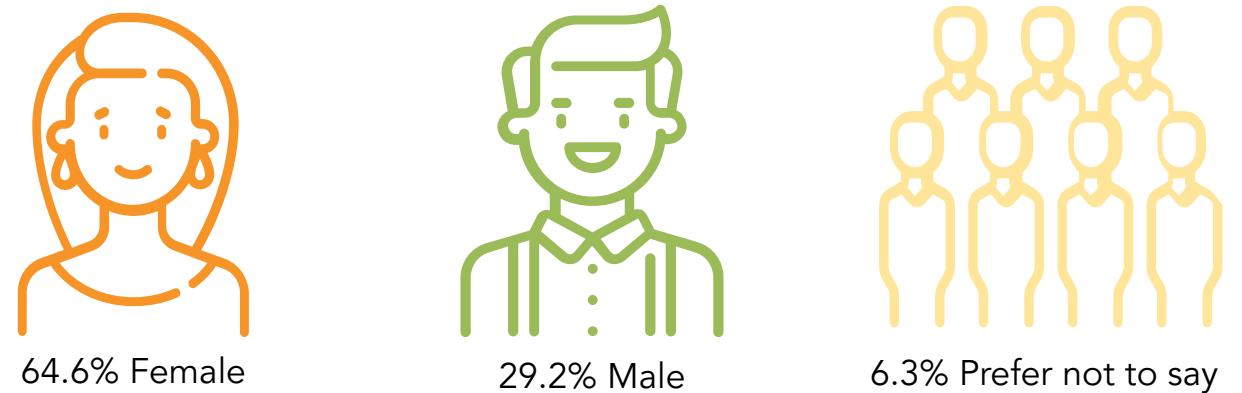
Question 96. What's your ethnic background?

Most of the respondents (84%) describe themselves as white, 10% prefer not to say, and less than 5% were from other ethnic backgrounds (Latino, mixed, or middle eastern).



Question 97. What do you consider yourself to be?

Of most of the respondents, 65% of the participants were female, 30% were male, and 6% do not wish to disclose their gender.



Question 98. Do you want to receive updates about this project?

Most participants (84%) showed high engagement with the project and expressed interest in receiving future updates.

Interested in Updates About the Project	Percentage
Yes	84.4%
No	14.6%

Question 99. Do you want to participate in future events related to this project?

Most participants (75%) showed a high level of engagement with the project and were interested in participating in future events.

Interested in Participating in Future Events	Percentage
Yes	75%
No	15.6%

Question 100. Enter your email below to stay in touch and get a chance to win a \$25 gift card to Tango's.

Seventy-seven emails were received in response to this question, which will remain strictly confidential.

Interview Results



Interviews

The outreach team interviewed key stakeholders in a variety of roles throughout the project area. The interviews aimed to engage stakeholders in an open and candid discussion about their experience in the Auburn community and their perspective of Auburn. Conversations aimed to get a clear picture of the community member's vision, obstacles to implementation, and future opportunities so that the emerging FBC is a realistic and achievable tool.

From December 2022 to January 2023, the outreach team met with 24 stakeholders. Of those stakeholders, 38% were downtown property or business owners, and 8% were residents within the project area. 21% were developers, and 33% were local leaders from multiple sectors (commission members, urban planners, architects, conservation specialists, etc.). There was little opposition to the project among the interviewees, and it was generally well-received. This report summarizes the key themes and comments heard during that process. This report identifies patterns among the words and does not attribute any comments to specific individuals.

The report is categorized by key themes expressed during the interviews, including: Auburn's identity, Downtown and Old Town needs and challenges, Key opportunities, Barriers to change, Overall key concerns, and Comments and quotes.

Each section describes the predominant theme for that category, followed by a list of specific comments. These comments are not intended to be factual statements or indicators of the FBC strategy's direction but simply a summary of what was heard by the outreach team.

Auburn's Identity

In response to the question about Auburn's identity, participants identified Auburn as a historic place with art and a friendly community. Additionally, the town was described as charming, green, and traditional. Among the words and phrases most frequently used to describe the city were: small business, great restaurants, unique, hip, and antiquated.

Participants cited multiple characteristics of Auburn as part of the area's identity. A total of 35 adjectives were recorded, of which 26 (74%) referred to positive aspects of the city. Almost all interviewees described Auburn positively, with historic as the most frequent adjective, followed by a friendly, strong sense of community and art space. When defining the area, several other aspects were mentioned, including charming, green, unique, cool, hip, and welcoming. In contrast, 9 (26%) were associated with negative connotations by interviewees. These aspects included: antiquation, disconnection, high prices, traditional mentality, vacancy, and lack of walkability.

Downtown and Old Town - Needs and Challenges

Stakeholders identified multiple needs for Downtown and Old Town, including inadequate walkability and bikeability as the most pressing issue. These needs are followed by the need for more multi-family housing and multi-use achievable development to increase the diversity of buildings in the area. However, the city's bureaucracy and strict rules were repeatedly cited as significant challenges to achieving a desirable vision. Stakeholders also stressed the importance of community involvement in city projects and the lack of communication between decision-makers and the public in general. Furthermore, they emphasized the importance of filling existing vacancies in buildings and renovating existing buildings.

The main challenges and needs mentioned were:

Walkability and Circulation

There was a strong consensus regarding the lack of walkability, bikeability, and sustainable commute options in Downtown and Old Town Auburn. Improving pedestrian-friendly spaces and infrastructure, such as safe walking paths, crosswalks, bicycle lanes, and scooter routes in these areas, is crucial. Concerning this topic, specific ideas revolved around connecting walking trails with green spaces. Also, it was suggested that portions of Lincoln Way be changed to a one-way street.

Affordability

It was a recurring theme among interviewees that affordable and achievable housing was lacking and that small and multi-family dwellings were in short supply. Therefore, multi-family housing and affordable living areas with lower rent costs are needed.

Community

The lack of community involvement was also mentioned as a critical roadblock. According to interviews, the conflict between groups and a lack of community participation in the planning process hinder building a solid community. Therefore, building and enhancing relationships between community groups is crucial for this project's success.

Bureaucracy and Strict Rules

Excess bureaucracy (defined here as a multi-layered organization whose systems and processes make decision-making slow) is one of the biggest challenges to creating a desired vision in Auburn. A subjective set of rules and regulations accompany this issue, resulting in useless work, redoing of work, and a lack of continuity across projects. Multiple specific examples were provided to describe this issue, including difficulties with the HDRC (Historic Design Review Committee), Planning Commission and permitting issues, ADA compliance, the deterrence of short-term rentals, and others.

Communication

According to interviewees, a lack of communication at multiple levels could hinder the project's success. For example, it was mentioned that there is a low level of contact with the Planning Commission and no clear communication regarding water issues, parades, or events from the city. There was also a lack of communication between many landlords. Some suggestions include creating email newsletters for future city events to improve this issue.

Empty Spaces and Remodels

One of the most critical challenges mentioned was the overabundance of empty storefronts. To create the desired vision of Auburn, issues such as vacant buildings, abandoned storefronts, inadequate renovation codes, availability of oddly sized buildings for rent, and no space to build new places would need to be addressed.

Public Transportation

A lack of public transportation and shuttle services was mentioned as a potential obstacle for this project. Increasing infrastructure options that facilitate mass public transit is important to bring more foot traffic to Auburn.

Parking

Parking was frequently discussed by interviewees. Among the recommendations was an interest in bulk parking such as garages and lots, roundabouts, parking language, and better regulation of parking lots/streets, all to facilitate pedestrian movement.

Dining and Nightlife

Gathering spaces were a recurring issue mentioned by interviewees. There is a need for more variety of restaurants, more events and nightlife, more alcohol/sober options, dancing, places for family fun, new/hip/curated businesses, and overall, fun experiences with fresh ideas. Among the ideas interviewees came up with to attract younger generations were monthly antique fairs and experimental projects such as floats or even a bathhouse.

Lodging

Multiple interviewees described the lack of accommodation and multilevel 2nd and 3rd-story homes that could be rented short-term or become bed & breakfasts as a significant challenge.

Tourism and Branding

There seems to be a lack of local marketing in the area, which affects tourism. Interviewees suggest that Downtown and Old Town could become tourist destinations by improving market stewardship. They also recommend developing "better branding" for the city using "Endurance Capital" as their slogan. Additionally, they mention improving traffic signaling and directions to recreation areas.

Landscaping

Drought-resistant plants and native landscaping are lacking, as are scenic areas, stream restoration, local restoration education, and better protection of open agricultural spaces, according to interviewees.

Others

The participants also discussed the need for employment opportunities, a reliable internet provider, fewer vintage/trinket stores, a traffic plan, more connection between Downtown Old Town and North Auburn, the need for small manufacturers, e-vehicle-friendly streets, better street lighting, safer development without hazardous materials, and educational spaces such as museums or cultural heritage centers. Furthermore, they expressed a perceived lack of confidence in decision-makers to create a vision, implement plans, and generate innovative ideas.



Key Opportunities

Participants identified multiple potential opportunities for enhancement and positive change. Some of these ideas may not directly apply to the scope of the form-based code and may indicate an adjacent opportunity. In such cases, the ideas are recorded here for and considered as context for building the vision. The opportunities discussed include numerous sustainable practices, the enhancement of outdoor spaces, and the need for younger generations and the community to be involved in decision-making. They also mentioned the importance of learning from FBC experiences in other places.

Some of the most relevant opportunities mentioned by stakeholders to enhance and promote positive change in Old Town and Downtown Auburn were:

Promote Sustainable Practices and Cultural Heritage

Including cohousing, roof gardens, gardening, growing food in home backyards, more sustainable at-home practices, using more recycled lumber, solar panels on roofs, solar green spaces on roofs, and designing small spaces. Also, using native vegetation has an essential role in Auburn's aesthetic. Renovate city buildings with refurbished items to demonstrate conscious buying to community members.

Enhance Trails

For running and activities, connecting green spaces with the city, and revitalizing parks are a few ways to increase their use.

Vacant Buildings

Vacant buildings provide an excellent opportunity for positive change to increase foot traffic and develop residential areas Downtown. There should be more mixed-use, flex spaces, multi-housing, smaller spaces, etc. Finally, some interviewees mentioned the importance of increasing the number of parking spaces and garages.

Promotion Technology

Using social media to promote Old Town and Downtown Auburn, for example, selfie spots, annual events calendar, etc. Also, improve the use of technology, such as artificial intelligence and optimization.

Younger Generations

The planning associations need to be managed by a younger generation, and there needs to be a greater level of community involvement in the decision-making process.

Cultural Events

Keep history alive by organizing more co-op events and Christmas fairs. The Wells Fargo building could be used for these events.

Public Transit

Create more regular bus routes to make them more efficient for people to use. Also, educating the public about public transit, nearby parks, and bus pickups. Participants mentioned that pedestrian/bike-only or one-way streets would make Old Town easier and more appealing for tourists while minimizing vehicle traffic. Additional participants discussed the importance of increasing signage and waterproof, durable park maps in town. The last idea was to use Amtrak to attract people from other areas, which is also an opportunity to grow.

Walkability

Increase walkability, better lighting at night, and accessibility. Put flags on poles that are color-coded following a walking map to lead people to and from the Old town/Downtown to connect these areas.

Barriers to Change

The most critical barriers to change mentioned by interviewers were strong traditionalism, lack of safety, resistance to change by the community and decision-makers, bureaucracy, and a lack of funds and communication.

According to interviewees, the following were some of their top concerns regarding the effectiveness of the form-based code project in Old Town and Downtown Auburn.

- A strong sense of traditionalism is demonstrated by pushback from the city and the public to keep the old gold rush feel and focus solely on Auburn's history. As a result of historical rules, some safety hazards cannot be eliminated.
- The landscape topography in the city (hills and natural shapes) could prevent widespread development.
- Entitlement is a challenging process, the city is reluctant to support street events, and there is a lack of public funding and communication channels.
- In recent years, there has been a lot of street damage, and sinkholes have developed along the street front. More speeding has occurred; consequently, there have been many more tire marks and donuts on the road. The city takes a long time to fix anything temporarily.
- There is a lack of affordable housing, a shortage of senior living, and a lack of bike-friendly streets. Additionally, sidewalks are poorly maintained, and inadequate night lighting hinders the area's safety.
- There are a lot of vacant buildings at the corner of Old Town. Still, they are all owned by people unwilling to sell. Renovations are hindered by landowners, which compromises public safety.
- The speed limit in downtown areas is too high, and there are insufficient traffic signals to ensure public safety.

Overall Key Concerns

Participants overwhelmingly supported the emphasis on walkability as a primary target for urban investment. They also noted the importance of parking, community involvement, affordable multi-family housing, public transit, sustainable practices, public education, nightlife, and events as their most mentioned main concerns.

Several of the concerns could potentially provide solutions for each other. Walkability and parking are interconnected elements. Therefore, parking standards can improve walkability in several ways. For example, lower parking requirements on-site allow for more buildings closer together, so people don't have to walk as far. Also, a "park once" approach to visiting town is a proven way to reduce traffic congestion and facilitate a walkable lifestyle.

Comments and Quotes

In this section, we cite some of the most noteworthy comments made by the interviewees.



Positive

"Auburn shows up internationally as a major racing destination, 'endurance capital of the world,' with events that bring massive influxes of people."

"The future needs to honor and advance what it has been doing the past decade with growth."

"Auburn just needs a little push in the right direction."

“This small town is extremely hip and has so much to offer.”

Negative

"Old timers... tend to hold the town back."
"Working with Placer County and the state

is easier than working with the city of Auburn."

“Older generations are worried about safety with young people moving into the city, making it a more young/‘hip’ town.”

“Auburn is historically pretty conservative, being open and transparent is important to gain trust in the community.”

“The lack of communication shows a loss of community, creates division and safety issues.”

Comments, Questions, and Ideas

"The city needs to try and reverse the consequences of COVID to help fix the local economy."

"If there's a vision, find the money to fulfill the vision."

"Get the right people together to get suggestions for how to get a better result this time."

"Find a model city or sister city where multi-family buildings are being developed; horizontal multi-family development that feels like single-family homes seem to be the new trend in multi-family construction."

"The more involved business is in the community, the more the community will return the favor."

"Transit- the local community needs to be educated and marketed towards, regarding on-demand transit that exists, to make it more robust. If this was used more, there would be less parking/crowd issue."

"There is enough parking that exists currently, there is more of a 'convenience issue' versus a 'parking issue.'"

"Walkability, the neighborhood quality scores, these are all metrics we have to help us define, you know, that sense of place."

"Why are old town and Downtown separated? They even have separate social media accounts and associations."

"Networking is everything and old money is comfortable."

"How can we connect people to nature with love and connection?"

"Auburn needs an American River Natural History Museum. The area had to survive the 'recreation rush' during the Auburn dam fight and COVID."

"Growing employment is probably one of our very first metrics that we look at, you know, to decide if someone will want to be there."



Throughout the workshops, participants were generous with their time, attention, and creative ideas.

Workshop Series



Introduction

Imagine Auburn represents an innovative and collaborative effort between stakeholders and community members to create a shared vision for the city's future for Auburn's form-based code initiative. To achieve this ambitious goal, the project organizers created a series of interactive visioning workshops where participants could voice their goals and concerns, brainstorm design ideas, and understand the steps required to achieve a shared vision. The success of these workshops was evident in the way they fostered a shared understanding of issues, opportunities, and challenges while defusing potential confrontational attitudes into a collaborative atmosphere.

Throughout three workshops, which took place from March 28th to April 25th, 2023, the outreach team met with approximately 300 participants from various community sectors, including downtown property owners, residents, business owners, and community leaders.

The workshops represented a unique approach to aligning project vision through an integrated design process. The strategy included multiple communication and learning styles to create the most inclusive atmosphere possible for deep listening. These styles included visual, kinesthetic, logical/analytical learners, social/linguistic learners, solitary learners, neurodivergent, and nature/tactile learners. This inclusive approach enabled all participants to engage in the process and help develop the overall project concept. Moreover, the workshops allowed stakeholders to learn about form-based codes, engage in collaborative design exercises, and ultimately create a shared vision for the city's future. Team members left each workshop with concrete assignments to incorporate insight into the project's development, ensuring ongoing progress toward achieving the shared vision.

This workshop report is a comprehensive overview of the process and outcomes of each workshop, providing an invaluable resource for project stakeholders and community mem-



Participants engaging with the workshop materials and each other.

bers. It outlines the process and results of each workshop, including an introduction to the event, agendas designed to accomplish specific objectives, descriptions of activities designed to encourage teamwork and creative thinking, and the challenges, contributions, and lessons learned from each event.

General Agenda

From October 2022 to April 2023, Auburn witnessed a series of impactful outreach activities. The project began with a community-wide inclusive survey, seeking valuable input from the community. Two months later, stakeholder interviews ensured diverse perspectives and opinions. Finally, from March to April 2023, a series of workshops fostered community engagement and refined the collective vision.

The first workshop, "Explore," centered around collaboratively envisioning a positive future growth scenario using trending topics collected from the survey and interviews. The second workshop, "Create," focused on designing a sustainable city for Auburn's future. Recognizing the need for broader participation, this workshop was conducted three times. The initial session involved students from Placer High School's Key Club and Environmental Club, where they were invited to play the "Imagine Auburn Board Game." The subsequent two sessions were open to the public and scheduled in the afternoon and evening to accommodate different availability preferences.

Finally, the third workshop, "Envision," took place at The Station Public House, where participants refined the community's collective vision and explored viable implementation strategies. These workshops were easily accessible through QR codes prominently displayed on advertising posters in local cafes, an engaging public art installation, creatively adorned kiosks throughout the town, and the project e-newsletter.

OCTOBER 2022 - JANUARY 2023	DECEMBER 2022- JANUARY 2023	MARCH 30, 2023	MARCH 30, 2023	APRIL 11, 2023	APRIL 25, 2023
General Public Survey  Accessed via QR code, which was placed on advertising posters in local cafes and coffee shops, public art installation, and two decorated kiosks placed in town.	Stakeholder Interviews  Interviewed key community members, asking questions regarding their vision, obstacles to implementation, and future opportunities.	Workshop 1: Explore  The team gathered feedback from the community, with a focus of envisioning a positive future growth scenario.	Student Workshop  Engaged students from PHS' Key Club and Environmental Club to partake in the Imagine Auburn Board Game.	Workshop 2: Create  Focused on designing a sustainable city for Auburn's future, using the Imagine Board Game.	Workshop 3: Envision  The team aimed to refine the collective vision of the community in an open house by implementing the concepts introduced by participants in the previous workshops.
Held throughout Auburn's Commercial Core	Held throughout Auburn's Commercial Core	Old Town Pizza Fairgrounds	Placer High School Library Commons	Auburn Public Library Community Room	The Station Public House

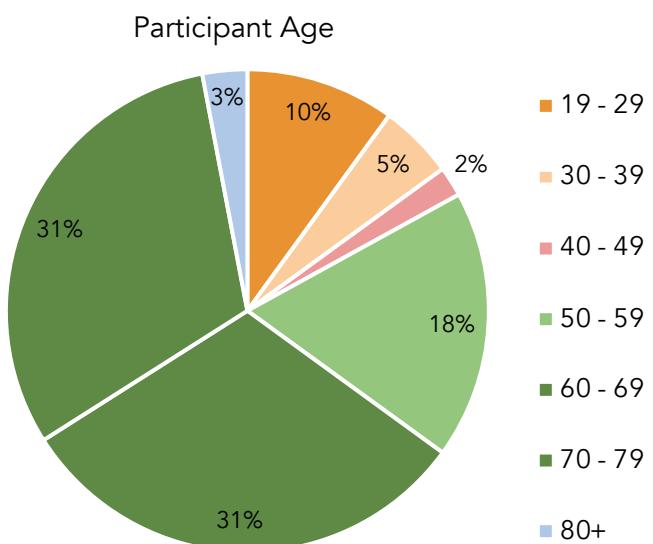
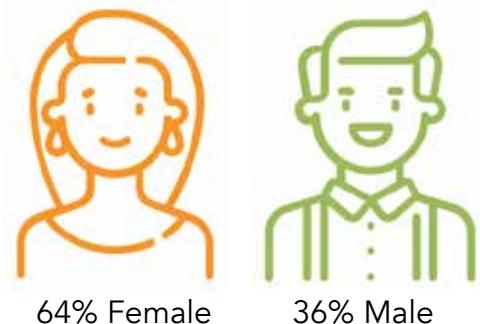
This Community Outreach Summary displays the timeline and phases of the project, which are described through the remainder of this report. This timeline was originally presented to the City of Auburn Planning Commission on May 16th, 2023.

Who were the participants?

Demographic information plays a crucial role in understanding the characteristics of a population and ensuring the fair representation of community interests. This process collected data on age, gender, ethnic background, and relationship with the community to identify any disparities and make necessary adjustments to improve the accessibility of the workshop series. Respecting privacy and voluntary responses, this information facilitated meaningful connections between participants and organizers, enabling follow-up for future engagement and initiatives.

As part of the visioning efforts, voluntary demographic information was requested from the participants. The information provided will be used solely for this project's research. It will not be shared with any third parties without explicit consent. In addition, to ensure the fair representation of youth voices, a dedicated workshop was organized for high school teenagers. This workshop provided a platform for young individuals to contribute their perspectives and ideas.

The survey results confirmed the diverse background of the participants concerning the demographics of Auburn. It was observed that there was a higher representation of females compared to males, aligning with the census data that shows 53.4% of the population in Auburn consists of females. Additionally, nearly 20% of the participants came from various ethnic backgrounds, showcasing the multicultural nature of the community. The age range of the participants was also wide-ranging, spanning from younger than 18 years old to older than 80. The largest age group in attendance fell within the 60 to 80 years old range, which aligns with the fact that 24.2% of the population in Auburn is 65 years and over, as reported by the United Census Bureau's Population Estimates.



Figures 1 & 2: Age and gender demographic data on project participants collected across the full project

Explore

Workshop 1



Explore - Workshop 1

Held Tuesday, March 28th, 2023 from 3:30 to 6:00 pm at the outdoor Old Town Pizza in the Auburn Fairgrounds and additionally distributed digitally as a survey.

The workshop started with a silent visioning exercise to recall positive experiences in the Commercial Core's public realm. Participants were then divided into groups to explore four interactive thematic display stations covering lifestyle, character, vision, and building a future. At each station, participants read and responded to curated questions designed to draw upon their local knowledge. The focus groups identified both infrastructure and social-based solutions for future growth and development, and notes were collected to assist in developing the second workshop. The workshop ended on a high note, with enthusiasm and pizza.

Explore Workshop Agenda

Time	Topic
3:30 pm - 3:40 pm	Welcome & Introduction
3:40 pm – 3:50 pm	Icebreaker Activity
3:50 pm – 4:05 pm	What is Imagine Auburn Overview Presentation. Explore Activity with multiple stations
4:05 pm – 4:20 pm	Dynamic group activity to identify main trends and opportunities from stations
4:20 pm - 4:35 pm	Focus Groups Session
4:35 pm – 4:55 pm	Focus Group Report Out to Whole Group
4:55 pm – 5:00 pm	Workshop Wrap up and Closure
5:00 pm – 6:00 pm	Stations open to public walk-ins



Synopsis

The first workshop, "Explore," focused on envisioning a positive future growth scenario for the city of Auburn. It included focus groups with both digital and in-person interactive surveys to gather feedback on various aspects of the city. The results of the community feedback process revealed that almost 80% of the participants displayed a high degree of openness to change in their city, exhibiting enthusiastic and optimistic attitudes. It was inspiring to see participants suggesting ideas such as incorporating apartments above businesses and expressing their desire for a vibrant city, outdoor spaces, walkability, and unique events. They also recommended creating pop-up markets for artists, trail links to Auburn SRA, sustainable transportation options, carbon-neutral development incentives, and pedestrian-only spaces with green space and parking structures to promote vibrancy in the area.

Moreover, the participants emphasized their strong desire to live in a city that offers ample outdoor spaces and exudes a vibrant atmosphere that can be easily accessed by foot or bike. They want to see a city that promotes a healthy lifestyle and encourages community engagement. They envision a city with plenty of public spaces, parks, and plazas, where people can gather and enjoy outdoor activities. They also expressed their desire for unique outdoor events that would help create a sense of community, such as concerts, food festivals, and art fairs.

During the workshop, the community also provided valuable feedback on suggestions for improving the Commercial Core while preserving the city's character. This included specific recommendations for locations they would like to see improved. Some of the popular choices included the Wells Fargo building, 858 High Street, Rowdy Randy's lot, Livingston Building, and Pistol Pete's building.

Enhancing the walkability of the Commercial Core through the creation of pedestrian-friendly connections and providing more parks and plazas was a common suggestion. The participants emphasized the renovation of old buildings, the development of additional mass transit options, and the establishment of a natural history museum. Their ideas for improving infrastructure, such as installing more street signs and bike parking, or adding more parking spaces, were also noteworthy. Finally, suggestions about repurposing buildings and creating new construction policies focused on sustainability and environmentalism were provided.

In addition to the qualitative feedback, community members voted for their top three solutions to improve walkability. The top solutions, according to their votes, included bike amenities such as paths, lanes, routes, and racks, as well as improved lighting for safety and ambiance. Participants favored vehicular traffic limitations in certain areas. Regarding parking preferences, people voted for more public parking lots and low-to-middle visibility parking options to maintain convenient parking while reducing overall paving coverage.

The purpose of the workshop was to gather feedback from the Auburn community while exploring a positive future growth scenario generated by participants.

Throughout the workshop, it became evident that participants placed great importance on increasing green space and open areas while also preserving the natural beauty of the region. However, some expressed concerns about the potential negative impact of pocket parks attracting homeless camps. These focus groups also highlighted the significance of preserving historic architecture and fostering a sense of community.

They expressed a desire for improved communication between the city and the community and more community engagement opportunities similar to the Explore workshop. Green space, affordable housing for service workers, safer biking facilities, and better public transportation were highlighted as key priorities. Participants suggested incentivizing renovations, streamlining new infrastructure, and revitalizing the downtown area. Moreover, they emphasized the need for energy infrastructure and carbon drawdown initiatives.

One of the most rewarding aspects of the workshop was witnessing participants networking and connecting with like-minded individuals who shared their passion for improving Auburn. The open house provided an excellent opportunity for participants to continue their conversations, exchange contact information, and form or rekindle relationships that could lead to future collaborations and projects.

Overall, the “Explore” workshop proved to be a resounding success, leaving participants with a sense of connection to their community and a greater sense of empowerment to actively shape its future. The Imagine Auburn design team, in particular, acquired invaluable insights and ideas that significantly influenced their ongoing work. They expressed deep gratitude for the enthusiastic engagement and active participation of the residents and stakeholders involved. The feedback received during the workshop served as a guiding light, illuminating the path forward as the team proceeded to design the subsequent workshop. In this follow-up session, they delved into the implementation of the concepts explored in the first workshop through the implementation of a site plan.

Outcomes

The “Explore” workshop created a collaborative learning environment, generated valuable insights, and identified potential strategies for Auburn’s future development. The workshop developed a significant interest and active participation from community stakeholders, who demonstrated great enthusiasm for the form-based code and its potential to improve walkability, transportation options, and housing diversity. Furthermore, the workshop provided essential information to develop a parts kit for the game in Workshop 2 and for the Illustrative Plan base map. The workshop delivered productive outcomes, laying the foundation for future development plans and initiatives related to the form-based code.

Interactive Display Stations

Welcome Station

During sign-in at the form-based code workshops, attendees were encouraged to share their feelings by marking a place they felt connected to on the map. The map included the project area and surrounding locations. This exercise aimed to cultivate a sense of belonging and ensure that the final form-based code reflected the community’s vision for the future of Auburn.

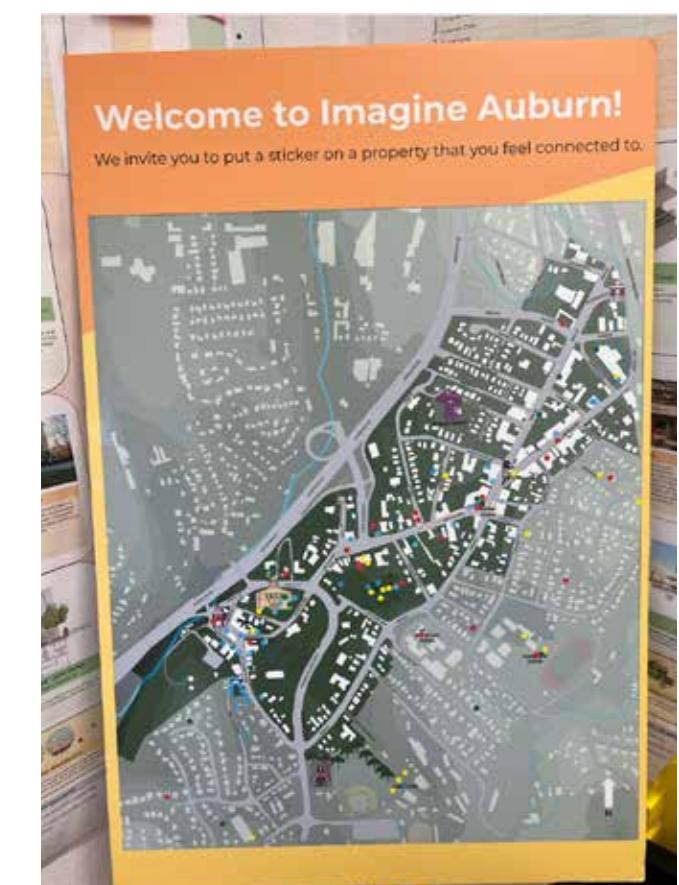
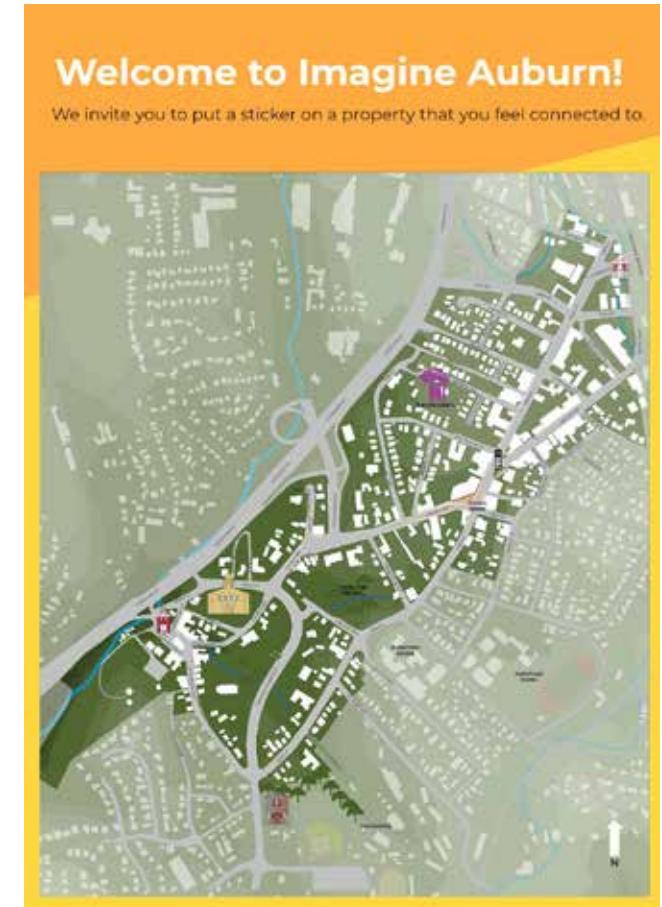
Participants frequently highlighted several locations within the downtown and Old Town areas of Auburn. These locations represented valuable landmarks and significant areas for navigating the development process. Among the most commonly mentioned locations were Central Square, School Park Preserve, and the Courthouse. Lincoln Way and the Courthouse were mentioned once, along with East Wind Yoga¹, Restaurant Josephine², Elm and High Street, School Park Preserve, and Auburn Clay Arts Studio³, as depicted in the picture below.

Visual boards were created to represent the different steps and intricacies involved to simplify the project’s complexities. They were divided into four panels or stations: Imagine Auburn, Character, Lifestyle, and Building a Future.

- 1 922 Lincoln Way
- 2 1226 Lincoln Way
- 3 808 Lincoln Way

Above: The Imagine Auburn Board welcomed participants and explained the project area.

Below: While displayed at the Workshop, participants were able to place stickers on the areas, buildings, or properties they felt most connected to.

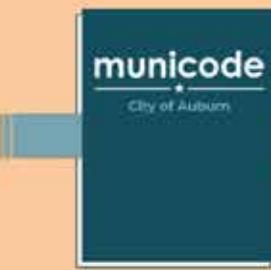


What is Imagine Auburn?

A community opportunity to envision a vibrant future for the Commercial Core, and bring it to life by updating the planning regulations.



Envision



Update & Streamline

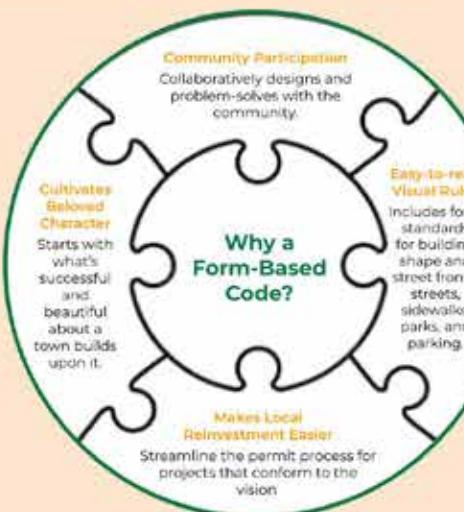


Let's grow together

Our Tool to Get There

The city of Auburn selected a form-based code (FBC) as our planning tool. FBCs are vision-based development regulations.

FBCs enable communities to put in place a structure that empowers the town to grow into their vision.



Did you know that nearby towns like Grass Valley, Davis, and Petaluma have implemented FBCs?

How do you feel about an FBC solution for Auburn?

Put a sticker on the face that represent your enthusiasm!



'What is Imagine Auburn?' Station

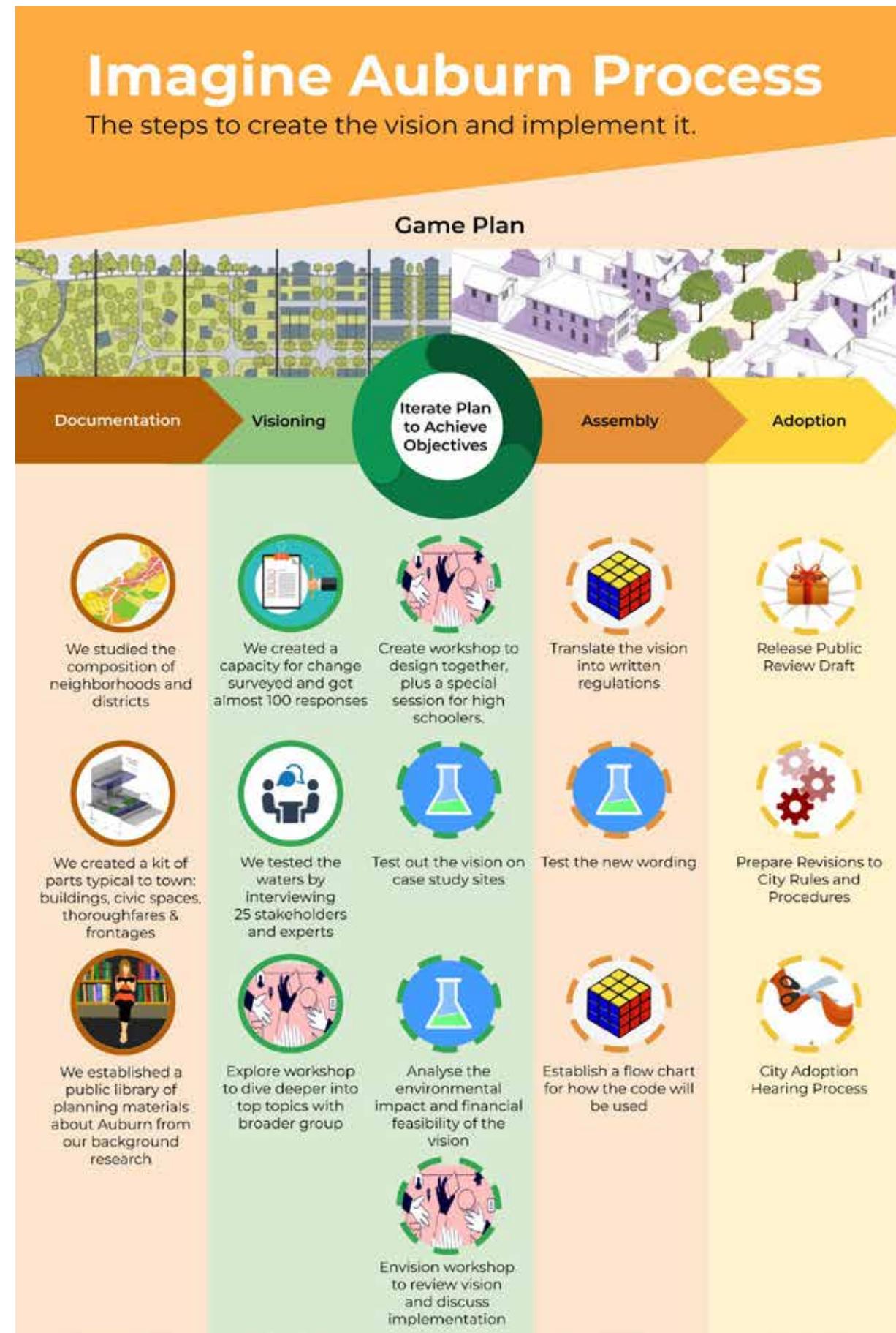
What is Imagine Auburn? Board

The first board visually defined the goals and their relationship to a form-based code, using before and after examples to illustrate the concept. It included an activity where participants placed a sticker on a scale representing their enthusiasm toward implementing a form-based code in Auburn's Commercial Core. The enthusiasm scale was depicted using different colored faces, with the red face indicating the least optimism. In contrast, the green face represented the highest level of optimism. The result showed that 18 people were very excited, eight were excited, five were indifferent, and only one was very worried. These results indicate that most participants were open to change in their city.



Above: Two workshop participants interact with the 'What is Imagine Auburn?' board and read comments left by other workshop participants.

Facing page: The first board in the Imagine Auburn Station, was displayed as a 24"x36" print, and explained to participants the intent of the project. It provided an opportunity for participants to express their initial feelings, receiving both excitement and concern.



Imagine Auburn Process Board

The second board showcased the step-by-step process of developing a form-based code, providing a visual representation of the various stages involved. This board was designed to inform participants about the behind-the-scenes work required to create a form-based code and did not involve direct interaction with the public. It served as an educational tool, highlighting the comprehensive planning and decision-making process undertaken by the Imagine Auburn design team. By presenting this board, participants gained a deeper understanding of the intricate steps involved in shaping the future of Auburn's Commercial Core and the importance of thoughtful and participatory urban design.



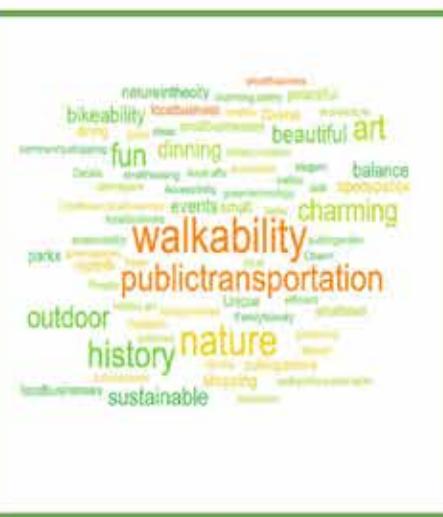
Above: Two participants discuss the Imagine Auburn Process displayed on the board.

Facing page: The second board in the Imagine Auburn Station, was displayed as a 24"x36" print. It outlined the project timeline and explained where participants were encouraged to get involved or give feedback.

Auburn's Identity



Auburn's Opportunities



Auburn's Challenges



Here's what over 120 people think about Auburn's future!

We envision...

"A charming, walkable city with a proud history and a strong sense of community."

"A sustainable city with outdoor spaces, empowered communities, loved parks, art features, and walkable and bikeable routes for commuting and recreation."

"A resilient city where everyone can access public transit and public spaces and services throughout the commercial core."

"A city with unique events and opportunities for small businesses to grow, allowing investment to remain in the area and local redevelopment to flourish."

"An Auburn where housing is available for residents of all abilities and in all stages of life, with an expansion of multi-family options and affordable spaces."

"A city with ample infrastructure and parking to accommodate its growing population and expansion."

COLLECTIVE VISION STATEMENT

Do you find your vision here?

Put your ideas, comments, drawings, or poems here, this is an open space for creativity.

Sticky notes welcome here!

What People Think About the Future Board

The third board summarized the public vision collected through the previous outreach activities. It outlined the online survey and interviews with stakeholders, which amounted to over 120 individuals thinking about the future of Auburn.

Here, participants were asked to interact with the following question creatively: *Do you find your vision here?*

This part of the board was an open space for creativity, ideas, comments, and poems. The feedback added during Workshop 1 had a clear theme of walkability. Additional contributions and ideas include:

- Living in apartments above businesses, a desire to live in a vibrant city with outdoor spaces, walkability, and unique events, acknowledging parking concerns
- Trail links with signs to Auburn SRA (especially Overlook Park and China Bar)
- Creating pop-up markets for artists to share and sell their work
- Emphasis on the importance of walkability, bikeability, and accessibility via public transit from the 49 corridor
- Desire and need for sustainable transportation options, carbon-neutral development incentives, and pedestrian-only spaces with green space and parking structures to promote vibrancy in the area
- Sustainability as a key factor, with a desire for development to be incentivized to be built or renovated to be carbon neutral.
- Suggestions to change downtown and Old Town area to be pedestrian-only with parking structures and pleasing green spaces in the center.

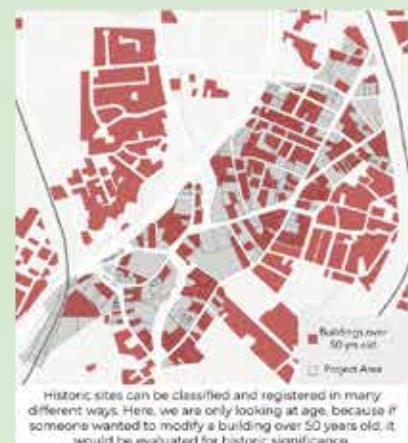
Facing page: The third board in the Imagine Auburn Station, was displayed as a 24"x36" print. It displayed some of the results of the public engagement survey.

Imagine the Future of our History

#1

Character trait of Auburn

In the Commercial Core, half of the buildings are over 50 years old.



In the past 50 years, not many have been renovated.



...and this is how our history is disappearing



To make these distinctions, we calculated each parcel's improvement to land value ratio (I/R). This ratio is one of several factors used to determine the attractiveness of a property as an investment.

Without renovations, buildings lose value and integrity; this can lead to a big loss of historic building stock.

How may we encourage renovating old buildings?
What makes it difficult to do now?



Character Station

Imagine the Future of our History

The first board, "Imagine the Future of our History," interacts with participants through the question: *How may we encourage renovating old buildings? What makes it difficult to do now?*

Attendants offered multiple answers related to opportunities and challenges for encouraging the renovation of old buildings, such as:

Opportunities

- Renovating old buildings to promote mixed-use development, with commercial spaces on lower floors and residential spaces on upper floors, which can bring new life to old buildings.
- Incentives to property owners for historically appropriate updates, while maintaining character to modernize infrastructure and/or penalties for not renovating.
- Provide incentives such as deferring taxes and fees, offering grants or low-interest loans, reducing sewer and other tax add-ons, and making those without parking pay into a parking fund to achieve the parking requirement.
- Offer personal contact for dealing with renovation issues and create a portfolio ADA for renovations.

Challenges

- Some challenges mentioned in renovating old buildings, were the high cost of renovation and triggering ADA compliance costs depending on the scope of the renovation project.
- Additional challenges mentioned were finding building owners who have vision and capital.
- The permit process takes too long and has many roadblocks. There is a need to streamline the process and make it more efficient, allowing for faster and easier permit approvals that facilitate the establishment of new businesses.
- Flooding of buildings and basements along High Street is a problem. The city should help those property owners apply for grants to improve drainage.

Facing page: The first board in the Character Station, was displayed as a 24"x36" print. It helped participants to visualize the extent of needed development, with the intent to generate some creative ideas about how participants would envision that development.

Classifying History

Historic conservation aims to conserve parts of a city's built environment that are of historical, cultural, or architectural significance.

Reference to survey

Individual Buildings
Year Built by major periods

Historic District boundaries include all buildings, regardless of historic value

Auburn FBC Historic Design Review District Map

Dominant historic styles identified in Auburn's Historic Preservation Architectural Design Guidelines

Contemporary Era Buildings that are in the historic district boundary (subject to historic review for building permits)

On what criteria should Historic Design Review (committee and public hearing) be based?
Vote with a sticker below.

Inclusion Within a District Boundary

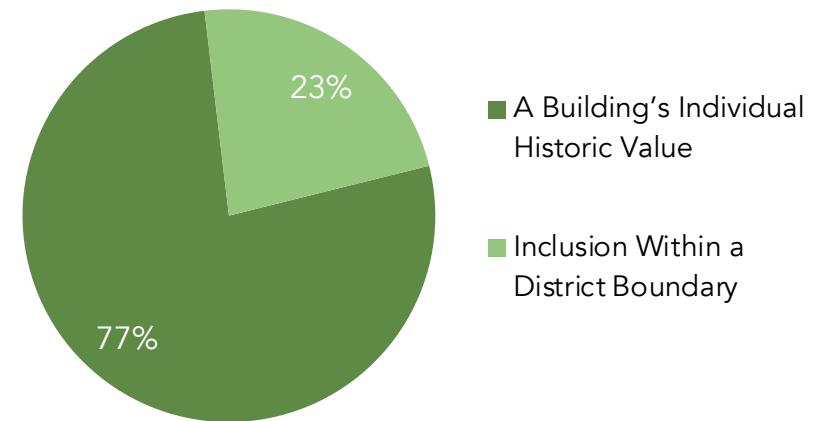
A Building's Individual Historic Value

Classifying History

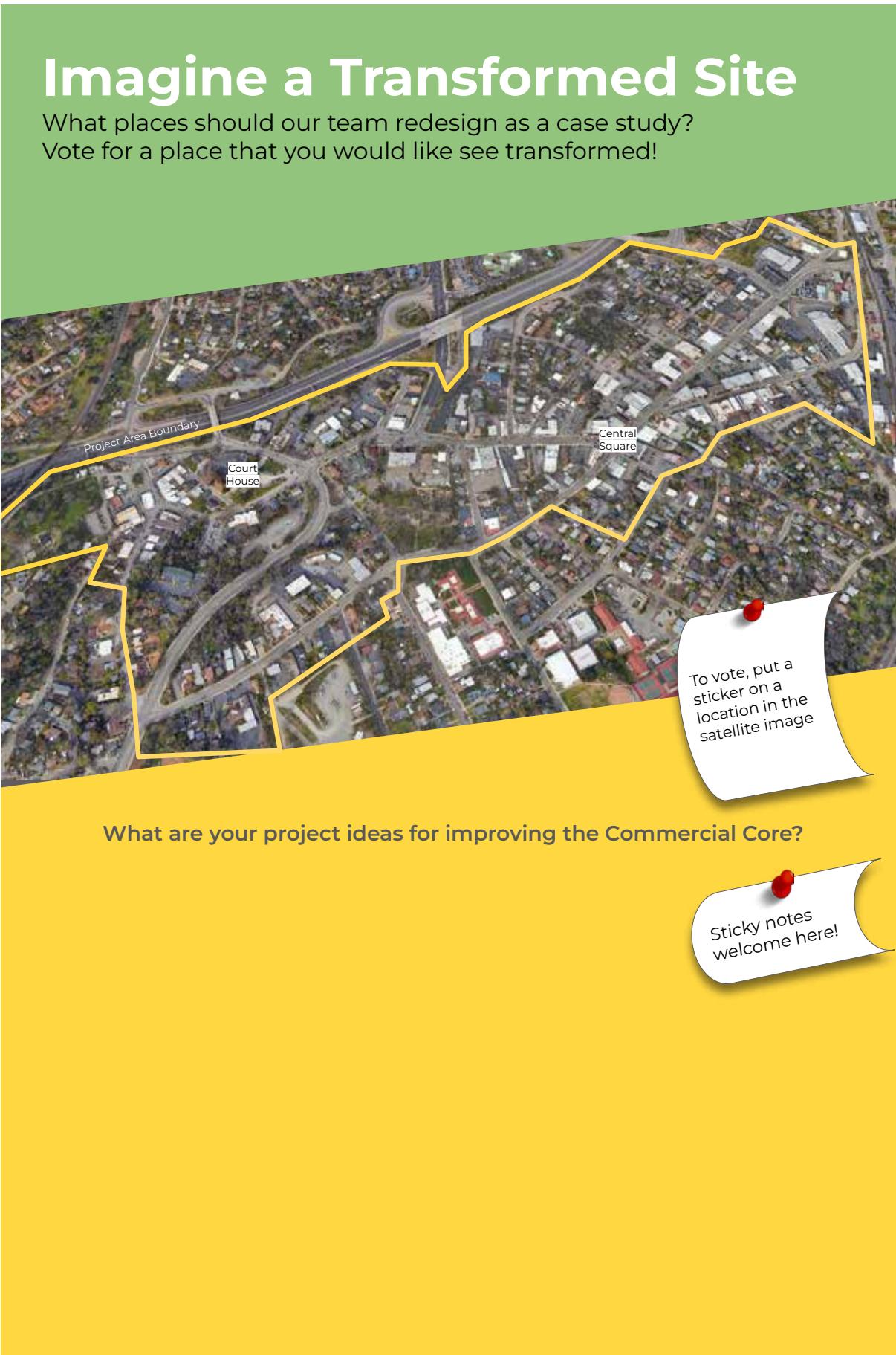
The second board, "Classifying History", simply displayed the different ways to classify historic areas and interact with the participants through the question: *On what criteria should Historic Design Review (committee and public hearing) be based?*

Respondents gave four votes for inclusion within a district boundary, meaning they felt buildings should be considered historically significant if they are located within a specific district, as the system works now. On the other hand, the majority of respondents, with 16 votes, felt that the historical value of individual buildings, rather than their location, should be the main criterion. It was noted, however, that clear definitions of a "district" would be necessary to apply this criterion effectively.

On what criteria should Historic Design Review (committee and public hearing) be based?



Facing page: The second board in the Character Station, was displayed as a 24"x36" print. It gathered information about how participants thought historic buildings should be classified.



Imagined a Transformed Site

As part of the third board called "Imagine a Transformed Site," participants were asked for ideas to improve the Commercial Core and places they would like to see transformed. Some locations that received the most votes include the Wells Fargo building⁴, 858 High Street, Rowdy Randy's⁵, Livingston Building⁶, and Pistol Pete's Building⁷. These locations had the most potential to be transformed into vibrant and exciting spaces that could benefit the community.

730 High Street
858 High Street
Buck Wild Printing
Wells Fargo Building
Pistol Pete's Building
Livingston Building
Old Bofa Building
Gold Country Mall
Vacant Lot at High and Reamer
Vacant Lot - Left of Local Heroes
Rowdy Randy's Lot
City Hall

This page: This word cloud highlights the buildings in Auburn that participants identified as most desirable for transformation.

Facing page: The third board in the Character Station, was displayed as a 24"x36" print. It collected ideas from participants for transforming Auburn's commercial core.

⁴ 949 Lincoln Way

⁵ 650 High Street

⁶ 701 High Street

⁷ 140 Harrison Ave

A Walkable Auburn

Well, actually...a Walkable, Bikeable, Scooter-able, Commutable, Transitable, Neighbor-Visible, Exercise-able Auburn...

#1

Challenge in Interviews



Lifestyle Station

A Walkable Auburn

The first board, "A Walkable Auburn," directly addresses the feedback received from the public, as walkability emerged as the primary challenge identified during surveys and interviews. To gather information about this issue, this board interacts with participants through the proposition: *Vote for your top 3 solutions to improve our example route from the Farmer's Market to Taco Tree!*

Participants also offered several suggestions for improving the town's walkability. One idea was to paint step count on the sidewalks, indicating the distance between different locations. Another suggestion was to legalize Pour Choice's pathway to the parking lot. Participants also recommended installing more colorful and eye-catching signs to make the town more vibrant. Finally, there was a proposal to develop a pedestrian signage program that would highlight the various activity nodes throughout the city.

Which amenities and improvements would encourage you to walk or bike instead of driving?

Bike Amenities - paths, lanes, routes, racks

Lighting for Safety and Atmosphere

Vehicular Traffic Limited in Certain Places

Public Art and Beautification

Shortcuts through blocks or open spaces

Shaded Walkways

Landscaping and Street Trees

Active and Occupied Frontages

Seating and Rest Spots

Protected Crosswalks

21

18

18

15

14

14

14

13

9

9

Above: This figure displays the popularity of various proposed ideas to encourage walking or biking in the City of Auburn, with the most popular choices including safety and access for bikers.

Facing page: The first board in the Lifestyle Station, was displayed as a 24"x36" print. It collected data on which policies participant's believed would best encourage walkability and bikeability.

Nature and Green Space

As a community, we value and celebrate the nature and green spaces that surround Auburn. How can we connect to those spaces and bring more green into the project area?

#2

Opportunity in interviews

Nature Comes in all Shapes and Sizes

From a single tree to a grand park, there are many ways to bring nature and green space into a community. Here are just a few:

Nature Paths and Trails

Living Walls and Green Roofs

Street Trees

Pocket Parks

Natural Playgrounds

Nature and Green Space

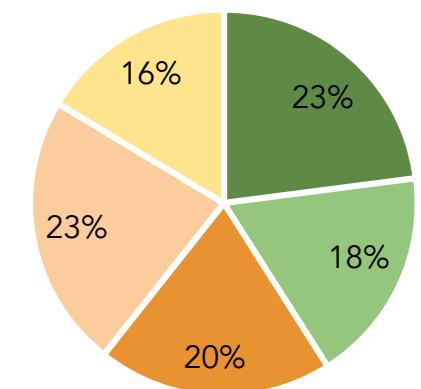
The second board, "Nature and Green Space," encouraged connecting green spaces in Auburn. Participants engaged with this board by responding to the prompt: *How can we connect green spaces and make the project area greener? Tell us where you envision nature and what kind.*

The responses varied, showcasing diverse ideas on how to honor nature, enhance green spaces, and make the project area more environmentally friendly. Nature paths, trails, and pocket parks were the preferred areas where participants envisioned nature. As part of the community feedback process, participants were also asked to share their visions of where they imagined nature within the Auburn community. The most common suggestion was the creation of nature paths and trails. Following this, pocket parks, living walls, and green roofs were popular ideas. Street trees also received considerable support. Some individuals proposed the inclusion of natural playgrounds as a means of incorporating nature into the community. These responses highlight a shared aspiration for increased green spaces and the integration of natural elements within the Auburn area, underscoring the community's commitment to preserving and enriching the area's natural beauty.

Opportunities

- Some participants envision nature in the form of natural playgrounds, paths, and designated preserves and parks.
- Some residents emphasized the importance of public access to the canyon trails in the northward area.
- Others suggested improving existing spaces with a natural playground, like School Park Preserve.
- Natural areas can be an opportunity for pedestrians to relax after shopping in downtown or Old Town.
- Some people suggested developing street tree planting programs, cohesive street furniture and amenities, and discouraging drug use in the area.
- The community also expressed interest in addressing climate change by reducing black top and increasing tree coverage and ventilation, incorporating more attractive exteriors to the city, and creating more shaded parks for community gatherings.
- Residents expressed interest in incorporating more murals and green plant walls around the town to enhance its aesthetic appeal.

Where do people envision nature?



- Nature paths and trails
- Living walls and green roofs
- Street trees
- Pocket parks
- Natural playgrounds

Above: Nature paths and natural playgrounds were the most popular options for including green space into the plan.

Facing page: The second board in the Lifestyle Station, was displayed as a 24" x 36" print. It helped participants envision ways to include nature and green spaces into the more developed parts of the city.

Parking

We need creative thinking about parking.

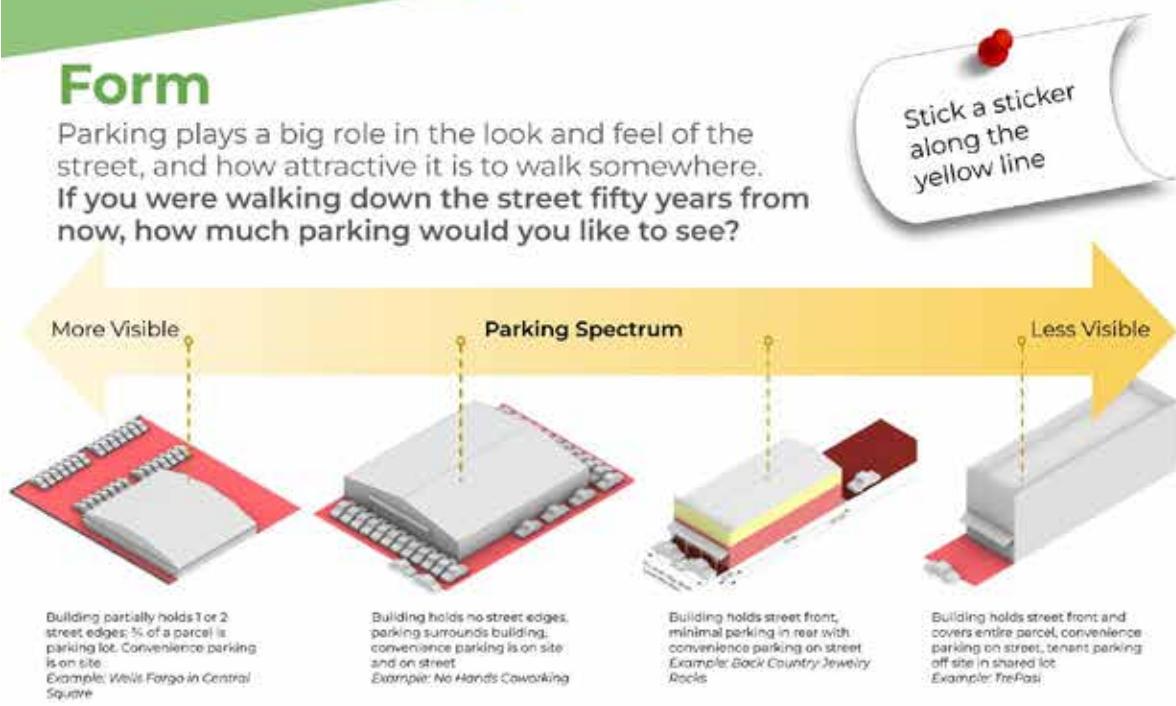
Parking effects walkability, convenience, congestion, and the ability to reuse buildings. Additionally, parking has both a form and a function.

#2

Challenge in Interviews

Form

Parking plays a big role in the look and feel of the street, and how attractive it is to walk somewhere. If you were walking down the street fifty years from now, how much parking would you like to see?



Function

Help us identify the health of the current parking infrastructure system. Put a sticker in the column that applies.



- Convenience / Street Parking
- Public Parking Lots
- Inner Block Shared Parking
- On-Site Parking Requirements
- In-lieu Fee System
- ADA Parking
- Driveway Parking
- Residential Garages

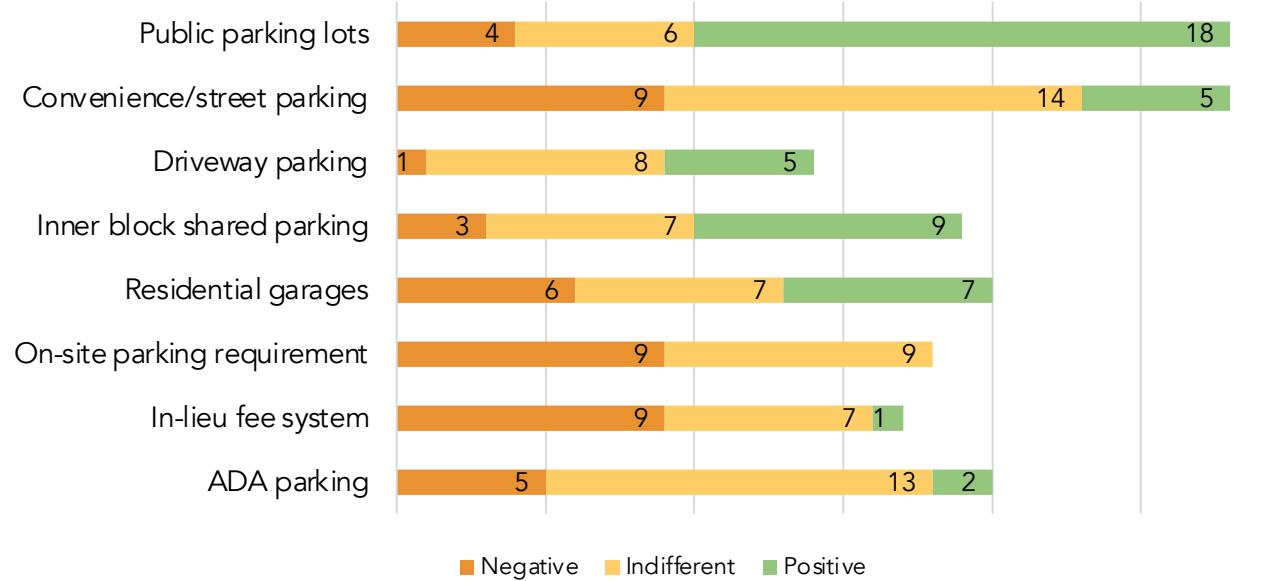
Parking

The third board, "Parking," was included in the lifestyle station because vehicle dependence is the antithesis of greater walkability. The Imagine Auburn design team aimed to encourage the community to grapple with parking and walkability ideas in parallel. As part of the "Parking" board, the activity asked participants to better understand the health of the current parking infrastructure system. According to the responses, people generally voted for more public parking lots. There were mixed opinions on convenience street parking, residential garages, and inner block shared parking. Driveway parking received the most minor engagement, with only one positive vote.

Moreover, participants preferred low-to-middle visibility of parking forms – in terms of parking visibility from the streets, 80% of participants voted for low-to-middle visibility, while 20% chose less visibility.

Additional feedback included innovative ideas, such as allowing businesses to buy on-street parking spaces for outdoor dining and retail displays if the area was "over parked." To fund this initiative, parking in-lieu fees were proposed. Additionally, community members suggested replacing gas station pumps with EV charging stations and ensuring that future parking structures included charging options. Participants also noted that more accessible parking, including ADA parking, was needed near event buildings.

Public perception of current parking infrastructure health



Above: Aside from public parking lots, most participants felt indifferent or pessimistic about the health of Auburn's parking amenities

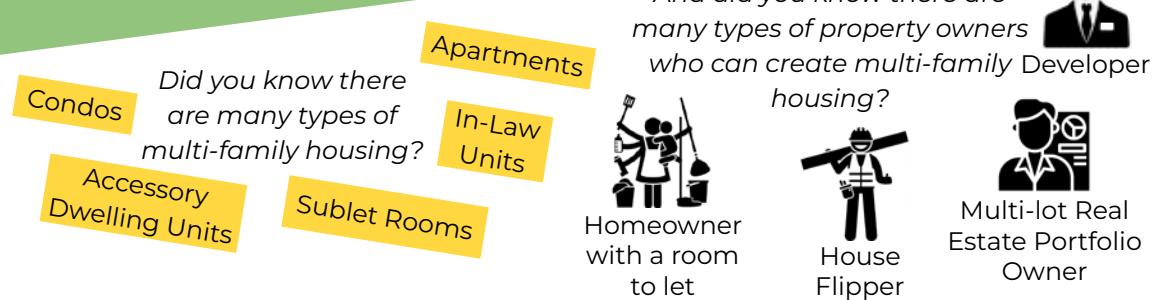
Facing page: The third board in the Imagine Auburn Station, was displayed as a 24" x 36" print. It tabulated perceptions of parking infrastructure which is shown in the figure above.

Housing for Everyone, By Anyone

Our community has told us Auburn needs more places for people to live, especially more affordable options. Multi-family housing can help create livelier streets and more walkable neighborhoods.

#2

Challenge in Interviews



How do we make it easier for property owners to build or convert space to housing?

What would get you in the game?

Building a Future

Housing for Everyone, By Anyone

Participants were given the opportunity to interact with the first board called "Housing for Everyone, By Anyone," which engaged participants to imagine a diversified housing stock. Participants were presented with various housing product options to choose from if they were allowed to undertake a residential building project. Most respondents chose to construct two-story apartments above retail, with 23% (21 votes) of individuals selecting this option. Other popular choices included building accessory dwelling units with 18% (16 votes), co-housing units with shared paseos 15% (14 votes), and cottage courts with 13% (12 votes).

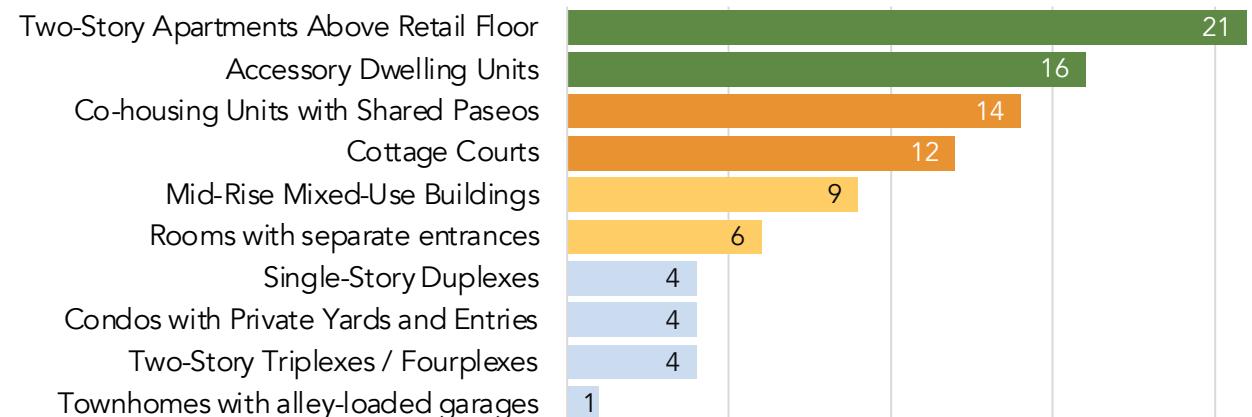
This board asked participants: *How do we make it easier for property owners to build or convert space to housing?*

Participants had various ideas:

- Streamline permit/review process, grants, and tax breaks to make the process of building housing less expensive and prohibitive.
- Relax minimum size requirements for tiny houses, remove tiny house parking requirements, and remove tiny house setback requirements.
- Reduce barriers to affordable housing development through streamlined regulations and financial incentives while considering traffic, historic preservation, and community sustainability.
- Provide low-interest loans for housing projects to encourage more housing construction.
- Encourage commercial buildings to convert to residential use.
- Increase downtown engagement with mixed-use buildings to increase community and incentivize businesses willing to stay open later.

Overall, participants recognized the need for action to incentivize and streamline the process of building or converting space to housing in Auburn.

Top Preferences for Type of Building



Above: More community-centered housing options were the most popular.

Facing Page: The first board in the Building a Future Station, was displayed as a 24"x36" print.

Growing Districts & Neighborhoods

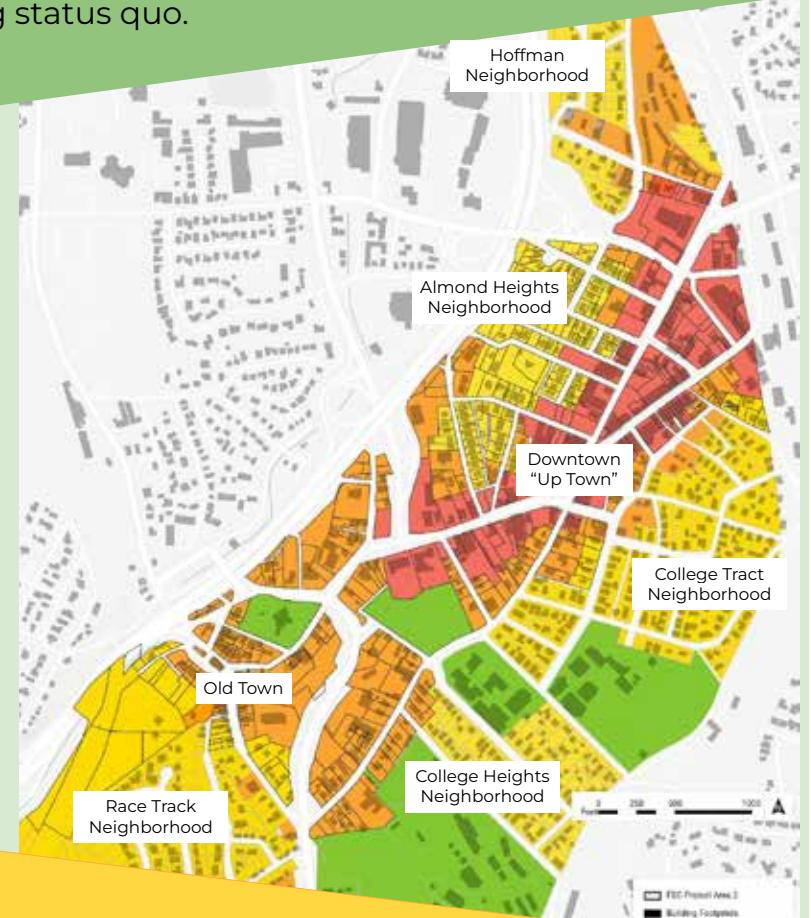
Help us understand how much growth to expect versus protect existing status quo.

69%
foresee
Auburn
evolving

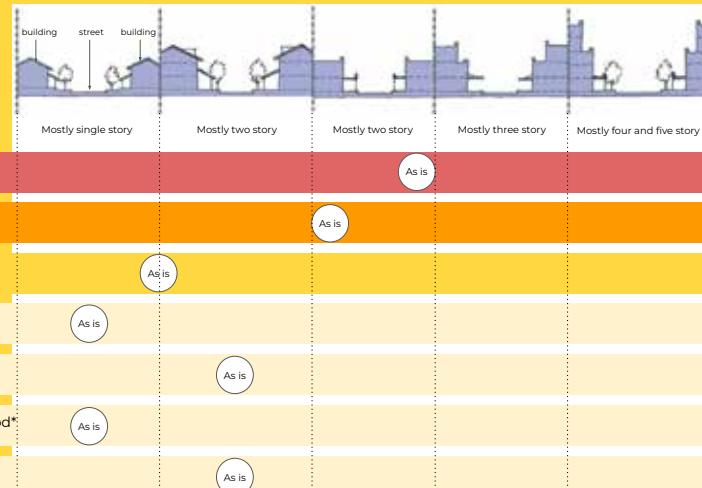
This map color codes today's building sizes and spacing:

- Buildings bigger & closer together
- Buildings of all sizes & spacings mixed together
- Residential areas with smaller buildings & greater spacing

Our goal is to prepare for growth while creating smooth transitions between colored areas.



Which street diagram would suit each color area over the next 50 years?



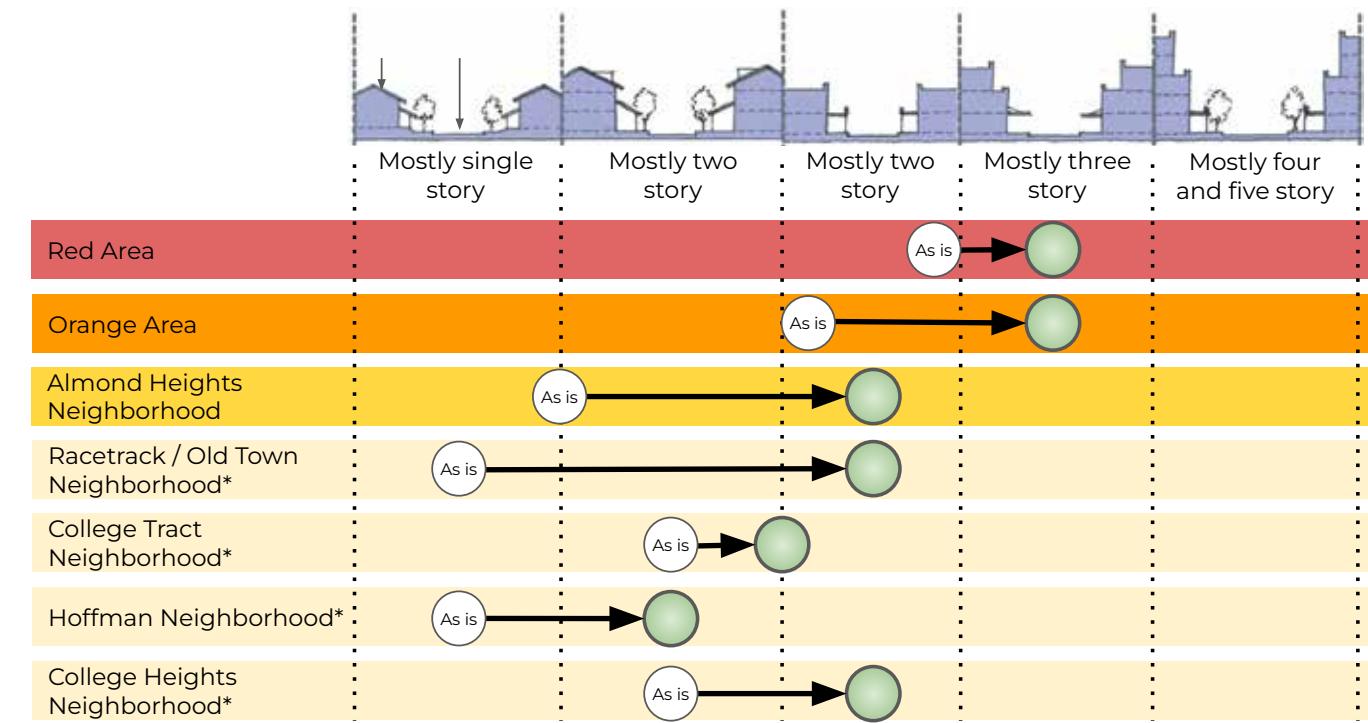
Put stickers along the spectrum

*adjacent to project area;
we want plan for a
smooth transition to
adjacent areas.

Growing Districts & Neighborhoods

As part of the second board "Growing Districts & Neighborhoods", The design team provided participants with the opportunity to engage with the scale of growth and explore their perspectives on Auburn's character being associated with small-scale buildings. The team posed the following question to gain insights into any concerns regarding this matter: Which street diagram would suit each color area over the next 50 years?

Participants expressed their preferences for the scale of buildings they envision for Auburn in the future by transect and neighborhood. The survey found that the Red Area had the highest interaction, with a strong preference for three-story buildings (11 votes) followed by the Orange Area (7 votes). The Almond Heights Neighborhood had the highest preference for mostly two-story commercial buildings (6 votes), and two-story residential (4 votes), while the Hoffman Neighborhood and the Orange Area had a more balanced preference for single and two-story buildings.



Above: The white icons above show Auburn's existing building options, and the green icons represent where participant's see potential and want to improve the building types to help Auburn expand and develop into the future. There is potential for growth in each area.

Facing page: The second board in the Building A Future Station, was displayed as a 24"x36" print. It asked participants to identify which areas they see possible growth, and they saw potential in every category.

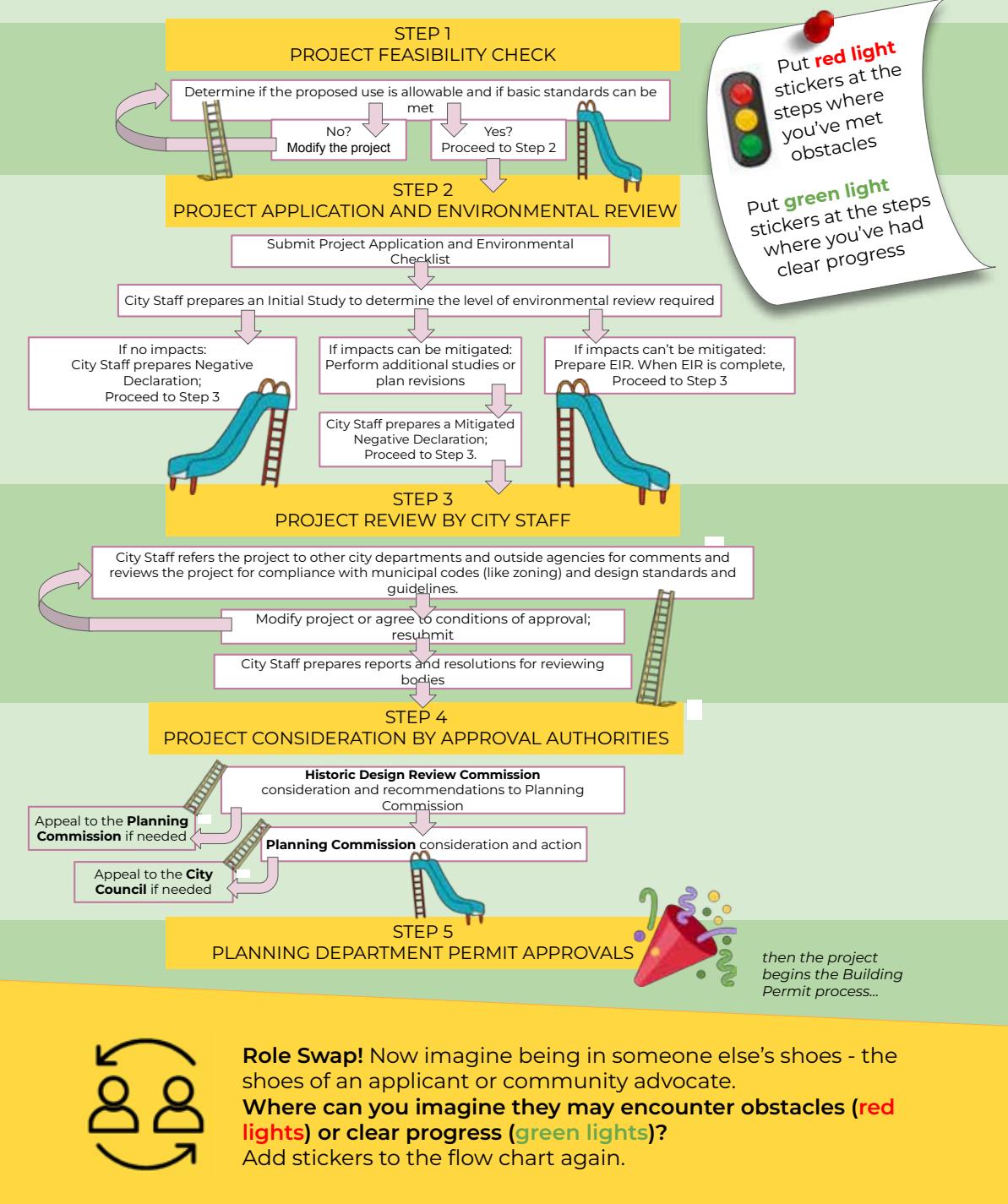
Current Development Process

If one wants to modify or build a new building, they go through an approval process with the City of Auburn, starting with the Planning Department review illustrated below.

#3

Challenge in Interviews

What do you feel works and does not work in the process?



Current Development Process

Lastly, the board "Current Development Process" was designed to discuss the permit process and identify steps that were obstacles. Participants had varying preferences for the permit process steps, highlighting the need for a streamlined and efficient process that satisfies most stakeholders. Ultimately, the goal should be to strike a balance between ensuring compliance with regulations and minimizing the time and effort required to get permits, while maintaining high standards for construction quality and safety. The interaction with the participants displayed multiple opinions on what works and what doesn't, which were organized into challenges and opportunities.

Opportunities

- Simplifying and reducing the number of steps, and coordinating reviews by different departments to avoid repeated back-check.
- Increase funding for an expanded Historic Design Review Commission, while exploring ways to streamline the feasibility check process for investor evaluation.
- Implementing time boundaries to keep the process as short as possible.
- Streamline project feasibility checks to simplify investor evaluation and seek efficiencies in CEQA and planning review.

Challenges

- The process can be bogged down by time-consuming steps, bureaucratic red tape, and excessive involvement of different people and departments. This can delay projects for months and discourage investors from pursuing them altogether.
- Some participants feel that there's too much downtime between process steps and not enough construction, while others simply don't know what the best solution is.

Facing page: The third board in the Building A Future Station, was displayed as a 24"x36" print, and allowed participants to describe potential opportunities and challenges in the current building development process.

Focus Groups

Community and Safety

The community expressed a strong desire for a sense of community, safety, and care to be fostered within Auburn. This can be achieved through improved communication channels, providing ample opportunities for engagement, and establishing community action groups. Promoting awareness and maintaining a positive atmosphere is crucial in creating a welcoming environment. Enhancing accessibility and ensuring compliance with ADA guidelines is important to make Auburn more inclusive and accessible to all. There is a need for stations or kiosks along hiking trails and at events, which can serve as information hubs, offer more volunteer opportunities, and provide general information to residents. Creating opportunities for affordable housing and employment for service workers is a priority to establish a more balanced socioeconomic environment. Increasing the availability of green spaces within Auburn is essential for recreational activities, connection with nature, and a healthier living environment. A community communicator role could play a vital role in effectively marketing events and establishing a centralized area for people to discover and stay informed about local events. Installing a well-maintained and prominently displayed bulletin board can serve as a hub for sharing information, notices, and community announcements. Lastly, improving access to the Auburn Airport will enhance transportation options and facilitate connections to broader regional and national networks, benefiting both residents and visitors.

Walkability and Public Transit

Participants offered ideas to improve transportation options and enhance mobility within Auburn. These include the implementation of more efficient and reliable public transportation, such as establishing a route connecting the 49 corridor to downtown or developing a frequent and free bus loop specifically for downtown. Additionally, the construction of a light rail system that extends all the way to Auburn would greatly enhance regional connectivity. Enhancing bikeability is another important aspect, which can be achieved by providing safe bike facilities with secure locks and ensuring the separation of bike traffic from automobile traffic. Creating a comprehensive bike network throughout the city will further promote cycling as a viable mode of transportation. It is also necessary to prioritize the construction of consistent sidewalks to improve pedestrian accessibility and safety. Each corridor should be designed to accommodate multiple purposes, including infrastructure for e-bikes, ADA compliance, pedestrian pathways, and charging stations for electric cars and e-bikes. These efforts will collectively contribute to a more sustainable and inclusive transportation system in Auburn.

Historic Preservation

The community centered its attention on preserving the historic charm, and architectural heritage of Auburn, considering it a crucial part of renovation processes. They mentioned that it is important to retain the facades and storefronts of historic buildings, as they contribute to the unique character of the city. Instead of a blanket approach, the classification of individual buildings' historic value should be assessed on a case-by-case basis, considering their architectural significance and historical context. By doing so, the distinct qualities of each building can be acknowledged and preserved appropriately. To encourage the preservation and renovation of historic structures, incentives can be offered to property owners. By retaining and revitalizing the historic buildings in Auburn, the city can maintain its cultural identity and heritage for future generations to appreciate.

Downtown Development & Parking

The community desires a vibrant and engaging gathering place, with increased utilization of Central Square as a focal point for community activities. There is a shared aspiration to inject more vitality into downtown and Old Town areas, creating a thriving and lively atmosphere. The issue of parking arises as it is currently inadequate, particularly if there is expansion or growth in the city. Existing parking regulations in the city present limitations and constraints on addressing this issue effectively. Looking at the Placerville parking garage as a successful example, its utilization can serve as inspiration and guidance for Auburn. However, it is necessary to explore alternative funding mechanisms, such as taxes or fees, which can be fairly distributed among those who benefit from the improved parking infrastructure. They consider that striking a balance between fiscal responsibility and providing convenient parking solutions is crucial for the city's long-term success.

Energy and Sustainability

Improving energy infrastructure is another key focus for the community, with initiatives like implementing modular battery stations and solar power systems to serve neighborhoods. Encouraging buildings to meet energy codes and standards set by the state is also essential in promoting energy efficiency. Carbon drawdown efforts include increasing the presence of gardens, implementing permeable sidewalks, reducing the use of concrete and blacktop surfaces, and exploring the use of carbon-cure products. Incorporating permaculture design principles, creating water gardens, and promoting water conservation practices at homes and businesses, such as utilizing gray water, are important steps in achieving carbon reduction goals. Establishing community composting programs for restaurants and supporting community gardens can contribute to waste reduction and sustainable practices. Furthermore, implementing programs to minimize food waste, such as selling restaurant leftovers at reduced rates, can make a significant impact in reducing food waste and promoting a more sustainable community.



A participant during a Focus group discusses potential ideas from participants on the development of a form based code for Auburn.

Additional Comments

The public offered diverse ideas and suggestions that demonstrate a desire to create a more visually appealing, functional, accessible, and engaging community. Including:

Improving way-finding and urban design

- Improving the clarity of maps and adding more street signs and identifiers to reduce confusion
- Creating a pedestrian-friendly connection between the Courthouse and High Street, pedestrianizing Upper Lincoln Way, and closing off High Street and Old Town to vehicles – while installing walking paths, natural play structures for kids, a fountain/splash area, outdoor seating, and landscaping
- Installing a children's play/discovery area
- Improving bike/ped/ADA design
- Creating more plazas/parklets for hanging out, eating, and bringing families
- Offering grants for facade upgrades
- Installing bike parking in Old Town where there is currently none
- Creating a roundabout sculpture at Borland and 49
- Lowering traffic by incorporating bus schedules from parking lots
- Designing a pathway between Old Town and Downtown
- Narrowing and landscaping the American River Canyon
- To address the need for additional parking (specific details regarding locations, type, or size were not provided)
- Removing drive-thrus in downtown
- Narrowing and landscaping High Street all the way to the canyon
- Making downtown and Old Town pedestrian-only to create better access to shops (specific details regarding whether this is a full-time or part-time proposal were not provided)

Redeveloping and repurposing buildings

- Demolishing the Wells Fargo building and rebuilding the Opera House as a dynamic theater space
- Transforming older buildings, such as the Livingston building
- Using the Livingston Building or lots across the street for multiuse-purpose buildings, such as apartments or condos on the upper second and third floors and businesses on the ground floor
- Providing housing in the vacant parts of the Livingston Building
- Transforming derelict buildings
- Repurposing the Carnegie Library as a community venue
- Condemning the Edgewood Motel and redeveloping it into a mixed-use project
- Fining landlords for the nuisance of empty buildings
- Consider relocating the city offices/police to somewhere less central to the Old Town/downtown corridor
- Going vertical, creating energy through investment, and keeping the good parts while getting rid of just the old

Environmental and sustainability improvements

- Using native plants for landscaping
- Prioritizing the establishment of an interactive American River natural history museum
- Improving the rainwater retention of planting areas in street parking areas
- Developing marketing and policies focused on Endurance Capital and Environmental Capitol

Transportation improvements

- Offering more mass transit options
- Adding a drug store/grocery within walking distance of new housing
- Landscaping and adding sidewalks on Highway 49 north of I-80





Create

Workshop 2

Create - Workshop 2

Held on Tuesday, March 28th from 11:30 - 12:40 pm at Placer High School, Tuesday, April 11th from 3:30 - 6:00 pm at Auburn Library, and on Thursday, April 20th from 5:00 – 7:30 pm at No Hands Coworking.

The Create workshop generated a high level of public interest and demand, leading to the organization of multiple sessions held on different dates and locations. The event commenced with an introduction to the project, followed by an icebreaker activity that provided participants with a summary of the first workshop. Subsequently, participants played Imagine Auburn's city board game, where they aimed to create an optimal walkable lifestyle for an assigned character, improving their Auburn experience by enhancing where they live, work, and play. The evening concluded with four focus groups discussing their findings on residential space, commercial space, open and green space, and social space, followed by a presentation to the entire group. The game board results and focus group notes assisted the team in developing the third and final community workshop.

Create Agenda

Time	Topic
3:30 pm - 3:40 pm	Welcome & Introduction
3:40 pm - 4:05 pm	Icebreaker Activity- Exploration of personal vs public interest
4:05 pm - 5:00 pm	City board game
5:00 pm - 5:15 pm	Group Reflection
5:15 pm - 5:35 pm	Focus Groups Session
5:35 pm - 5:50 pm	Focus Groups report out
5:50 pm - 6:00 pm	Wrap up and Closure



Participants playing the Imagine Auburn board game

Synopsis

The "Create" workshop focused on designing a sustainable city for Auburn in the future and aimed to foster teamwork and creativity among participants through a series of dynamic activities, including a custom board game, group discussions, and presentations. The goal was for participants to reflect on their personal preferences and reconcile them with the collective vision. Additionally, the team wanted to test out the ideas from Workshop I in a new context - the board game - to continue the collective discussion about suitable solutions to Auburn's opportunities and challenges.

Workshop 2 began with a warm welcome and an introduction to the workshop process. Then participants engaged in a dynamic activity, titled "Auburn's Packing List to the Future." As part of this activity, they explored the balance between personal and public interest. To achieve this, attendees were divided into groups and challenged to select only 5 out of 21 items from a list of city design features. The top priorities determined by the public survey and workshop were bike amenities, public gardens and trees, solar energy, farmers' markets, street lighting, and pedestrian-only zones. The inclusive selection process provided valuable insights into public preferences and interests, which informed the form-based code design.

Next, participants sat down in groups of six to play the exciting two-round Imagine Auburn board game. The team explained the game in detail, and all participants had the opportunity to play. This activity provided valuable insights into the preferences and behavior of different character types in the context of a form-based code. The results showed that a walkable life is achievable for Auburn. The Imagine Auburn game also provided preferences regarding different building concept tokens in various categories, including housing, commerce, green space, and public amenities. The tokens assigned to each element reflected its relative importance in the community's planning process. The community's priorities and goals were represented by preferred tokens, which were as follows: outdoor dining blocks and nightlife blocks for street upgrades, neighborhood parks for green space tokens, grocery stores for major tenant tokens, and restaurants, cafes, and bars for business tokens. Apartments consisting of 15 units were the most preferred option for the residence token category, indicating the importance of increasing housing in the community's vision for the future.

A focus group session following the gameplay allowed for a collective dive into new insights, where participants were able to further discuss and offer recommendations for revitalizing Auburn, based on the lessons learned during the board game. Their recommendations were divided into several categories: social space, commercial space, green space, residential space, transportation, community engagement, and equitable development practices. The recommendations for social space included enhancing School Park Preserve, establishing a no-car zone, and implementing measures to improve bikeability. Regarding commercial space, the recommendations involved revitaliz-

The purpose of this workshop was to implement the concepts generated by the community during the first workshop and assess their effectiveness on a larger scale.

ing underutilized commercial areas, supporting small businesses, and creating a co-working space.

In terms of green space, the suggestions included installing public art, developing a playground in School Park, and planting street trees. For residential space, the recommendations focused on encouraging more residential development, increasing affordable housing options, and constructing sustainable housing. The transportation recommendations encompassed promoting walking and biking, implementing a bike-sharing program, and providing accessible parking. Community engagement recommendations emphasized involving the community in planning, organizing community events, and offering regular updates. Equitable development practices were also highlighted, suggesting a review and revision of policies and procedures, collaboration with stakeholders, and utilizing resources to address social and environmental concerns. Overall, the recommendations aim to create a vibrant, diverse, and sustainable community in Auburn.

The workshop concluded with a group reflection, where participants shared their thoughts and experiences, followed by a wrap-up and closure session. The success of the workshop demonstrated the power of collaborative efforts and the importance of community involvement in the planning process. Additionally, this workshop successfully connected the feedback gathered during the previous workshop, "Explore," with the scope of the form-based code, resulting in an illustrative plan that presents a holistic vision for the community's future. The plan includes transect zone vision sheets with both illustrations and descriptive text, as well as a list of micro-elements required for each zone. Furthermore, the plan contains element-type vision sheets for all buildings, thoroughfares, and civic spaces listed on the plan, providing crucial insights into the design and functionality of each element type. These updates empower stakeholders to comprehend how each component contributes to the project's vision and facilitates the community's efforts to achieve their desired future.



Participants playing the *Imagine Auburn* Board Game

Activities

Auburn's Packing List to the Future

"The Auburn's Packing List to the Future" activity was inspired by the Survival Activity game, originally designed to foster teamwork, creativity, and community engagement. The creation of the game involved collating feedback from almost 150 participants who responded to a Public Survey, participated in previous interviews, and attended the first form-based code workshop.

The game's objective was to select five of the 21 elements to design a sustainable future for the city of Auburn. The facilitator split the participants into groups of 4 to 7, and each group was given a handout with a list of 21 items and a pen. Participants had ten minutes to discuss and choose five elements in order of preference. The facilitator then asked each group to present their chosen elements and explain their reasons. Afterward, the facilitator revealed the 5 most desirable elements and the six undesirable elements, based on the Public Survey results and the Workshop 1 list.

The list includes the following: 15 most desirable elements (1-15) (sorted by preference), and six undesirable elements (16-21).

The game was a success, achieving its goal of breaking the ice, building teamwork, having fun, thinking outside the box, and learning about other people's priorities. The outcome of the game also provided valuable insights into the community's preferences and helped the team further refine residents' preferences for a sustainable future in the city of Auburn.

Out of the 21 elements presented to participants, only 13 were chosen through iterative selection. The most favored options were space for outdoor gatherings and entertaining, with 29% of the responses, followed by bike amenities, benches, and public art, which garnered 38% of the votes.

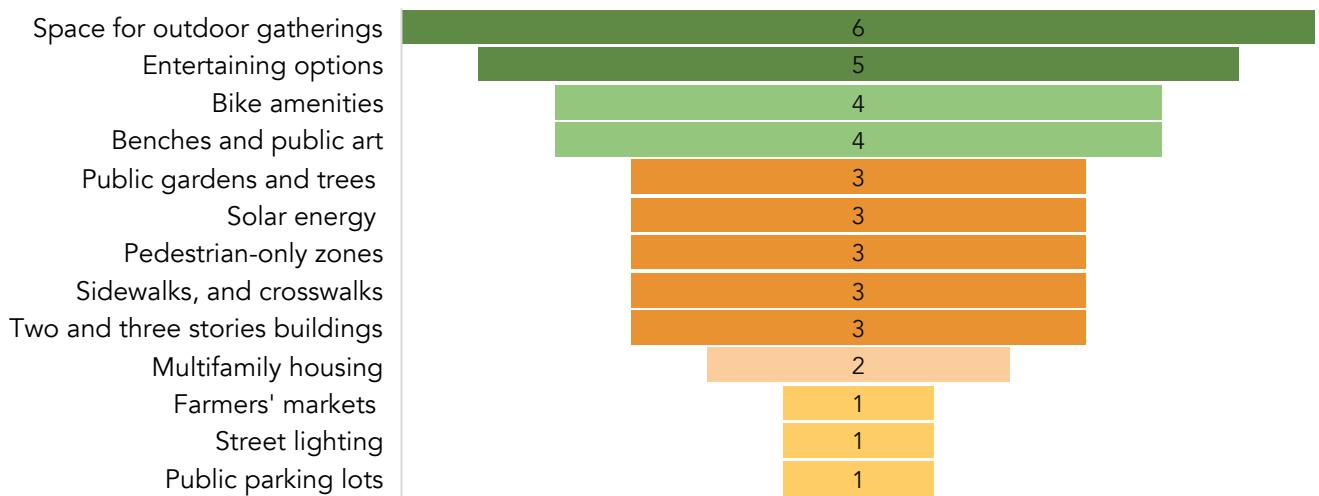
Packing List

1. Bike amenities (paths, lanes, routes)
2. Public gardens and trees
3. Solar energy
4. Farmers' markets
5. Street lighting for safety and atmosphere
6. Pedestrian-only zones
7. Entertaining options (dining, recreation and emotional support areas, nightlife)
8. Space for outdoor gatherings (public spaces, parks)
9. Benches and public art
10. Sidewalks, and crosswalks
11. Public power outlets, Wi-Fi, and restrooms.
12. Public transportation, commuter light rails.
13. Public parking lots
14. Multifamily housing
15. Two and three stories buildings
16. *Skyscrapers*
17. *Shopping malls*
18. *Security Cameras*
19. *Fences*
20. *Coal and oil-fired power plants*
21. *Cars*

*This packing list is in order of preference from the survey. *Italic* represents undesirable elements. The list was shuffled and Explore participants were asked to order it and compare their results.*



Top Priorities for a Sustainable Future



Participant's top choices for creating a sustainable future all centered around outdoor-based community building.

Public gardens, trees, solar energy, pedestrian-only zones, sidewalks, crosswalks, and two and three-story buildings received 14% of the votes each. Finally, farmers' markets, street lighting, and public parking lots only received 5% of the votes each. The iterative selection process not only provides valuable insights into public preferences and interests but also helped us refine and shape the Imagine Auburn form-based code. By understanding what elements the community values most, city planners can create a code that aligns with the community's vision for a sustainable future.

Imagine Auburn City Board Game

The Imagine Auburn City board game aimed to create an optimal walkable lifestyle for multiple characters in Auburn's Commercial Core. The game provided a unique opportunity for participants to experience different perspectives and highlight the importance of creating walkable, livable communities. As part of this board game, participants had to walk in the shoes of five different characters: Retiree, Family w/ Teens, 30's Professional, 20's and Free, and Young Family living in Auburn's Commercial Core area. The game board results reflect the preferences and behavior of different characters in the context of a form-based code in the city of Auburn.

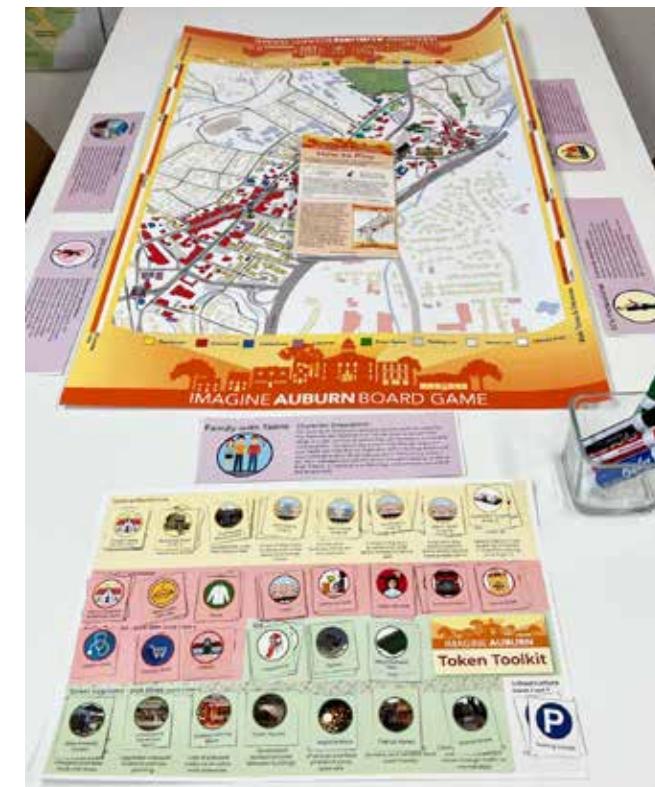
The game consists of two rounds. In the first round, each player individually makes decisions for their character. This includes where the character lives, works, and plays. The tools provided to achieve this goal are building and amenity tokens, as laid out on the tool kit paper, and routes and shortcuts drawn on the map with colorful pens.

At the end of this round, all players discuss and determine which character has the best lifestyle, which is documented on the scorecard. In the second round, players work together to respond to tasks on behalf of a larger population. At the end of the second round, players evaluate which characters from the first round would have thrived or struggled with the final game board scenario.

The game includes a game board featuring a map of the Commercial Core, showing existing buildings and their use, as well as existing streets. The board has a border with colors indicating use, along with a scale bar for measuring walking time and distance. Also, the team provided token tool kits containing five character types that are randomly distributed to



Participants playing the Imagine Auburn board game and interacting with each other.



Example of the Imagine Auburn Board Game all set up and ready to play!

each player. For scorekeeping and progress tracking, there is a scorecard, pens for recording scores, and two cords for measuring distances. Additionally, players select a “tool kit” banker, a reader for the directions, and a scorekeeper.

After completing the second round, a debrief was conducted and participants were organized into various focus groups to share their experiences and insights. During this process, the team encouraged participants to reflect on their choices and consider how they aligned with the collective vision. Each group then presented their reflections to the entire room through an open discussion, providing participants with a deeper understanding of the workshop’s objectives and their role in achieving a sustainable future for the city of Auburn.

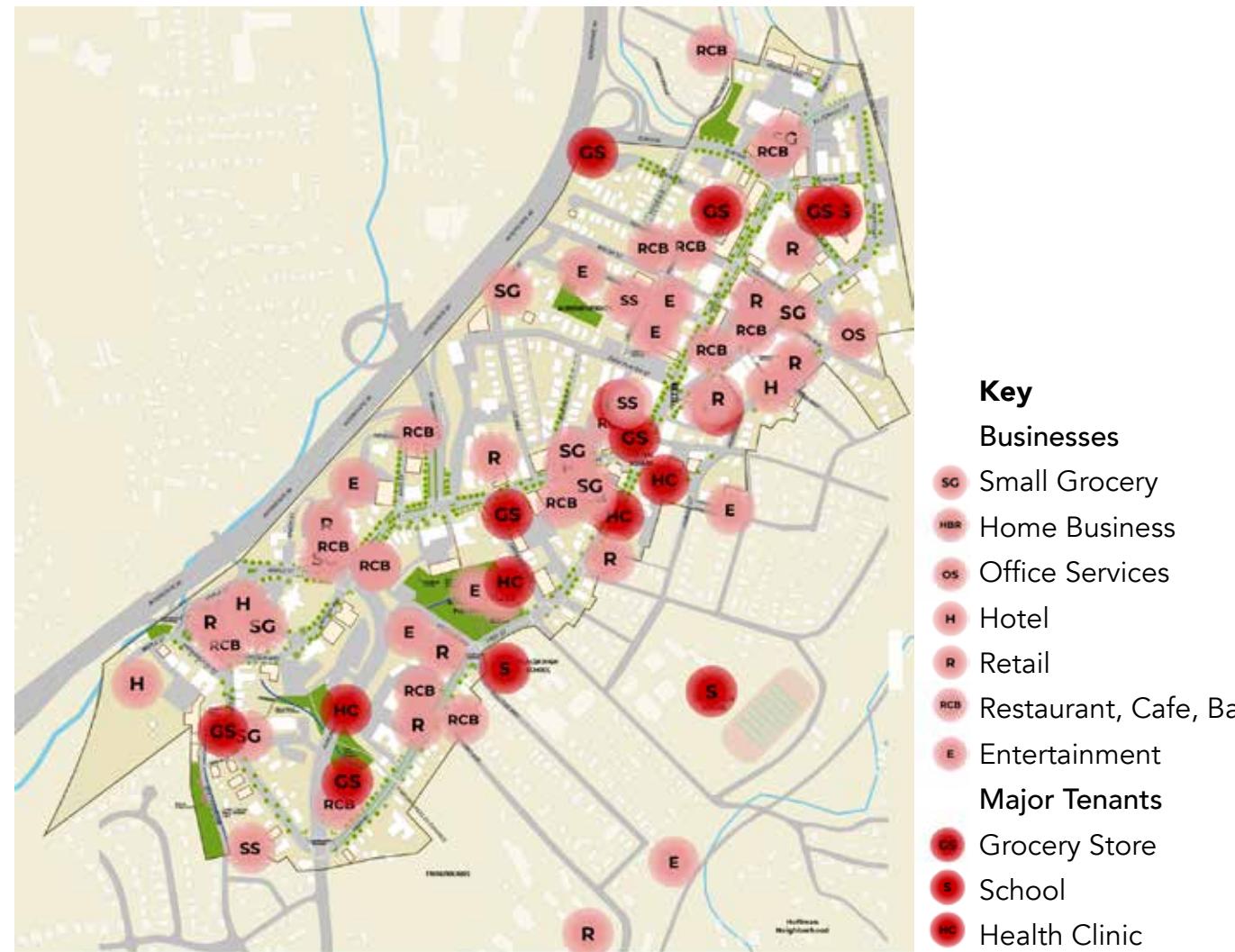
By analyzing the game boards at the end, it is possible to infer what the community finds acceptable in different areas. Tokens provide a useful overview of the community’s preferences for development in each category and can help stakeholders understand the key elements that are being considered in the planning process. Each token represents a different aspect of the community, like homes, amenities, businesses, and green spaces, which are all part of the game’s token system.



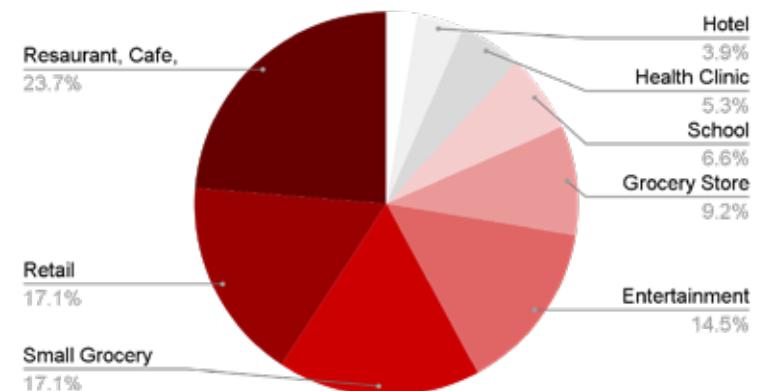
This diagram displays the tokens used in the Imagine Auburn board game.

Commercial Preferences

Players deployed commercial tokens throughout the project area, with major tenants along primary streets and active uses, such as food establishments scattered along primary and secondary streets, even in residential areas. The results show favor for restaurants, cafes, and bars for the business category, and grocery stores for the major tenant category.

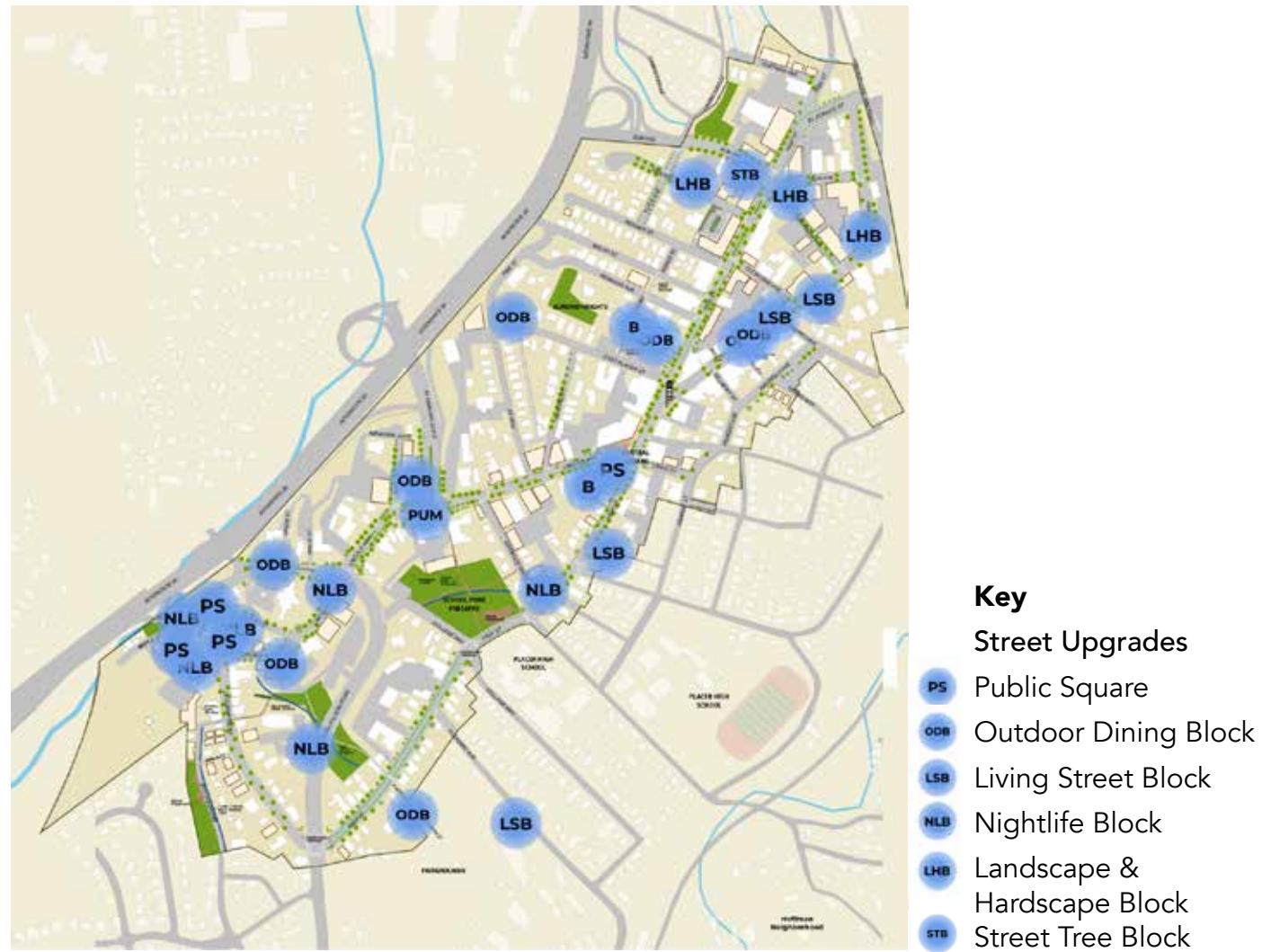


Token Preferences

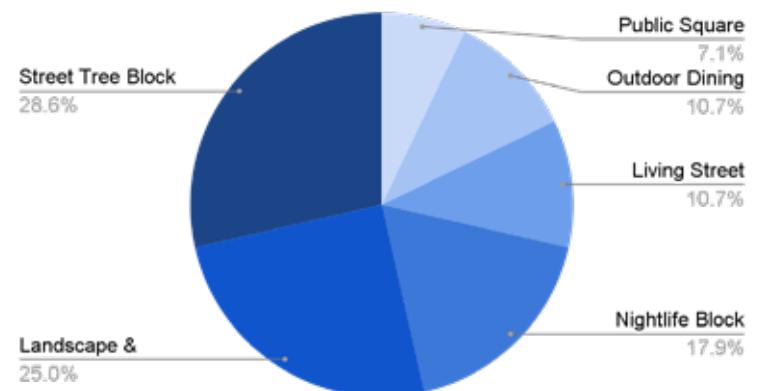


Street Enhancement Preferences

To make key commercial areas more pedestrian-friendly, players thought outdoor dining, nightlife blocks, and public squares would make a big difference. Specific places like Washington St. in Old Town and North Lincoln Way were highlighted as areas that could benefit from improvements. Some creative ideas were also suggested to make the Elm-High St. intersection and East St. more vibrant and welcoming for pedestrians, ultimately creating new lively commercial spots.

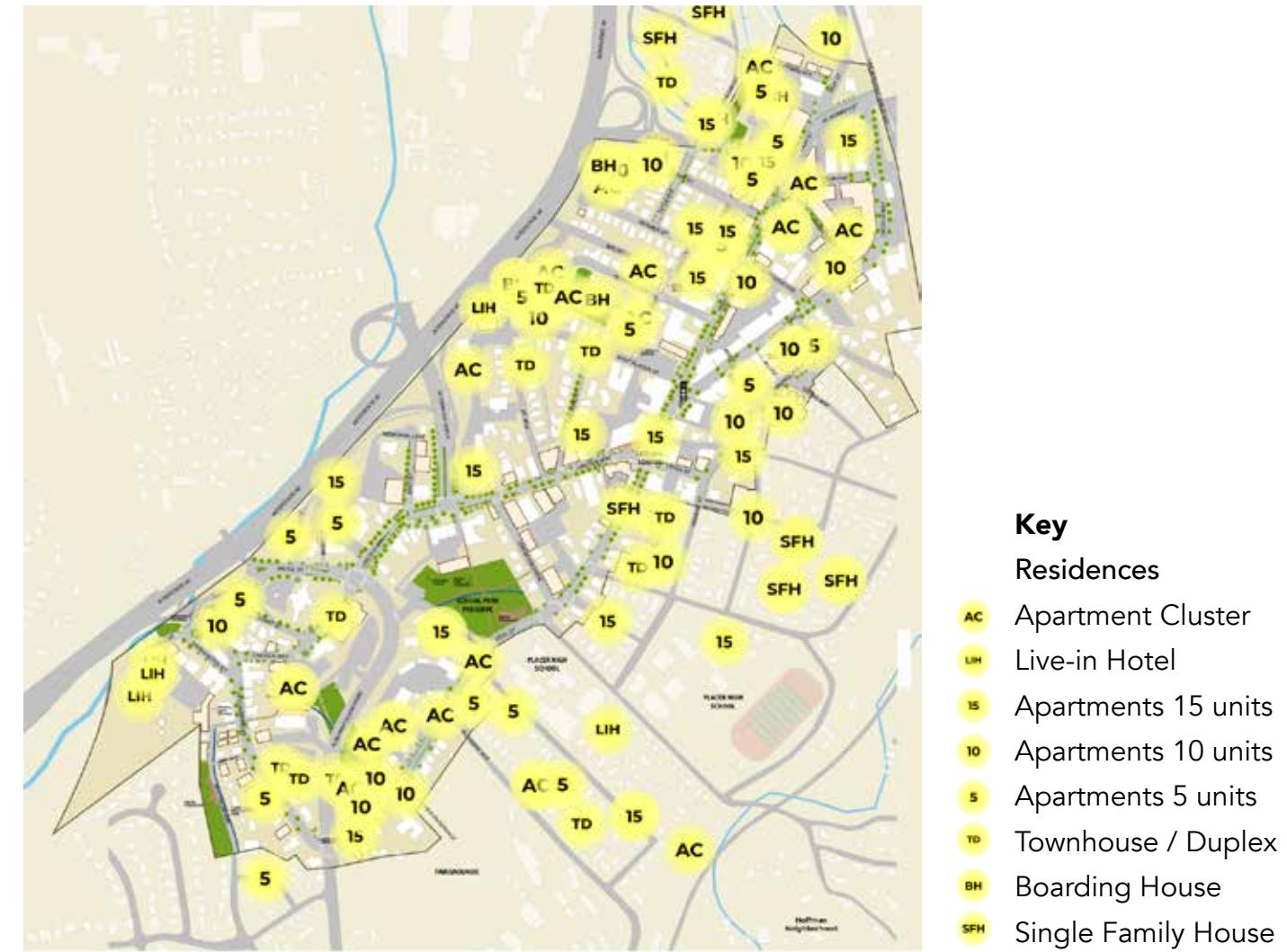


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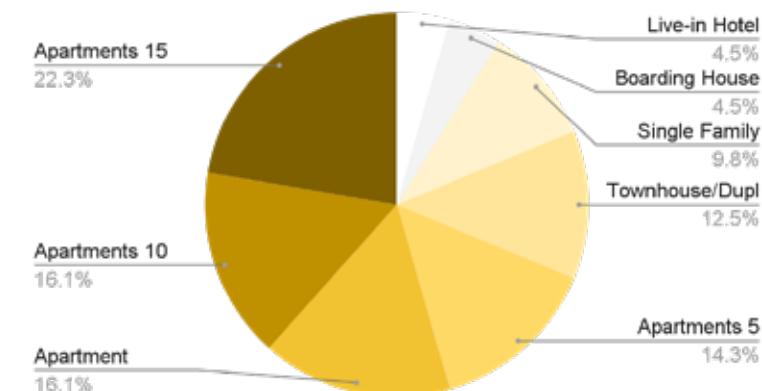


Residential Preferences

Players also incorporated residential uses throughout the project area, even in the current C-2 zone. The densest housing types are clustered on Lower High St., Harrison Ave, and in Almond Heights. Apartments consisting of 15 units were the most preferred option for the residence category, indicating that these spaces are considered important in the community's vision for its future. People preferred smaller housing types, such as single-family homes and duplexes, in existing residential zones rather than in the heart of commercial activities.

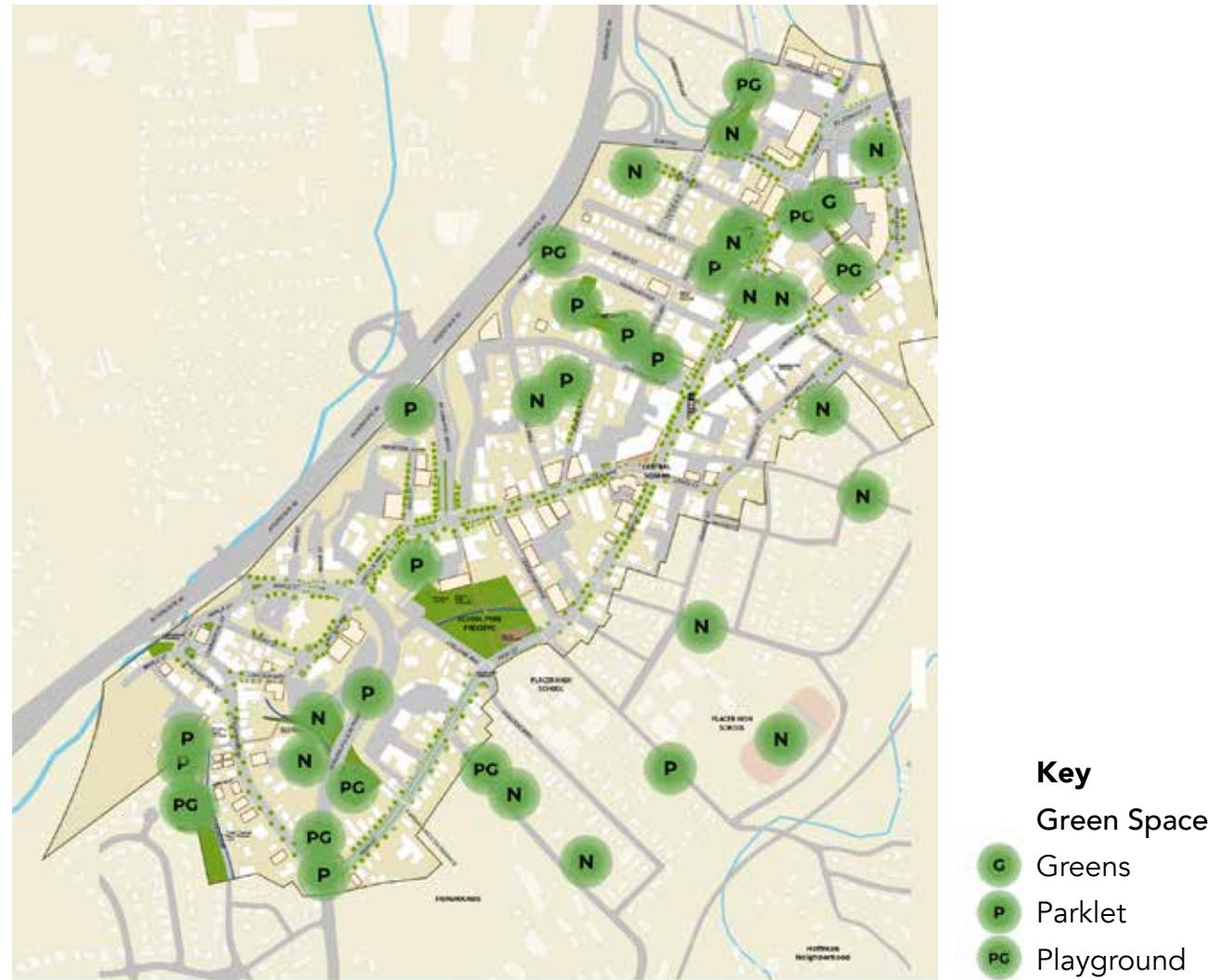


Token Preferences

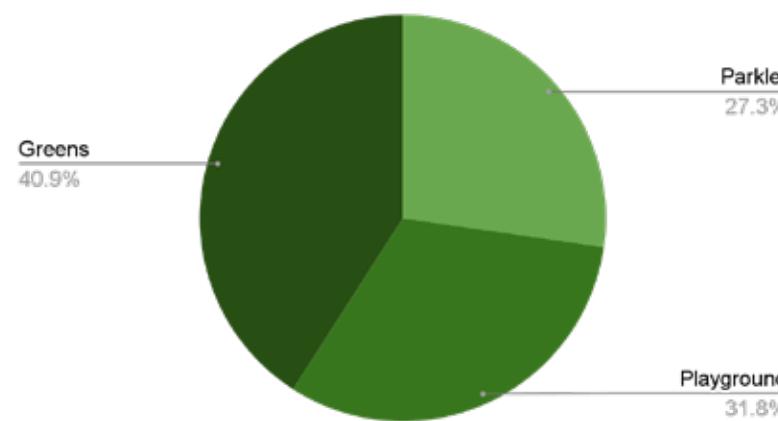


Green Space Preferences

To support the expansion of residential uses, players were asked to locate green space in such a way as to convenience as many households as possible. Neighborhood parks, parklets, and playgrounds were all popular. The top locations included establishing a green space for the Almond Heights neighborhood, enhancing the Brewery Lane open space as a parklet/playground, and adding a playground in the High St. - Harrison Ave. area.

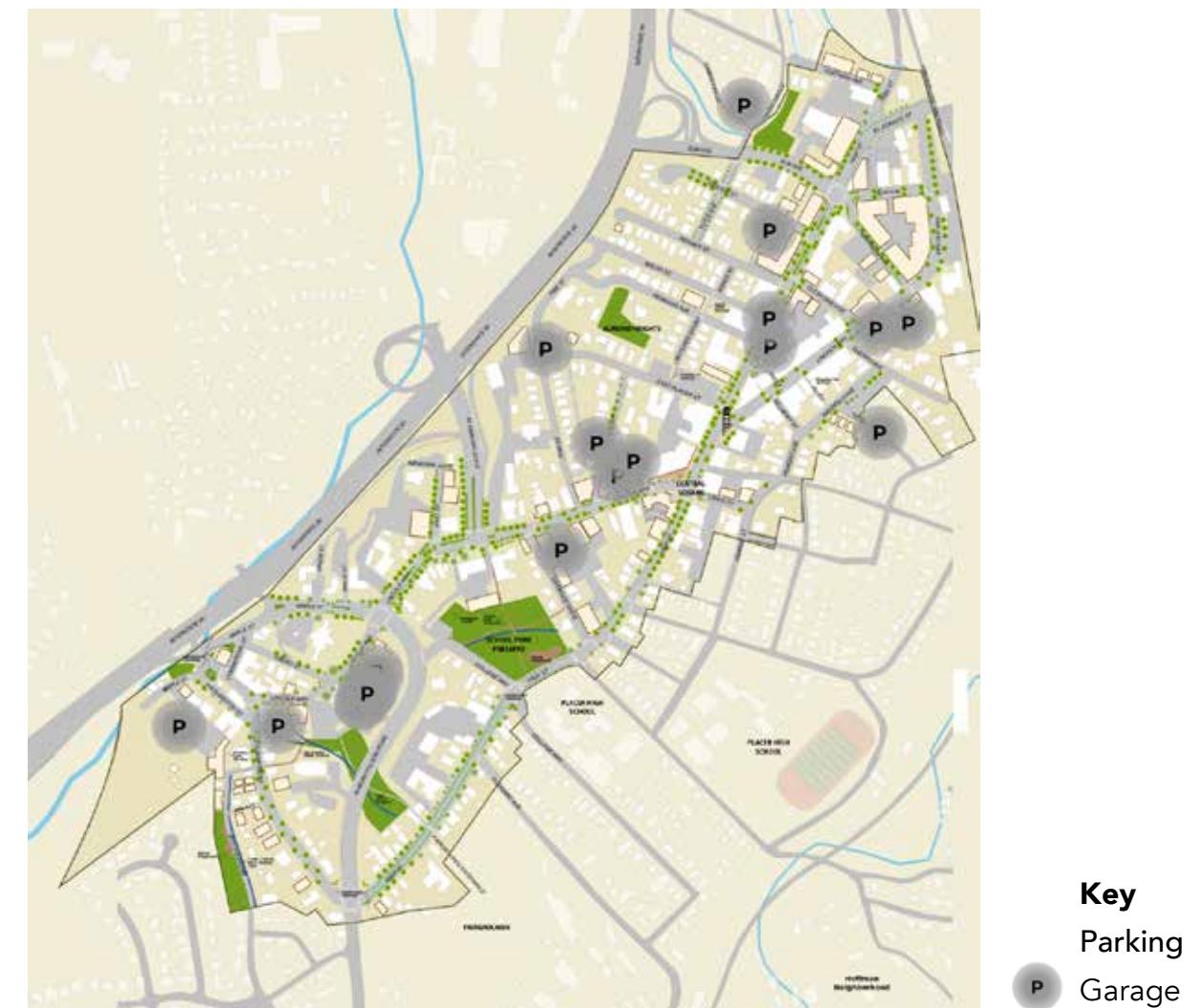


Token Preferences



Parking Preferences

Participants were also asked to consider where a parking garage would be most convenient if one was ever necessary. Players prioritized three existing public lots, the farmers market lot, the Central Square lot, and the Magnolia Street lot.



Walk Time

As part of gameplay, participants measured the size of each character's walkable realm. This helped players reflect on gameplay and learn from it for the second round. It also provides insights by examining character trends and the players' opinions of them. The table below indicates the shortest and longest diameter of the walking area for each character, whether walking the longest diameter of the area is reasonable or unreasonable to walk, and the character's quality of life based on their walking distance. In the second round, the table shows whether the quality of life for each character has improved or worsened based on their walking distance.

Character:	Retiree	Family with Teens	Young Professional	20s and Free	Young Family
What is the average duration of a character's walking area?	2.8	2.1	2.3	4.6	3.5
What is the average length of a character's walking area?	8.1	13.2	11.3	15	12
How reasonable is walking the longest diameter?	87%	66%	100%	80%	80%
How happy are characters in the first round?	78%	80%	89%	64%	78%
How happy are characters in the second round?	67%	80%	63%	83%	80%
What character won the most?	33%	0%	100%	66%	33%
Who lost the most?	33%	100%	17%	33%	17%

In urban design, walkability is implicitly tied to ensuring pedestrians can comfortably walk practical distances within a reasonable time-frame. As a standard for daily activities, Americans will walk when the destination is less than 10 minutes away – the threshold where walking is faster than driving, highlighting the convenience and efficiency of walking for shorter trips. This emphasizes the need to prioritize pedestrian-friendly infrastructure and design to encourage walking as a convenient and enjoyable mode of transportation.

When the shortest average duration of walking areas was examined, it was possible to note patterns among different characters. Characters in their 30s, professionals, and retirees tend to have shorter walking times compared to the family with teenagers. This can be attributed to players' preferences for placing families in existing neighborhoods on the outskirts, where there are single-family homes with spacious yards for children to play. On the other hand, professionals and retirees in their 30s prioritize living in areas with vibrant street life, even if it means choosing smaller living spaces. Characters in their 20s tend to have the longest walking distances, while retirees consistently have the shortest walking distances. This suggests that retirees may prioritize convenience and proximity to their destinations, while younger characters may be more willing to explore and walk longer distances. These differences reflect the varying walking behaviors and preferences among the characters, adding depth and realism to the game experience.

The reasonability of walking the longest diameter is an important aspect to consider. This metric measures the percentage of playing groups who find a character's walking area suitable for their abilities. Overall, most playing groups consider the walking areas to be reasonable. However, the family with teenagers shows a lower agreement rate compared to other groups, with only 66% agreement on suitability. This indicates that different player strategies and character dynamics can influence perceptions of walkability and the acceptability of longer walking distances.

The game also explores the emotional aspect of the characters' experiences. In the first round of the game, characters generally express a sense of happiness with their walkable lifestyles. However, the 20s and Free characters had a lower happiness rate of only 64%. This can be attributed to factors such as the distance between established outdoor recreation areas and bars, highlighting the importance of a well-balanced mix of amenities and destinations within walking distance. In the second round, character happiness improves overall, with the exception of the 30s Professional characters, who experience a decrease in happiness compared to the first round. One of the reasons for this is the lack of parks or play spaces within their walking area.

Destination	American Walking Standard
Parks	10 minutes
Schools	15 minutes
Hospitals	20 minutes
Transit Stops	5 minutes
Restaurants & Shopping	10 minutes
Grocery Store	20 minutes

Winning and losing characters provide insights into the effectiveness of the game's design and mechanics. Families with teenagers emerge as the most successful group, while the retiree and the 20s and Free character face more challenges and losses. The Retiree characters mention the absence of clinics, as a drawback, while the 20s and Free characters express dissatisfaction with the lack of nightlife options. These outcomes demonstrate the influence of various factors, such as access to essential services and amenities on character success, and satisfaction with their walkable lifestyle.

Overall, these game board results indicate that there are enough acceptable potential urban planning solutions for the Commercial Core to assert that it can become a highly walkable community if the right framework is established. Examined through the lens of equity, characters in various stages of life could benefit from the form-based code by incorporating element types that blend residential and commercial uses in different combinations in different areas of the project area. This is in contrast to the stark division between residential and commercial that currently exists. The board game is extremely important because it unites the community around the goal of walkability and encourages making smaller decisions that support it. This sidesteps common gridlocks over missing middle housing because it is seen in context and made personal.



Participants listening to a description of the *Imagine Auburn Board Game* as they get ready to begin playing.

Focus Groups

The focus groups were closely related to the game as it served as a platform for participants to actively engage and experience different perspectives within Auburn's Commercial Core. These groups facilitated discussions where participants shared their experiences and insights, reflecting on their choices and how they aligned with the collective vision. The focus group discussions provided valuable input, generating insightful suggestions for shaping the future of Auburn. These recommendations were categorized into different areas, such as social spaces, commercial spaces, green spaces, residential spaces, sustainability, and community engagement. The ideas presented by the participants offer creative and practical solutions that can contribute to making Auburn a more vibrant and livable city. It is worth noting that while some of these solutions may extend beyond the scope of the form-based code, they are important to consider within the larger context of enhancing the overall cityscape.

Commercial Space

Participants discussed encouraging the adaptive reuse of historic buildings for commercial purposes will help us preserve Auburn's heritage while creating unique spaces for businesses to flourish. There was interest in developing commercial spaces that complement the existing fabric of Auburn, ensuring a harmonious blend of old and new. They considered attracting anchor tenants to the Commercial Core to infuse energy and vitality into the community. To promote the Commercial Core, they suggested creating a branding and marketing strategy that showcases the vibrant offerings and unique experiences available in Auburn. Finally, they talked about incentivizing sustainable and socially responsible business practices, encouraging businesses to make a positive impact on the community and the environment.

Residential Space

Attendees discussed an interest in creating a diverse range of housing options that meet the needs and preferences of Auburn's residents. Providing affordable housing options for low-income households, and encouraging sustainable and energy-efficient building practices. Also, they emphasized the importance of developing amenities and services that cater to residents' needs, fostering a strong sense of community by encouraging social interaction and creating shared spaces.

Green Space

Creating more parks and green spaces throughout Auburn was another topic discussed by participants. They mentioned developing community urban gardens and related initiatives to provide opportunities for relaxation, recreation, and a deeper connection with nature. Also, participants were interested in implementing sustainable landscaping practices to reduce water usage and enhance existing trails and bike paths to improve connectivity. Finally, establishing stronger community partnerships with local conservation organizations to preserve natural habitats was highlighted.

Social Space

Participants also expressed a keen interest in enhancing the pedestrian experience in Auburn. They suggested installing benches and public art along the streets to create an inviting and enjoyable atmosphere for everyone. Another idea was to develop a community center or multipurpose space that would serve as a vibrant hub for various events and gatherings. They also highlighted the importance of encouraging outdoor seating and dining areas for restau-

rants and cafes, as well as implementing way-finding signage and maps to promote walkability and accessibility throughout the community.

Additionally, participants emphasized the significance of organizing community events like farmers' markets, street fairs, and concerts, which foster a culture of participation and collaboration by involving residents in the planning process. They also recommended establishing partnerships with community organizations to leverage resources and expertise, developing a comprehensive public outreach strategy that utilizes various communication channels, providing regular opportunities for feedback and input from residents, and celebrating community successes while recognizing the valuable contributions of individuals and organizations.

Sustainable Transportation Practices

As part of sustainability, participants emphasized the importance of promoting alternative modes of transportation, such as electric vehicles and public transit. They suggested the development of a comprehensive transportation plan to address traffic congestion while promoting sustainable transportation options. Additionally, they highlighted the need to provide safe and accessible sidewalks and bike paths throughout Auburn to encourage walking and cycling. Implementing traffic calming measures to reduce vehicle speeds and enhance safety was also recommended. To reduce single-occupancy vehicle trips, participants encouraged the promotion of carpooling and ridesharing initiatives.

In line with their commitment to equity, participants stressed the need to prioritize equitable development practices that benefit all members of the community. They also highlighted the importance of fostering public-private partnerships to leverage resources and expertise in achieving transportation goals. Furthermore, participants called for the development of a comprehensive sustainability plan that addresses environmental, social, and economic issues. They emphasized the promotion of transparency and accountability in all activities and underscored the significance of collaboration with community organizations and stakeholders to achieve shared goals and objectives for a sustainable and thriving Auburn.



Participants playing the *Imagine Auburn* Board Game and interacting with each other.

Envision

Workshop 3



Envision - Workshop 3

Tuesday, April 25th from 5:00 - 7:30 pm at The Station Public House
(Auburn, 750 Lincoln Way St.100, Auburn, CA)

The event began with a warm welcome and an introduction to the day's agenda, followed by a 30-minute review of the plan. Lightning talks covered crucial topics developed by the community, and a group discussion followed to explore effective implementation, regulations, and the community's perspective. These lightning talks were divided into three sections: the form-based code Proposal Overall All Plan & T5, T4 & T3, and Building a Future / Character / Lifestyle. An open lightning talk series provided the public with an opportunity to interpret the boards and share feedback, refining insights on the potential implications of implementing a form-based code in the community. These discussions particularly focused on green spaces, walkability, social equity, character preferences, lifestyle, and housing. The event concluded with a closing session and a happy hour, allowing attendees to socialize and network. The Envision Workshop was a tremendous success, attracting a large turnout and facilitating productive discussions. It provided the community with valuable information and the opportunity to refine their desired future for Auburn.

Envision Agenda

Time	Topic
5:00 pm - 5:10 pm	Welcome & Introduction
5:10 pm - 5:40 pm	Participants Review of Interactive Displays of form-based code Draft
5:40 pm - 7:10 pm	Lightning talks: 5:40 - 6:10 pm form-based code Proposal Overall All Plan & T5 6:10 - 6:30 pm T4 & T3 6:40 - 7:00 pm Building a Future 6:40 - 7:00 pm Character 6:40 - 7:00 pm Lifestyle
7:10 pm - 7:30 pm	Closure and Happy Hour

Synopsis

The "Envision" Workshop was a successful community engagement event that gathered valuable feedback and input from residents, stakeholders, and community members to refine the illustrative plan and Imagine Auburn form-based code proposal. It was part of a series of workshops, including "Explore" and "Create", that generated meaningful insights from the community.

The workshop began with a warm welcome, introducing the vision plan showcasing the community's collective vision for Auburn's built environment. Participants had the opportunity to explore stations and vote, then lightning talks focused on different aspects of the form-based code proposal. The workshop resulted in an updated illustrative plan that captured the community's holistic vision for the future.

The feedback revealed diverse perspectives on the regulating plan for each transect zone. In terms of housing preferences, there was a strong favorability towards co-housing units featuring two-story apartments above retail floors. This approach promotes affordability and fosters a sense of community. Overall, the project and the illustrative plan received positive sentiment, underscoring the significance of a balanced combination of residential and commercial areas, as well as the integration of natural and built environments. Improving walkability and providing bike amenities were also key priorities, along with implementing sustainable practices. Participants expressed a strong desire for public art, outdoor gathering spaces, benches, trees, and lighting to enhance the quality of public spaces. The community also emphasized the importance of expanding green spaces, with nature paths and trails being popular choices.

Preserving Auburn's historic character and utilizing the design review process were significant considerations. A preferred street diagram was developed based on community input, identifying optimal street types that align with the community's vision. The workshop lightning talks and public discussions generated valuable insights on various topics, including walkability, bikeability, historic preservation, parking, and recreation. Suggestions included initiatives such as free parking, sports areas, reduced illuminated signs, parklets, improved accessibility, and the implementation of green bike lanes. Participants recognized the potential of public art, social spaces, and live/work options to revitalize the downtown area.

The workshop underscored the importance of balancing growth with preserving Auburn's unique character. Key factors such as sustainability, connectivity, community involvement, and transparency were identified as crucial elements in shaping Auburn's future. The outcomes of the Envision Workshop will guide the development of a comprehensive plan that reflects the aspirations and priorities of Auburn's residents and stakeholders.

The purpose of this workshop was to present and refine the collective vision generated by the community in the previous workshops in an open house format.

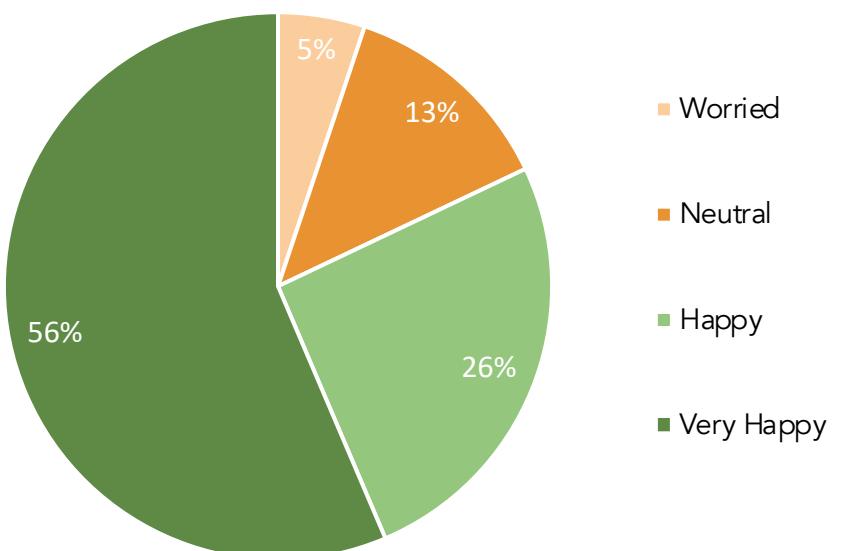
Outcomes

The Envision workshop successfully incorporated feedback from previous workshops into a comprehensive form-based code proposal. This proposal was then shared with the community, providing stakeholders with a clear understanding of each component and its significance in achieving the community's desired future. Based on the feedback received during these workshops, and an interactive temperature gauge, the T5 Town Center received positive feedback across multiple categories, while the T4 Neighborhood Commercial area was particularly well-received for its civic spaces. The T3 Neighborhood also received overall positive feedback but received mixed reviews regarding street standards and parking. The key points are summarized in the following sections.

Participant interest in the Imagine Auburn form-based code project

The Imagine Auburn team gathered input from the community and their thoughts about implementing a form-based code solution for Auburn. A large majority of participants had a positive outlook, with 26% (10 votes) expressing a positive sentiment and 56% (22 votes) participants expressing very positive. Only 5% (2 votes) of participants expressed a negative sentiment.

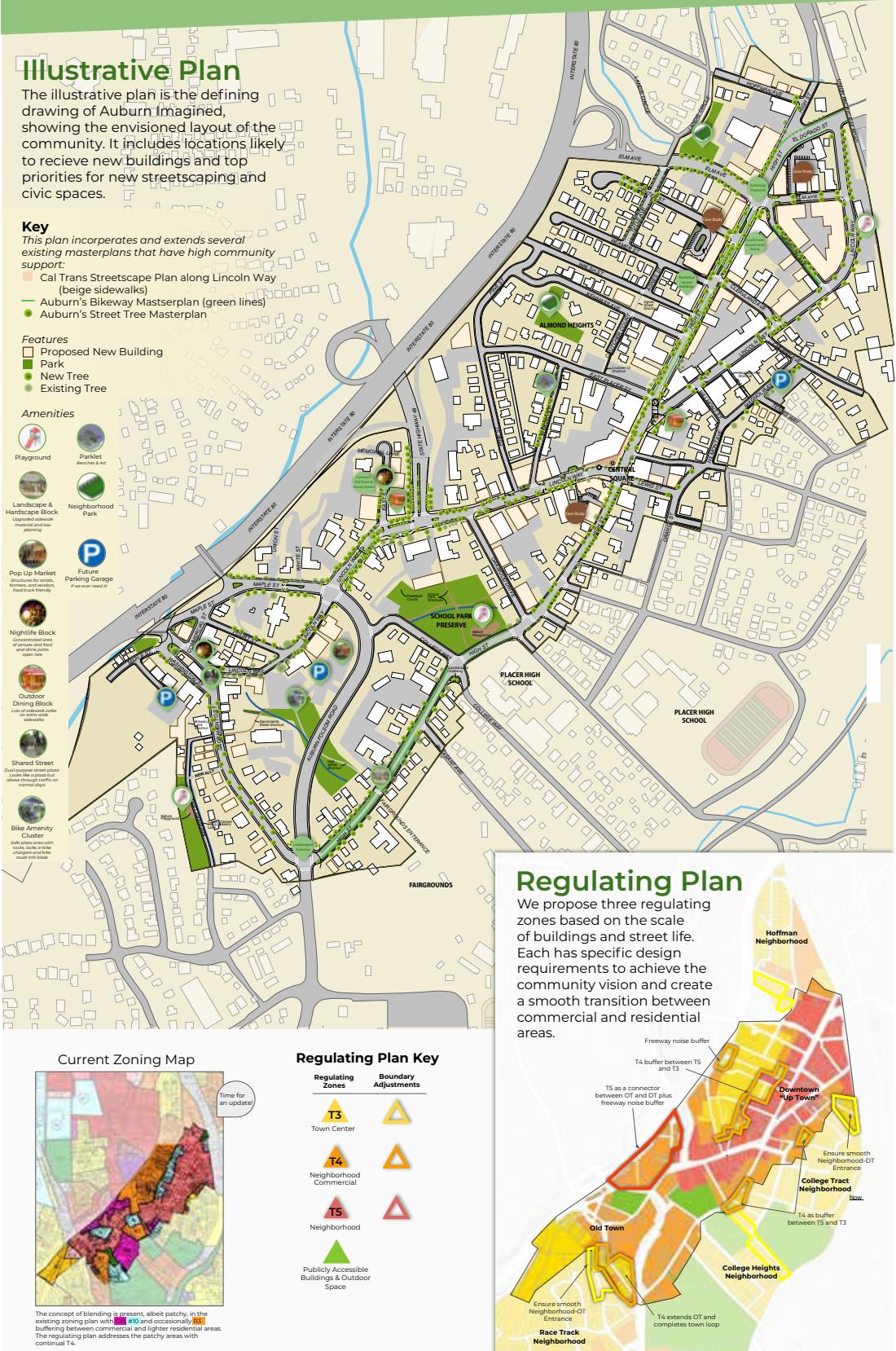
How do you feel about an FBC solution for Auburn?



A large majority of the participants expressed their happiness at the state of the project and the potential of implementing a Form Based Code in Auburn.



Auburn Imagined



Activities

Throughout the evening, five lightning talks were interspersed, each lasting for 20 minutes with a 10-minute transition between each talk. The first lightning talk focused on the overall form-based code proposal (Illustrative Plan) and T5, followed by discussions on T4 & T3, and then building a future, character, and lifestyle. After each lightning talk, participants engaged in group discussions and summarized their input.

Illustrative Plan and Regulating Plan

	Participant Feelings on the Illustrative Plan	Participant Feelings on the Regulatory Plan
IL & RP		

While participants overwhelmingly felt positive about the Illustrative Plan, the Regulatory Plan was quite polarizing. Upon further investigation, it became clear that participants felt strongly about Old Town Auburn being treated equally to Downtown Auburn. Once this was included in the plans participants no longer expressed concerns.

The Auburn Imagined board covered a wide range of topics related to the city's development based on public feedback. Its main goal was to gather more insights to keep refining the proposed plan.

Using this board, the participants' interest in the project was assessed through their perceptions of the illustrative plan and transect zones in a section called "Auburn Imagined". For this, a color-coded system was used to gauge their feelings. The results revealed that the majority of participants had a positive perception of the illustrative plan.

As part of the comments, participants expressed a desire to maintain Auburn's unique character and charm, while allowing for growth and development. Suggestions toward this goal included free parking, adding sports and workout spaces, reducing illuminated signs, creating parklets and family-friendly areas, improving accessibility with ADA-compliant streets and sidewalks, and marking bike lanes with green. They also expressed a desire for more public art, social spaces that can provide opportunities for events and performances, and live/work options to encourage the use of currently vacant commercial space downtown. Also, suggestions about providing eco-friendly transportation options like bike parking and Tesla chargers were mentioned.

However, there were also some concerns related to the proposed changes. For example, building an underground parking garage can be expensive and detract from the area's aesthetics. Maintaining a living roof can also be challenging and costly. Providing more parking may encourage car usage and contribute to congestion and air pollution. All these insights will be crucial to keep shaping the Imagine Auburn form-based code.

Facing Page: The board displaying the Illustrative Plan and Regulatory Plan, was exhibited as a 48"x60" print.

T5

Town Center





Imagine walking or biking through a lively and exciting city! Our community is designed for easy and enjoyable pedestrian, bike, and transit activity. You'll see blocks of attached buildings with neighborhood-serving retail, food, and services on the ground floor, and housing options above. We also have artisanal industrial businesses, which add character and charm. We have plenty of greenery too, with wide sidewalks, street trees, and even mid-block shortcuts called paseos. Plus, you can take a break and enjoy our civic spaces, like sidewalk cafes, plazas, and pocket parks. There's always something new to discover in our vibrant mixed-use environment!

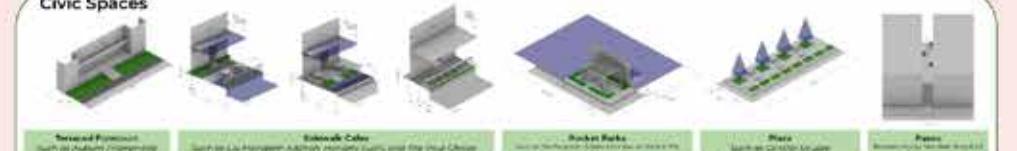
The following are generally appropriate form elements in this zone:

Buildings



Building Type	Large Building	Medium Building	Small Building	Attached Building	Office Building
Attached Residential	+	+	+	+	+
Detached Residential	+	+	+	+	+
Detached Commercial	+	+	+	+	+
Office	+	+	+	+	+
Shop/Fire	+	+	+	+	+
Fire Pit					+
Plaza					+
Paseo					+
Public Art					+

Civic Spaces



Terraced Plazas (Such as Auburn University) - Consists of a series of stacked plazas or courtyards, often with stairs or ramps connecting them. They are designed to be accessible and safe for all users, including people with disabilities and children.

Stacked Cafes (Such as La Patisserie, Au Bon Pain, Starbucks, and The Vegan Choice) - Consists of a series of stacked cafes or food establishments, often with stairs or ramps connecting them. They are designed to be accessible and safe for all users, including people with disabilities and children.

Pocket Parks (Such as High Street Park) - Small, enclosed parks or green spaces located in the middle of a city block or between buildings. They are designed to be accessible and safe for all users, including people with disabilities and children.

Plaza (Such as Old Town Square) - A large, open public space designed for people to gather, socialize, and enjoy. They are designed to be accessible and safe for all users, including people with disabilities and children.

Paseo (Such as Old Town Square) - A paved walkway or path that connects different parts of a city or town. They are designed to be accessible and safe for all users, including people with disabilities and children.

Frontages



Attached - Attached to a building, providing a direct connection to the interior. They are designed to be accessible and safe for all users, including people with disabilities and children.

Cafe - A small, enclosed space that is part of a larger building. They are designed to be accessible and safe for all users, including people with disabilities and children.

Shop Front - A storefront that is part of a larger building. They are designed to be accessible and safe for all users, including people with disabilities and children.

Stoop - A small, enclosed space that is part of a larger building. They are designed to be accessible and safe for all users, including people with disabilities and children.

Forecourt - A paved area in front of a building. They are designed to be accessible and safe for all users, including people with disabilities and children.

Terrace - A raised platform or deck that is part of a larger building. They are designed to be accessible and safe for all users, including people with disabilities and children.

Civic Classroom - A classroom that is part of a larger building. They are designed to be accessible and safe for all users, including people with disabilities and children.

Street Standards



Arterial (Such as 20th Avenue) - A major street that carries high volumes of traffic. They are designed to be accessible and safe for all users, including people with disabilities and children.

Local Commercial (Such as Local High Street) - A street that carries moderate volumes of traffic and is primarily used for commercial purposes. They are designed to be accessible and safe for all users, including people with disabilities and children.

Local Commercial - With Enclosed Sidewalk (Such as Local High Street) - A street that carries moderate volumes of traffic and has enclosed sidewalks. They are designed to be accessible and safe for all users, including people with disabilities and children.

Local Commercial - Side Street (Such as Local Side Street) - A street that carries low volumes of traffic and is primarily used for local businesses. They are designed to be accessible and safe for all users, including people with disabilities and children.

Use



Retail and Service - Retail and service businesses, such as grocery stores, restaurants, and medical offices. They are designed to be accessible and safe for all users, including people with disabilities and children.

Artisanal Retail - Artisanal retail businesses, such as boutiques, galleries, and specialty stores. They are designed to be accessible and safe for all users, including people with disabilities and children.

Mixed Residential - Residential buildings, such as apartments and townhouses, located in the same building as retail and service businesses. They are designed to be accessible and safe for all users, including people with disabilities and children.

Parking



Commercial Supply - Commercial parking, such as for office buildings, restaurants, and retail stores. They are designed to be accessible and safe for all users, including people with disabilities and children.

Residential Supply - Residential parking, such as for apartments and townhouses. They are designed to be accessible and safe for all users, including people with disabilities and children.

Public Supply - Public parking, such as for parks and plazas. They are designed to be accessible and safe for all users, including people with disabilities and children.

Design - Design elements, such as landscaping and lighting. They are designed to be accessible and safe for all users, including people with disabilities and children.

Management - Management practices, such as enforcement and maintenance. They are designed to be accessible and safe for all users, including people with disabilities and children.

T5 Town Center Transect

	Buildings	Civil Spaces	Frontages	Street Standards	Use	Parking
T5						

Participants expressed their desire for a walkable, vibrant urban environment with high pedestrian, bike, and transit activity. They envisioned blocks of attached buildings forming a continuous street wall interspersed with large free-standing buildings with forecourts or commercial front yards. Blocks are primarily moderate-intensity and mixed-use with housing choices on upper floors, located above and supporting neighborhood-serving ground floor retail, food and services, and indoor and outdoor artisanal industrial businesses. This plan has a tight network of streets, with wide sidewalks and street trees in the public right-of-way. To enhance walkability, it includes larger and more frequent paseos to provide mid-block shortcuts for pedestrians and civic spaces which include sidewalk cafes, plazas, and pocket parks.

In the T5 Town Center, participants provided positive feedback across various categories, including overall feeling, buildings, civic spaces, frontages, street standards, uses, and parking. The temperature gauge showed that 42% of votes were positive, while 48% were very positive. The only area that received negative feedback was the frontages, with 5% of participants expressing their dissatisfaction.

Participants offered multiple comments focused on maintaining sustainability in the area while meeting the community's needs. Concerns were expressed about the cost of buildings, setbacks, and sustainability. Suggestions were made to improve civic spaces, such as rebuilding the fire pit and partnering with the county on a parklet. Street standards ideas were discussed, like incorporating trees, adding diagonal parking on Upper High Street, and creating ramps to connect downtown with Old Town.

Public art, such as sculptures and signs, was proposed to enhance the connection between the two areas. Participants also recommended adding protected bike lanes on arterial roads and increasing residential permissions, not limited to mixed-use. However, there is still ongoing discussion about appropriate building heights, with some suggesting an increase to five stories while considering the need for parking in the area.

Facing Page: The T5 Town Center board, was displayed as a 48"x60" print.

T4 Neighborhood Commercial



Welcome to our walkable urban neighborhood!
You'll find a mix of commercial and residential options all within a short walk of neighborhood-serving retail and services. Most buildings are three stories, with the main floor used for retail and professional services and the upper floors for offices and residential. We also have some office mansions and small apartment buildings. Our streets have street parking, curbs, and sidewalks, and there's a balance between buildings and landscaping to ensure privacy without blocking pedestrian views. You'll see plenty of residential front yards, porches, and stoops, and we have a few outdoor public gathering places like terraced forecourts and neighborhood parks.

The following are generally appropriate form elements in this zone:

Buildings		Civic Spaces										
Large Residential Building	Small/Medium Residential Building	Small/Medium Building	Small/Medium Building	Small/Medium Building	Office/Museum	Public Places	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Retail	Retail	Retail	Retail	Retail	Retail	Retail	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Office	Office	Office	Office	Office	Office	Office	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Public	Public	Public	Public	Public	Public	Public	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park

The following are generally appropriate frontage types in this zone:

Buildings		Civic Spaces										
Large Residential Building	Small/Medium Residential Building	Small/Medium Building	Small/Medium Building	Small/Medium Building	Office/Museum	Public Places	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Retail	Retail	Retail	Retail	Retail	Retail	Retail	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Office	Office	Office	Office	Office	Office	Office	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Public	Public	Public	Public	Public	Public	Public	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park

The following are generally appropriate street standards in this zone:

Buildings		Civic Spaces										
Large Residential Building	Small/Medium Residential Building	Small/Medium Building	Small/Medium Building	Small/Medium Building	Office/Museum	Public Places	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Retail	Retail	Retail	Retail	Retail	Retail	Retail	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Office	Office	Office	Office	Office	Office	Office	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Public	Public	Public	Public	Public	Public	Public	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park

The following are generally appropriate uses in this zone:

Buildings		Civic Spaces										
Large Residential Building	Small/Medium Residential Building	Small/Medium Building	Small/Medium Building	Small/Medium Building	Office/Museum	Public Places	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Retail	Retail	Retail	Retail	Retail	Retail	Retail	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Office	Office	Office	Office	Office	Office	Office	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Public	Public	Public	Public	Public	Public	Public	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park

The following are generally appropriate parking in this zone:

Buildings		Civic Spaces										
Large Residential Building	Small/Medium Residential Building	Small/Medium Building	Small/Medium Building	Small/Medium Building	Office/Museum	Public Places	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Civic Space	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Commercial	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Retail	Retail	Retail	Retail	Retail	Retail	Retail	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Office	Office	Office	Office	Office	Office	Office	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Mixed Use	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park
Public	Public	Public	Public	Public	Public	Public	Terraced Forecourt	Public Square	Gated Courtyard	Neighborhood Park	Public Plaza	Natural Park

T4 Neighborhood Commercial Transect

	Buildings	Civil Spaces	Frontages	Street Standards	Use	Parking
T4						

As for the T4 Neighborhood Commercial area, participants described a desirable Neighborhood Commercial area that offers a walkable urban environment mixing moderate intensity commercial and residential choices within a short walking distance of neighborhood-serving retail and services. In this area, you can find office mansions (houses converted for business use), small apartment buildings, and scattered commercial buildings are mostly three stories, with retail and professional services on the main floor and offices and residential on the upper floors. When adjacent to T3, the form standards transition to two-story compatibility. There is a balance between landscape and buildings that mediates privacy with the presence of pedestrians, with shallow to medium setbacks in the front and side yards. Typical frontage types include residential front yards, porches, and stoops. Civic spaces, or outdoor public gathering places, are less frequent and include terraced forecourts for larger buildings and neighborhood parks. Streets have street parking, curbs, and sidewalks.

In the T4 Neighborhood Commercial area, participants expressed their positive sentiments through the temperature gauge. This area received the highest number of positive votes, with 47% of votes being positive and 29% being very positive. Participants expressed a favorable opinion towards the civic spaces, as evidenced by 21% of votes being positive. The commercial buildings also received positive feedback, with 18% of votes reflecting a favorable response. Furthermore, both the street standards and commercial frontages garnered 12% of positive votes each, indicating a positive reception from the participants. The positive response from participants regarding the civic spaces, commercial buildings, street standards, and commercial frontages indicates a strong appreciation for these elements in the context of the Form-Based Code. These results reinforce the idea that creating attractive, functional, and people-centric spaces is essential in developing a desirable and walkable urban environment.

Participants also provided valuable insights regarding Auburn's T4 zone, emphasizing the importance of preserving the city's unique character and charm while addressing the needs of residents and visitors. Concerns were raised about cyclist safety when sharing the road with moving cars. To address this, participants suggested incorporating



Neighborhood




Imagine a relaxed and walkable neighborhood! A community with a few friendly people out strolling, and buildings that aren't too big or overwhelming. You'll find lower-intensity housing options and also cute neighborhood stores like cafes and corner shops, all within easy walking distance. Most of the buildings are just two stories tall, and the landscaping is natural and beautiful with plenty of space between the buildings. You'll see lush green lawns and gardens surrounding cozy, single-family homes that can be converted into office spaces or multiple dwellings. The blocks might be big and the roads a bit curvy, but it's all part of the charm. And, you'll notice that the front of each home is unique with porches, retaining walls, and trees that create an inviting atmosphere.

The following are generally appropriate form elements in this zone:

Buildings					
	Small Area Detached Building	Grand Area Medium Building	Large Area Building	Office/Mansion	Future/Tentative
Residential	✓	✓	✓	✓	✓
Commercial	✓	✓	✓	✓	✓
Public	✓	✓	✓	✓	✓

How do you feel about the Neighborhood? Put a sticker on the face column that represent your enthusiasm! Stickers welcome for discussion of pros and cons.



1 2 3 4 5
Overly negative
Neutral
Overly positive

Buildings

Civic Spaces

Frontages

Street Standards

Use

Parking

Civic Supply

Residential Supply

Public Supply

Design

Management

Commercial Supply

Residential Supply

Public Supply

Design

Management

T3 Neighborhood Transect

	Buildings	Civil Spaces	Frontages	Street Standards	Use	Parking	
T3							

In the T3 Neighborhood Transect, participants described a desirable neighborhood environment as a walkable, relaxed neighborhood environment with occasional pedestrians and small to medium building footprints. This area includes primarily lower-intensity housing choices with occasional neighborhood-serving retail, such as corner stores and cafes, within short walking distance. Buildings are mostly two stories. Planting is naturalistic and setbacks are relatively deep. Lawns and landscaped yards surround detached single-family houses. Homes are convertible to multiple dwelling units, office mansions, and home occupations. Resident parking is encouraged in side and rear yards, with street parking available for residents' guests. Blocks may be large and the roads irregular to accommodate the natural conditions. Frontages are typically porches, low retaining walls, and naturalistic tree planting.

According to the temperature gauge, the feedback on the T3 Neighborhood transect was overwhelmingly positive, with 59% of participants giving it a very positive rating, and 19% of participants expressing positive sentiments. Only 7% remained neutral and 15% had negative views. When assessing the street standards, participants had mixed reviews, with 18% expressing negative feedback and 7% providing positive feedback. This divergence of opinions indicates a range of perspectives on the effectiveness and suitability of street standards in the context of the Form-Based Code. Similarly, parking also elicited mixed reviews, with 7% of participants expressing negative views and 4% expressing positive views. These varied responses highlight the diverse perspectives and preferences of the participants and demonstrated the use of this board as a platform for constructive dialogue and collaborative exploration, ultimately contributing to a collective understanding of the possibilities and challenges of creating a sustainable and livable city.

Facing Page: The T3 Neighborhood board, was displayed as a 48" x 60" print.

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Imagine Auburn: Development of a Form-based code for the Commercial Core | Envision - Workshop 3

Imagine Auburn: Development of a Form-based code for the Commercial Core | Envision - Workshop 3

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Building a Future

As part of the “Building a Future” section, four boards were presented and discussed, focusing on key aspects such as envisioning a transformed site, ensuring housing for everyone, fostering a growing district and neighborhood, and streamlining processes. These boards are interconnected and play a crucial role in shaping the Imagine Auburn form-based code.



Imagine a Transformed Site

The board on imagining a transformed site showcases the potential for revitalizing specific areas within Auburn, highlighting the importance of thoughtful design, sustainable development, and creating vibrant spaces that meet the community's needs. The objective was to assess the feasibility of various mixed-use redevelopment projects in Auburn and evaluate their financial viability by considering market factors, lease rates, construction costs, and the cost of capital. Participants voted for their preferred imagined locations, and three places emerged as the top choices: Lincoln Way Apartments, High Street Hotel, and Gateway Restaurants & Shops.

Above: Participants gather and discuss their thoughts on the Building a Future boards.
Facing Page: Imagine a Transformed Site Poster

Imagine a Transformed Site

What places should our team redesign as a case study?
Vote for a place that you would like to see transformed!



What are your project ideas for improving the Commercial Core?

You Voted! Image Auburn Case Studies

The purpose of these case studies is to assess the feasibility of different mix-use redevelopment projects in Auburn and to evaluate their financial viability based on market lease rates, construction costs, and costs of capital. By conducting multiple case studies, we obtained valuable insights into how the form standards affect cost.

Lincoln Way Apartments
949 Lincoln Way at Central Square

A mixed-use multifamily property located in the downtown city center. The total area of the property is just over 200,000 square feet, with 30% of that being designated for retail and restaurant space. The plan for this property is to secure a high-quality sit-down restaurant to lease as well as a lounge and bar. The retail space will provide opportunities for new shops or a coffee and tasting room showcasing local businesses and vendors in the Auburn area. The multifamily component of the property will consist of two buildings, two four-story apartments and one five-story, one bath units. Apartments that range in size from 880 to 1050 square feet, providing efficient options to meet the needs of various tenents.

Exhibit A
Residential 71%
Retail 15%
Mixed Use 14%

High Street Hotel
730 High Street across from Livingston Building

A mixed-use property that includes a hotel, conference center, restaurant, and retail space. Located five blocks away from the downtown city center. The total square footage for the building is approximately 100,000 square feet. The building includes 70 guest rooms, a restaurant, a lounge, and a parking lot. The property will significantly contribute to the commercial downtown and reinvigorate street life with retail, dining, and entertainment options. The hotel will provide access to many Auburn attractions within a 5- to 10-minute walk.

Exhibit B
Residential 10%
Commercial 80%
Garage 10%
Building Area 10%

Gateway Restaurant & Shops
1115 High Street at 8th and High Intersection

An opportunity at the entrance of downtown Auburn, which proposes a combination of retail and restaurant spaces. With a total area slightly over 10,000 square feet, this project will create a strong first impression for downtown Auburn. Currently a used car lot, transforming the space into a two-story shopping and dining complex would greatly enhance Auburn's walkability.

Exhibit C
Retail 65%
Restaurant 35%

Imagine Auburn Case Studies

The purpose of these case studies is to assess the feasibility of different mix-use redevelopment projects in Auburn and to evaluate their financial viability based on market lease rates, construction costs, and costs of capital. By conducting multiple case studies, we obtained valuable insights into how the form standards effect cost.



Lincoln Way Apartments

949 Lincoln Way at Central Square

A mixed-use multifamily property located in the downtown city center. The total area of the property is just over 20,000 square feet, with 30% of that being designated for retail and restaurant space. The plan for this property is to secure a high-quality sit-down restaurant to serve as the anchor tenant for a long-term commitment, while the retail space will provide opportunities for new shops or a taproom and tasting room showcasing local breweries and wineries in the Auburn area. The multifamily component of the property will consist of two-bedroom, two-bathroom apartments and one-bedroom, one-bathroom apartments that range in size from 680 to 1050 square feet, providing different options to meet the needs of various tenants.

Retail	27%
Restaurant	5%
Multi-Family	68%



High Street Hotel

730 High Street across from Livingston Building

A mixed-use property that includes a hotel, conference center, restaurant and bar, and retail space, located two blocks away from the downtown city center. The total square footage for the building is slightly over 69,000 square feet, which includes 76 hotel rooms with a view of the city. The plan for this site is to redevelop multiple adjacent lots, which are currently used as a parking lot and a vacant bank. The property would significantly contribute to the commercial downtown and reinvigorate street life with retail during day, extend nightlife energy from the city center, and provide access to many Auburn attractions within a 5-to-10-minute walk.

Garage	28%
Building Area	14%
Main Entrance Level 1	28%
Hotel Room 1 / Hotel Room 2	20% / 20%

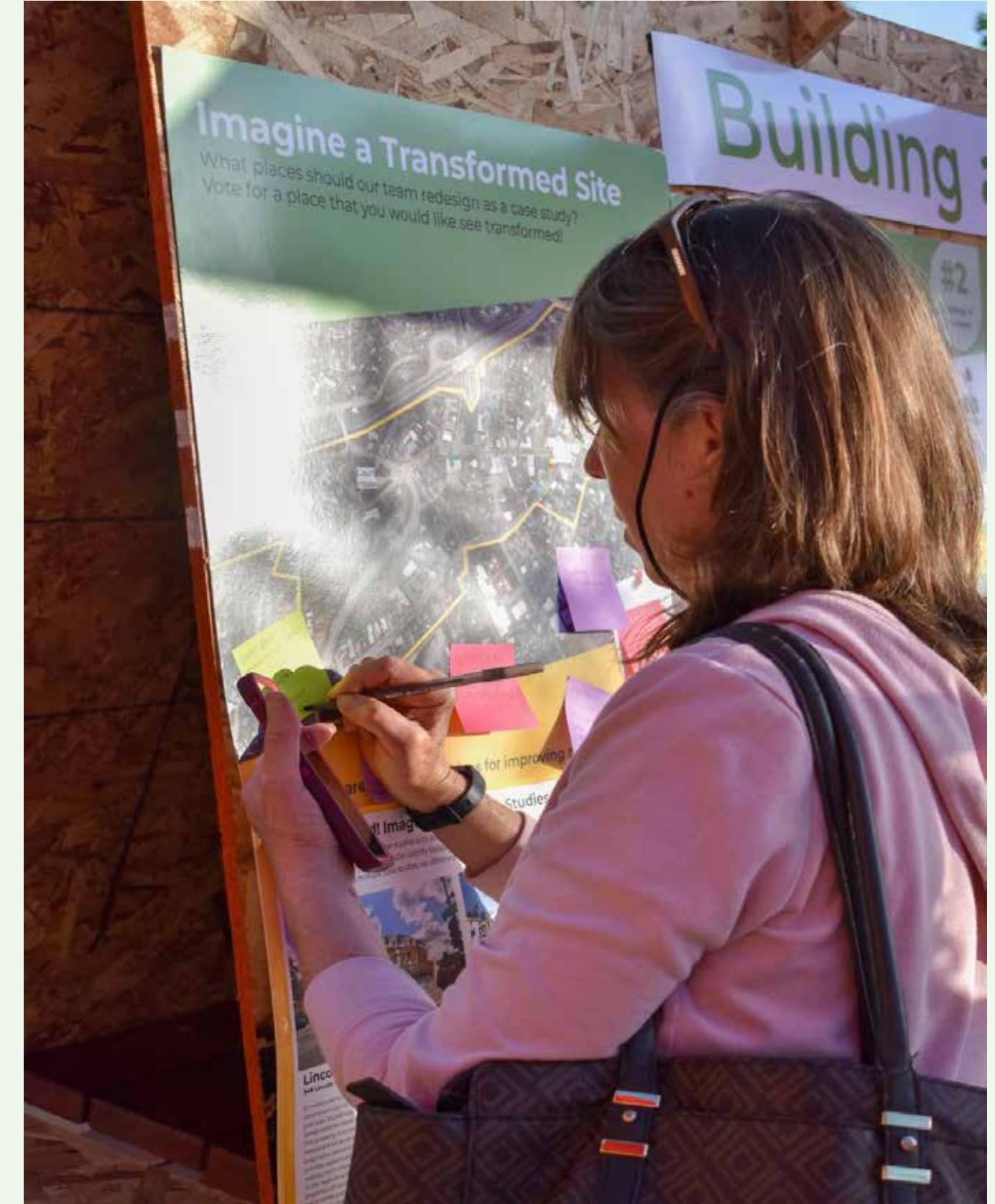


Gateway Restaurant & Shops

1115 High Street at Elm and High Intersection

An opportunity at the entrance of downtown Auburn, which proposes a combination of retail and restaurant spaces. With a total area slightly over 15,000 square feet, this project will create a strong first impression for downtown Auburn. Currently a used car lot, transforming the space into a two-story shopping and dining complex would greatly enhance Auburn's walkability.

Retail	81%
Restaurant	19%



A community member enthusiastically writes a project idea on a sticky note to add to the display board at a workshop. Many project ideas were submitted and the most frequent sites were selected for a visioning and pro forma exercise.

Growing District & Neighborhoods

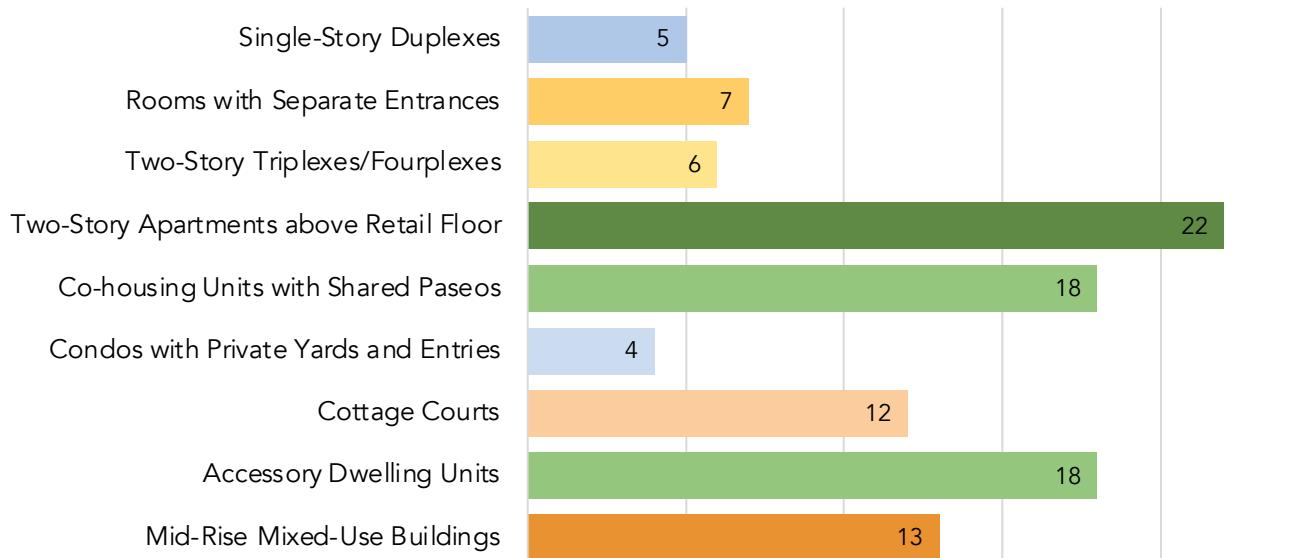
During the discussions on the “Building a Future” section, one particular board focused on striking a balance between growth and preserving the existing character of Auburn. The objective was to understand participants’ perspectives on the acceptable scale of growth, taking into consideration factors such as walkability and maintaining the city’s unique character.

The survey results revealed participants’ preferences for the scale of buildings they envisioned for Auburn in the future, categorized by transect and neighborhood. The Racetrack/ Old Town Neighborhood displayed the highest preference for single-story buildings, indicating a desire to preserve the existing charm and character of the area. On the other hand, the Red Area garnered the highest preference for mostly three-story buildings, suggesting a willingness to embrace taller structures in certain zones. The College Track Neighborhood and the Hoffman Neighborhood exhibited a more balanced preference, with participants expressing a mix of preferences for both single and two-story buildings.

Housing for Everyone by Everyone

The housing board focused on the importance of inclusive and diverse housing options that foster a sense of community and prioritize affordability and accessibility. Since Workshop 1, the Imagine Auburn team explored housing solutions that cater to the needs of everyone in the community. Based on the discussions and feedback gathered during the previous workshop, a list of preferred housing options was compiled. Similar to Workshop 1, the results revealed that the most popular housing option was co-housing units with two-story apartments above retail floors, receiving the majority of the votes. Following closely behind were accessory dwelling units and co-housing units with shared paseos which gained popularity in Workshop 3. Cottage courts also gained higher support from participants in Workshop 3. These findings highlight the community’s strong interest in housing designs that promote social interaction, affordability, and diverse living arrangements.

Which type of housing would you take on?



Apartments above retail, accessory dwelling units, and co-housing units were the most popular preferences for building options.

Streamlining Process

Lastly, the “Streamline Process” board acknowledged the significance of efficient and effective development procedures, with the goal of simplifying regulations, enhancing transparency, and fostering collaboration among stakeholders. The objective is to incentivize development and minimize applicant fatigue. The objective was to incentivize development and minimize applicant fatigue. As part of this effort, the team sought participants’ input on ideas to streamline the building permit process in Auburn. However, they received limited feedback during this activity, making it challenging to draw definitive conclusions about people’s preferences.

Nevertheless, the design team recognizes the importance of an optimized and streamlined development process. Moving forward, they will continue to explore opportunities to enhance efficiency, transparency, and collaboration in the permit application and approval procedures. The aim is to create an environment that supports timely and successful development initiatives while upholding the community’s aspirations and objectives.

Character

As part of the “Character” section, three boards were presented and discussed that aimed to highlight the distinctive character of Auburn. These boards focused on key aspects including “Imagine the Future of our History,” “Classifying History,” and “Character DNA.” They played a crucial role in shaping the proposed form standards by exploring various topics, such as building types, block structures, colors, materials, signage, and more.



Participants discuss the Character boards displayed during the Workshop.

Imagine the Future of Our History

The “Imagine the Future of Our History” board was also presented at Workshop 1 and attendants offered multiple answers related to opportunities and challenges for encouraging the renovation of old buildings. During Workshop 3 this board allowed participants to keep envisioning how Auburn’s historical elements can be integrated into future development. As part of this board, these questions were asked: *How can we encourage renovating old buildings? What makes it difficult now?*

Participants provided valuable and more specific insights into this topic. First, excessive rent increases by landlords were again identified as a deterrent to building renovation. Participants suggested implementing rent control as a solution to address this issue. Seeking guidance from historians was also mentioned as a valuable approach to preserving historic buildings, such as the Joss House, which serves as a historic museum and should not be excluded from renovation possibilities.

Transparency and community involvement were also emphasized as critical components of the historic preservation process. Participants suggested sharing the draft document with the public to enable transparency and gather feedback. Chinatown, with its unique history and culture, was deemed worthy of special consideration when it comes to historic building renovation. Additionally, simple enhancements, such as stringing lights across Lincoln Street were suggested to add charm to the area. Furthermore, the availability of grants to finance historic building restoration was recommended, along with the repurposing of properties like Bill Pryer’s old gun store on the intersection between High Street and Reemer Street into a brewery with high foot traffic to revitalize the area.

Classifying History

The “Classifying History” board was also showcased in Workshop 1. It facilitated discussions on the classification of historical buildings and areas, focusing on their significance and preservation requirements. The team sought input from the public regarding their preferred criteria for historic design review when issuing building permits. Two options were considered for this purpose and the votes were as follows: 24 votes in favor of assessing a building’s individual historic value and 7 votes in favor of considering inclusion within a district boundary. These results were consistent with the Workshop 1 findings, indicating a strong preference for assessing a building’s individual historic value.

Character DNA

The “Character DNA” board delved into the essential elements that define Auburn’s character, including architectural styles, streetscape elements, landscaping, and other visual cues. These elements were carefully distilled from previous outreach efforts to ensure that future developments align with and enhance Auburn’s distinctive character. Regarding this topic, participants emphasized the importance of preserving Auburn’s character and charm, particularly in the downtown area, as a significant aspect of Auburn’s unique identity. To achieve this, they proposed various ideas, such as incorporating brick and balconies, using faded or pastel earth tones, and adding pops of color to complement natural hues.

Facing Page: Character DNA Poster

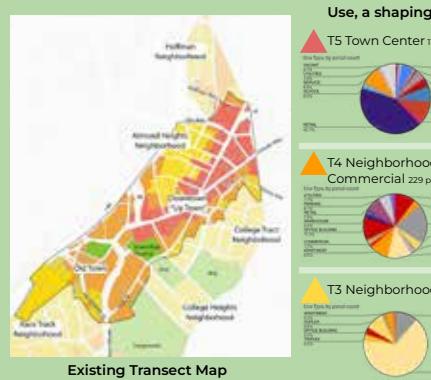
Character DNA

Auburn has a unique historic character that serves as the foundation for the proposed form standards. Here’s how!

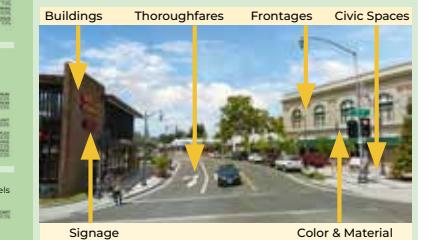
Neighborhoods & Districts

We began our character study by organizing the project area along a transect, defining districts and neighborhoods along a gradient of rural to urban. We identified three transect levels. Each of these was given a color, representing the most intense as red, orange for medium intensity, and yellow for low intensity.

We analysed each transect in two ways, by looking at the forces that shape it and its form. Activities shaping the transect over time included as use, age, value, and investment. The impacts of these forces have informed our outreach.



Character Elements of the Public Realm



Blocks

Next we conducted a field study, to scientifically determine what types of character components make up Auburn’s unique form language.

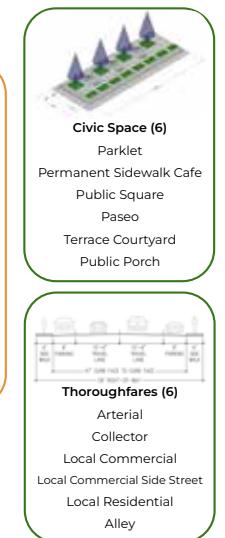
To do this, we sampled two street blocks in each transect. Each block had to include corner and mid-block parcels on both sides of the street. At each block, we documented each parcel. We honed in on building form and siting, frontages, civic spaces, and street conditions. This included 110 observations for 87 parcels.

That's 9,570 observations!

In this process, we identified the most common, or typical, types of buildings, frontages, civic spaces and thoroughfares in each transect. Our analysis was overseen by our team’s data scientist to ensure the accuracy of our conclusions.

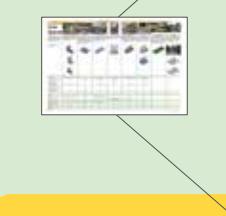


Typical Types of Character Elements



Defining Types

Next we sought to define what made each type. We reorganized our data to hone in on each and create definitions of their typical features. Our type definitions are summarized in type menus. Here is an example of what they look like, and you can peruse them all on our website. These make up Auburn’s dominant form language.



Color, Material & Signage

Auburn has a classic color palette that draws on earth tones from natural materials and the landscape. Materials include brick, stone, stucco, and wood with antiqued metal features.

What colors and materials inspire you?
Sticky notes welcome here!



View the type menus in the attachment section here:



Lifestyle

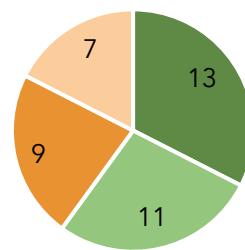
As part of the "Lifestyle" section, the team presented and discussed four boards that aimed to highlight the social aspect and walkability of Auburn. These boards focused on key aspects, including the "Social Space Checklist," "Parking Solutions," "Nature and Green Space," and "A Walkable Auburn." They played a crucial role in shaping the proposed form standards by exploring various topics, such as sustainable practices, social spaces, walkability, and parking opportunities.



Social Space Checklist

A "Social Space Checklist" board was created that includes the top priority elements preferred by the community based on people's preferences, including participants from previous workshops, surveys, and interviews. The idea was to keep refining the list, so during Workshop 3, the team asked for feedback to determine which elements were most important to participants. The most popular option was more public art with 13 votes, followed by more outdoor gathering options with 11 votes, and more benches, trees, and lighting with 9 votes. More entertainment options and increased walkability each received 7 votes.

Top Priorities from the Social Spaces Checklist



- More Public Art
- More Outdoor Gathering Options
- More Benches, Trees and Lighting
- More Entertaining Options

*This Page: Participants interact with each other around the Lifestyle boards at the workshop.
Opposite Page: The Social Space Checklist Poster*

Social Space Checklist!

During our recent workshops, we gathered feedback from members of the Auburn community on their top priorities for a sustainable future.

Community Input

Top Trend Priorities for a Sustainable Future in Auburn

More Walkability	<p>Improving Bikeability and Walkability</p> <p>Improve bikeability by adding green lanes and designated lanes separated from cars</p> <p>Connect Old Town to Downtown through bike lanes and crosswalks.</p> <p>Promote walkability within 1 mile radius and paint on sidewalks how many steps from one place to another (e.g. from Old Town to Downtown or to a trail).</p> <p>Make a "No Car Day" or "No Car Hours" to encourage alternative transportation options.</p>	<p>Enhance parking options: offer free shuttle to downtown on weekends, rent underutilized parking lots, and consider building a multilevel parking structure.</p> <p>Improve walkability by upgrading crosswalks with lights and flags and implementing a pedestrian signage program to relevant activity nodes, such as trail links with signs to Auburn SRA, especially Overlook Park and China Bar.</p>
More Bikeability	<p>More Outdoor Gathering Options</p> <p>Add public art/benches to enhance community spaces.</p> <p>Create a community gathering place, encourage more use of a central square.</p>	<p>Install more interesting, colorful, and lit signs to make the town seem more vibrant and welcoming.</p>
More Entertaining Options	<p>Improving Communication efforts</p> <p>Keep consistency in the communication efforts, calendar of events, and publicize transit, especially downtown frequent bus loop. Make it free!</p> <p>Add more signage, including interactive features for families.</p> <p>Design and implement a lit bulletin board, kiosks or info center locations to promote and market local events.</p>	<p>Create a community communicator role to coordinate across county lines and ensure better communication efforts.</p> <p>Establish community action groups to facilitate engagement and participation in local initiatives.</p>
Less Vehicle Traffic	<p>Other Initiatives</p> <p>Add lighting, open bike path, and host mini concerts in School Park Preserve.</p> <p>Discourage drug use in School Park Preserve and enhance community safety measures.</p> <p>Negotiate with CalTrans for improved streetscaping and add a roundabout sculpture at Borland and 49 (current CalTrans Project).</p>	<p>Increase frequency and reliability of public transportation services to encourage more use of alternative transportation options and reduce traffic congestion in the commercial core area. This can include expanding bus routes, adding more stops, and improving scheduling to make it easier for residents to get around without a car.</p>

Do you see your ideas here?

Select your Top 3 choices by placing a dot sticker on their icons!

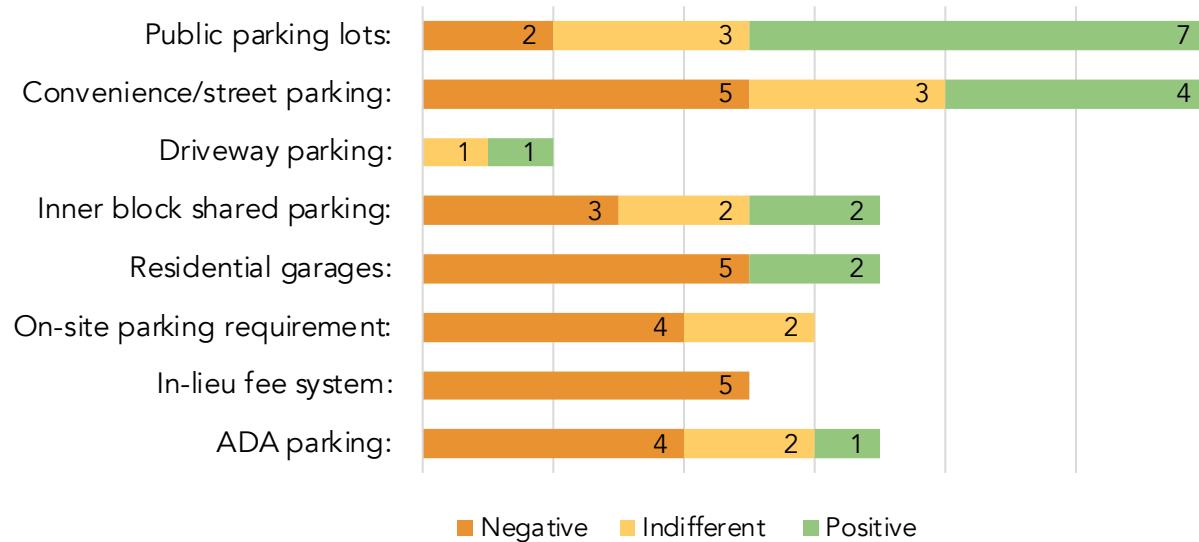
Parking Solutions

Parking has emerged as a significant topic of discussion among workshop participants, presenting a remarkable opportunity to revitalize the Commercial Core of Auburn. In this board, the team presented attendees with various solutions that were discussed in previous workshops and sought their input on the advantages and disadvantages of incentivizing the reuse of commercial buildings while ensuring convenient parking for local residents. The objective was to gather valuable ideas and insights on how to strike a balance between promoting economic growth through building reuse and maintaining accessible parking options for the community. Some specific recommendations that emerged include the creation of underground parking facilities and the conversion of bank parking spaces into public parking. Additionally, there were proposals for establishing easily accessible and well-marked parking areas for visitors coming from I-80.

Participants also suggested exploring the development of shared hotel and public parking spaces, and the possibility of constructing a two-level parking garage across from the State Theater, which was not included in the initial Illustrative Plan but received support from attendees. In terms of sustainability, the idea of an underground parking structure with a living roof was proposed, allowing for vegetation on top while preserving the town's character.

Furthermore, participants proposed alternative approaches, such as providing zero parking for certain units located near transit, installing electric charging stations, and improving the connectivity of bike routes within parking areas. Utilizing rear and alley parking was also suggested as a practical solution. Specifically for Old Town, there were suggestions to transform the existing parking lot into a new hotel, generating additional revenue for the area.

Public perception of current parking infrastructure health



Above: Public perception of parking infrastructure health was also assessed in Workshop 1, located under 'Parking' in the lifestyle section.
Facing Page: The Parking Solution Poster

Parking Solution

Let's incentivise reuse of commercial buildings and maintain convenient parking for locals. Here are our top solutions.



Let's incentivise reuse of existing buildings and infill projects



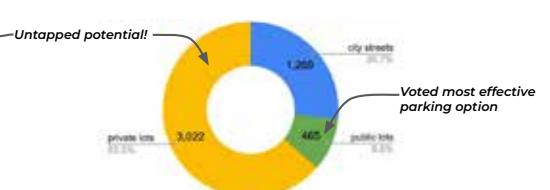
What pros and cons do you see?

Sticky notes welcome here.

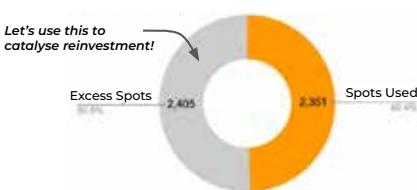
Sharing

Let's improve parking convenience. We currently have an ample supply of parking spots, but low utilization, which leads to parking frustration.

These are the types of parking in the greater Commercial Core Area:



If everyone only drove everywhere, this is how many of those spots we would use:



Parking can be shared between tenants by time of day or day of week. Parking can also be shared between tenants and the public. Private lots can also mix reserved and unreserved spots.

Ways to make shared parking

- Include shared parking conditions for private lots in Use Permits
- Encourage sharing of major inner block parking areas by time of day or day of week
- Interconnect adjacent segments of major inner block parking areas for better traffic flow
- Keep street parking and public parking lots for visitors & customers
- Use parking time limits to ensure adequate parking availability at all times

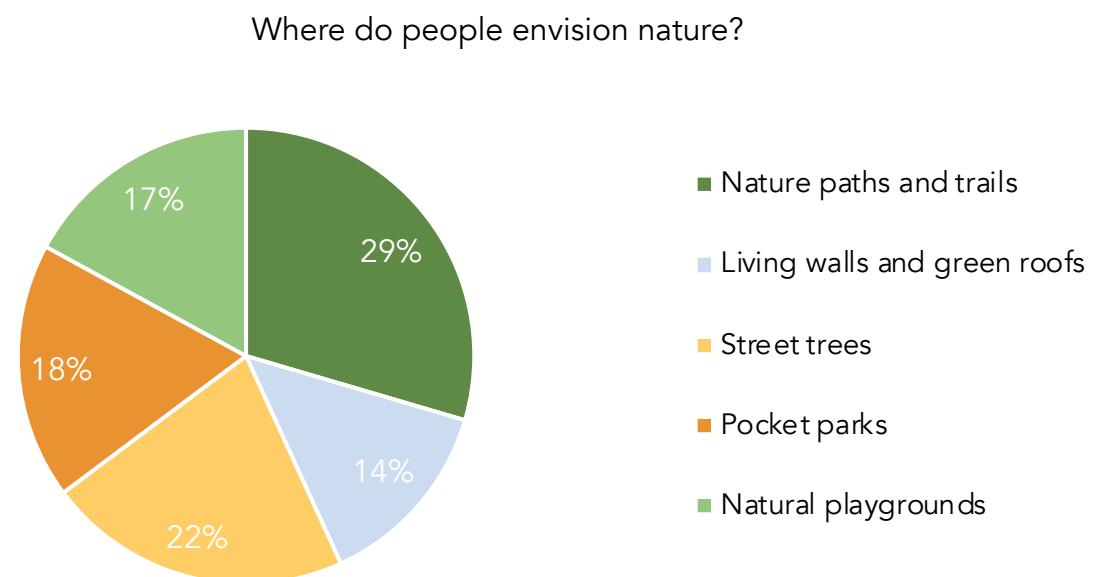
Overall, the parking board generated a wealth of ideas and perspectives, highlighting the community's interest in finding innovative parking solutions that support local businesses and maintain the charm of the city.

As part of this section, the Imagine Auburn design team also encouraged feedback to better understand the health of the current parking infrastructure system. Similar to Workshop 1, people generally voted for more public parking lots, with mixed opinions on convenience street parking. There was also a desire for fewer on-site parking requirements and an in-lieu fee system. However, an interesting shift occurred regarding driveway parking, which received more engagement in Workshop 3 with 5 positive votes, compared to just 1 vote in Workshop 1. These findings highlight the evolving perspectives and priorities of the participants regarding parking options and indicate the importance of the iterative process to refine the collective vision.

Nature and Green Spaces

Through the previous outreach efforts, it was discovered that the Auburn community appreciates the beauty of nature and recognizes the importance of green spaces. So, during Workshop 3, the team asked the public about their preferred options, and once again, nature paths and trails received the highest number of votes, with 26 participants expressing their preference for this option, compared to 14 votes in Workshop 1. Street trees garnered 19 votes, pocket parks received 16 votes, natural playgrounds received 15 votes, and living walls and green roofs captured the interest of 12 participants.

In addition to gathering votes, the team also collected multiple comments and suggestions for improving these areas. Participants proposed various ideas, including the addition of a tunnel or bridge in School Park to enhance connectivity. They also suggested creating small botanical gardens and dedicated bike lanes. Improving the existing natural areas in Auburn, such as parks, was another popular suggestion. Participants emphasized the importance of adding amenities like picnic areas, playgrounds, and sports fields to both current and future parks. Furthermore, there were suggestions to establish trails and pathways that would connect different parts of the city, providing more opportunities for walking, hiking, and biking.



Facing Page: Nature and Green Space Poster

Nature and Green Space

#2
 Opportunity
in interviews

As a community, we value and celebrate the nature and green spaces that surround Auburn. How can we connect to those spaces and bring more green into the project area?

Dashed squares are about a 3-minute walking distance from the center square

Solid green squares represent grid squares that have 'official' nature space within walking distance

Empty green squares represent grid squares that don't have 'official' nature space within walking distance

Nature Comes in all Shapes and Sizes

From a single tree to a grand park, there are many ways to bring nature and green space into a community. Here are just a few:

Nature Paths and Trails

Living Walls and Green Roofs

Street Trees

Pocket Parks

Natural Playgrounds

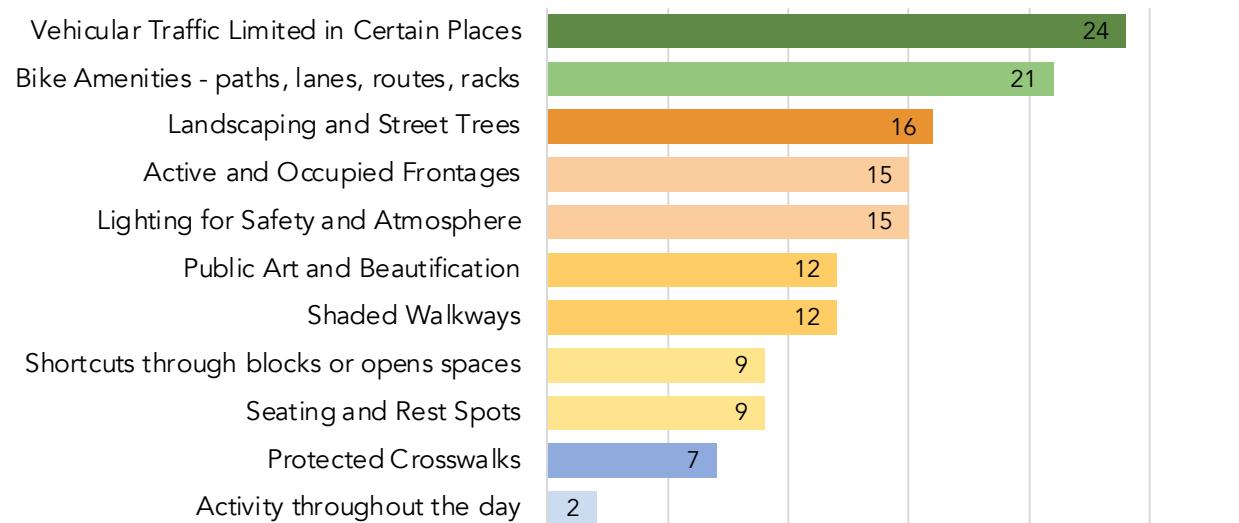
Use a sticky note - tell us where you envision nature (and what kind)

A Walkable Auburn

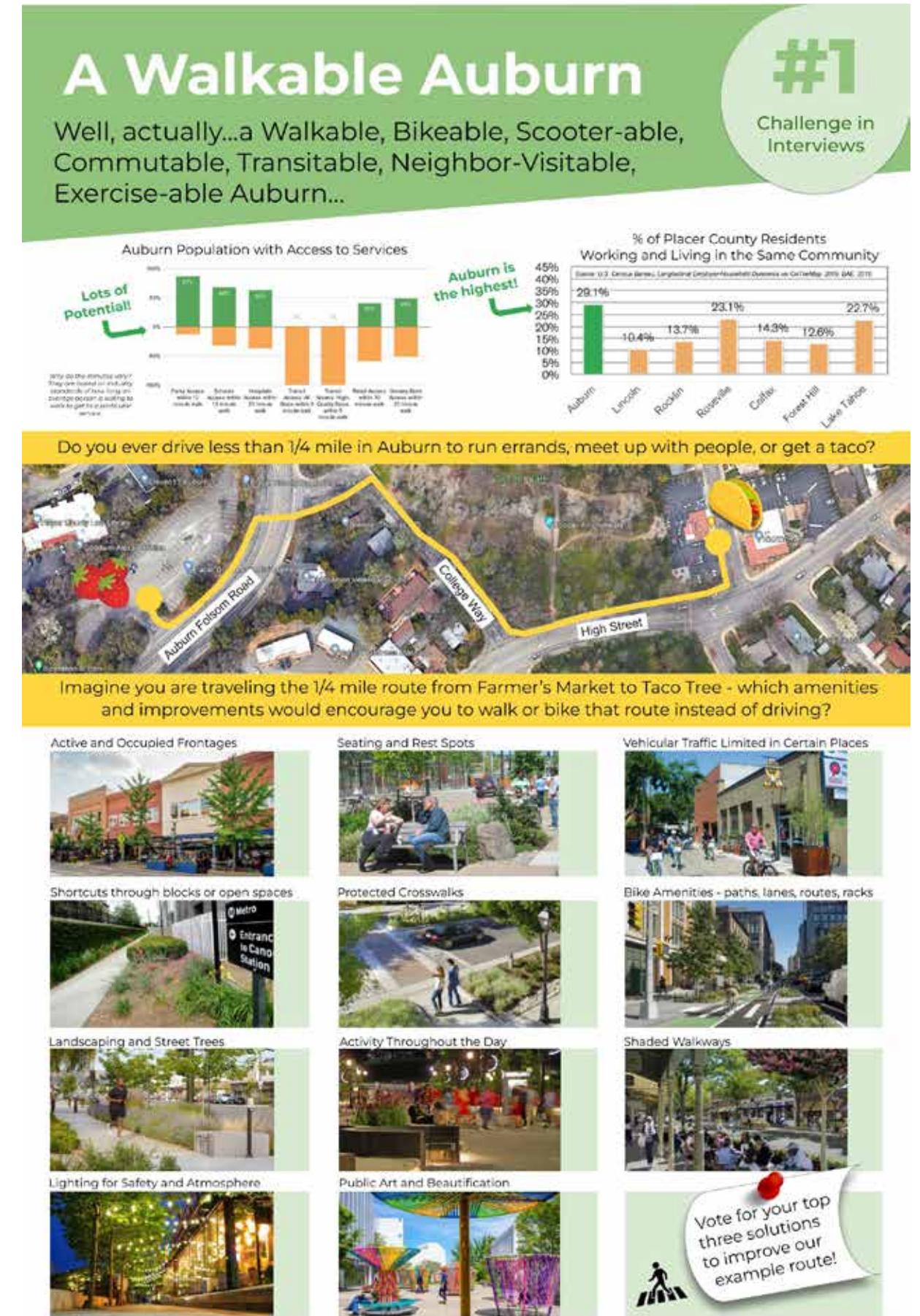
Creating a pedestrian-friendly environment was a significant focus for participants, who shared varied and innovative insights. Participants were asked what improvements and amenities would encourage them to choose walking over driving and the results were as follows: limited vehicular traffic received the most votes with 24, followed by bike amenities with 21, active and occupied frontages with 15, shaded walkways with 15, landscaping and street trees with 12, and seating and rest spots with 9. These results indicate a shift in preferences between Workshop 1 and Workshop 3. In Workshop 1, bike amenities emerged as the preferred option, while limited vehicular traffic became the top preference in Workshop 3. Additionally, landscaped areas and street trees gained popularity, along with active and occupied frontages. The evolution in preferences can be interpreted as a result of gaining more inputs and opinions from participants, as well as the iterative process of refining the collective vision. These iterative workshops allowed for a deeper understanding of the community's needs and desires, enabling adjustments and enhancements to the planning process.

Participants offered further suggestions to enhance the walkability of Auburn, like one suggestion to establish a pedestrian zone on Lincoln Way between Hillmont and Cherry. Additionally, participants expressed ideas to improve the proposed bike cluster in the illustrative plan by making it even more central in each zone and also adding a connected bike network that would enable easy travel throughout Auburn without relying on cars. More suggestions included adding diagonal parking, creating ramps, and implementing street standards that incorporate trees. Participants proposed creating a shortcut walking path through School Park and transforming the Commercial Core of Auburn to facilitate non-car movement between Old Town and Downtown. They also recommended the implementation of bike lanes with green markings, promoting cycling as a safe and eco-friendly mode of transportation. These bike lanes would contribute to an attractive environment for both pedestrians and cyclists, encouraging people to spend more time in the area.

Which amenities and improvements would encourage you to walk or bike instead of driving?



Facing Page: A Walkable Auburn Poster



Other Ideas Proposed

In this section, the participants delved deeper into the diverse ideas that were proposed in the board as comments or questions during the Envision Workshop. The Imagine Auburn team carefully listened to the participants' input and greatly appreciated their willingness to share their thoughts and ideas with us.

One of the topics of discussion was recreational facilities, and participants offered numerous ideas to improve them. One popular suggestion was the addition of pickle-ball courts in School Park, which would encourage outdoor activities and recreation. However, some participants expressed hesitation about this proposal, feeling that it might not align with the peaceful atmosphere of the preserve.

Another topic that emerged was the creation of a nightlife district, seen as a bridge between the old downtown with the new downtown. Participants envisioned this as an opportunity to infuse the area with vibrancy and foster a sense of community. They also expressed a desire for more public art installations throughout the town, as they believed it would enhance the town's character and appeal.

Furthermore, participants discussed the need for more live/work options to encourage businesses to utilize currently vacant commercial spaces downtown. Alongside these ideas, participants put forward suggestions of encouraging businesses to remain open in the evenings and on Sundays, installing a sound media system in the downtown area to create a livelier atmosphere, and adding more recreational facilities to the town.

Another comment pertained to alley removal, with former Auburn Mayor Debbie Yue requesting the removal of a proposed alley that would run through the middle of her property. Additionally, participants emphasized the need to streamline the permit process, establish personal contact with property owners, and limit growth to preserve Auburn's uniqueness.

Community involvement and transparency were highlighted as critical components in the development and improvement of Auburn. Participants discussed the addition of amenities and facilities to enhance Auburn's livability. Suggestions included installing bottle fillers in parks and civic spaces to promote the use of reusable water bottles and reduce waste.

Public art and social spaces were also important topics of discussion. Participants suggested connecting downtown with Old Town through public art, creating social spaces such as fire pits and water fountains, and establishing a nightlife district to enhance the area's attractiveness and appeal. Public transportation was another significant topic, with participants suggesting the creation of bus shuttles connecting downtown to Old Town, as well as the establishment of a pedestrian-only zone. Improving bike parking and exploring eco-friendly transportation options were also put forward as suggestions.

Lightning Talks Comments

Finally, during Workshop 3, participants engaged in an open lightning talk series discussing various topics related to Auburn Imagined and the T5 transect, as well as the T3 and T4 transects. Additional discussions took place regarding "Nature and Green Space, & Social Space," and "Building a Future." These conversations provided an opportunity for participants to interpret the boards and share feedback, refining insights on the potential implications of implementing a form-based code in the community. The discussions encompassed multiple topics, including walkability, social equity, lifestyle, history, green spaces, housing, and more. Here are the main topics discussed during these sessions:

Auburn Imagined & T5

- Bike amenity
- Bike lanes
- Street Lighting
- Walkability
- Safety
- Water bottle refill stations
- Benches

T3 & T4

- One-way streets
- Speed bumps
- Sound walls
- Researching different traffic scenarios

Nature and Green Space/Social Space

- Small farm associated with a restaurant for kids to play
- Dog park with coffee
- Pickleball courts
- Creating walkability plans using maps
- Tight parking spots
- Regulations on air pollution in residential areas
- Tunnels to connect parks and green areas

Building a Future

- Strict design reviews
- Trolley system
- Transforming the Gold Rush Plaza into a pocket park
- Beautifying neglected areas like Elm Avenue
- Difficulty of working with Union Pacific
- Lack of listening to constituents by some decision-makers

Workshop Series Conclusion

The Imagine Auburn workshop series is an excellent example of the Auburn community working together to imagine a collective future to improve their livelihoods. Supported from the bottom-up and locally accountable, they recognized that the process of development is just as important as the results. While vision building is never easy, people of different viewpoints came together, united by their love for Auburn, to respectfully collaborate. Oscillating between standing in their own shoes and those of others, they identified, created, and narrowed down practical solutions and strategies to address the challenges they personally experience. Their resulting vision to create a more self-sustaining Auburn, where citizens feel connected to nature, historic charm, and each other, has strong policy direction to unlock the city's potential for growth and reinvestment.

Through this outreach process, a consensus has been achieved on the vision, including the form-based code's regulating plan, transect descriptions, and elements needed to bring the vision to life. The next step is to add another level of detail and turn descriptions into definitions in the Form Based Code Public Review Draft. The public review process that will follow must continue to build upon the work thus far and be guided by the vision's priorities in decision-making. This report is intended to be a companion to the Public Review Draft to facilitate continuity.



Above: Participants interacting with each other at the workshops and generating ideas.

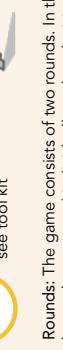
Appendix A



How to Play

Goal: The goal of the game is to make an optimal walkable lifestyle for your character in Auburn's Commercial Core. A walkable lifestyle includes where your character lives, works, and plays.

Tools: The tools at your disposal are:



building and amenity tokens, see tool kit

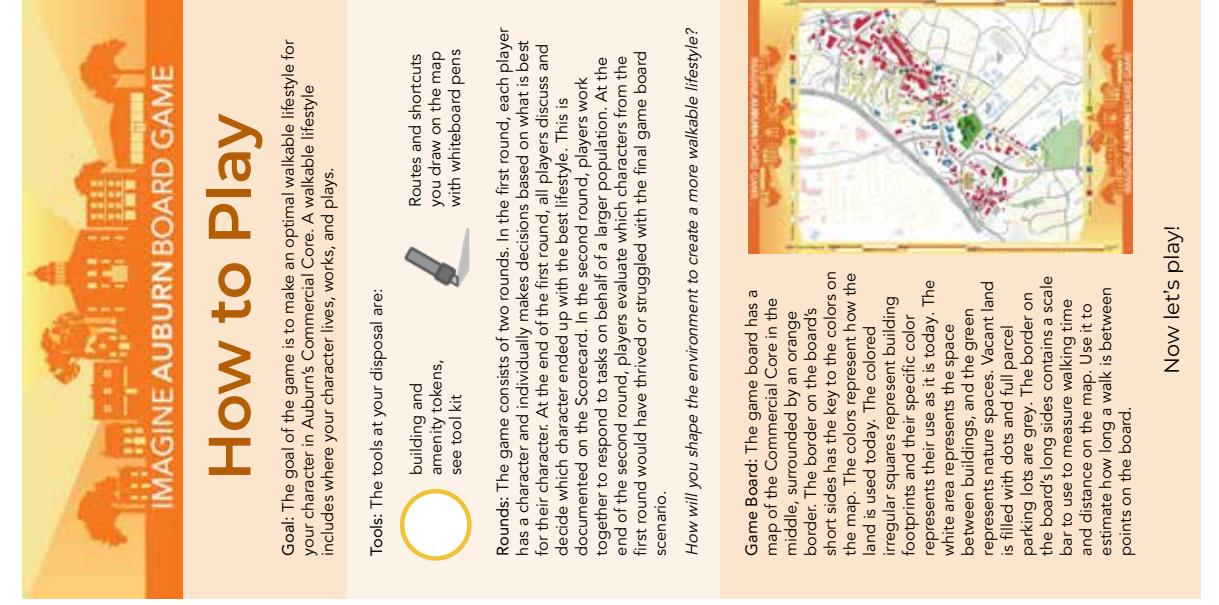
Rounds: The game consists of two rounds. In the first round, each player has a character and individually makes decisions based on what is best for their character. At the end of the first round, all players discuss and decide which character ended up with the best lifestyle. This is documented on the Scorecard. In the second round, players work together to respond to tasks on behalf of a larger population. At the end of the second round, players evaluate which characters from the first round would have thrived or struggled with the final game board scenario.

How will you shape the environment to create a more walkable lifestyle?

Game Board: The game board has a map of the Commercial Core in the middle, surrounded by an orange border. The border on the board's short sides has the key to the colors on the map. The colors represent how the land is used today. The colored irregular squares represent building footprints and their specific color represents their use as it is today. The white area represents the space between buildings, and the green represents nature spaces. Vacant land is filled with dots and full parcels. Parking lots are grey. The border on the board's long sides contains a scale bar to use to measure walking time and distance on the map. Use it to estimate how long a walk is between points on the board.

Now let's play!

Round 1 Character Lifestyle	
Family w/ Teens	Retiree
30's Professional	20's and Free
Young Family	
Gameplay: Elect a player to be the 'tool kit' banker, another player as reader of the directions, and a third player as the score keeper.	
Each player starts with a character card. Players respond to tasks individually as their character. Complete tasks sequentially, as a table. Place tokens or draw route lines on the map with the whiteboard marker, as indicated by the task.	
Players can choose to work with where buildings and businesses as they are today or redesign the city by adding new buildings and business routes. The gameboard colored footprints reflect what is in Auburn today. Assume routes are walking routes. When each player has completed all five tasks, Round 1 is complete.	
Tasks	
1	Time to find a new home! Where will you live? What kind of residence? Place residence token on the map at your preferred location on any color ground.
2	Where will you work? Or will you open your own business? Place a business token where you think the business could thrive or where there is one already. Draw a walking route line from home to work.
3	Where will you go for errands? Think of a type of errand your character would do regularly and find an existing establishment or one played on the board where that errand could be fulfilled (ex: groceries, mail, laundromat, gas car charging). Draw your walking route from home, and add a mid-block shortcut if needed.
4	It's Saturday! Where do you go to relax and socialize? Place a type of business token or place a green space token on an existing place or locate a new one. Draw your walking route from home, and add a shortcut if needed.
5	Your family is coming into town, and you don't have space for them. Where do you suggest they stay? Place a hotel/business token.
6	Draw a circle connecting the ends of your routes, with the house in the center. It will probably look blobby. This is your character's walkable life realm. Use the scale bar and string to measure the longest dimension and shortest dimension of your realm. Write it down on the scorecard.



Round 1 Scorecard

Call a facilitator over to photograph your game board.

What is the shortest diameter of your character's walking area?	
Retiree:	From _____ to _____ is _____ minutes.
Family w/ Teens:	From _____ to _____ is _____ minutes.
30's Professional:	From _____ to _____ is _____ minutes.
20's and Free:	From _____ to _____ is _____ minutes.
Young Family:	From _____ to _____ is _____ minutes.
What is the longest diameter your character's walking area?	
Retiree:	From _____ to _____ is _____ minutes.
Family w/ Teens:	From _____ to _____ is _____ minutes.
30's Professional:	From _____ to _____ is _____ minutes.
20's and Free:	From _____ to _____ is _____ minutes.
Young Family:	From _____ to _____ is _____ minutes.
Is the longest diameter a reasonable distance or do you think your character would choose to drive instead? (circle one)	
Retiree:	reasonable unreasonable
Family w/ Teens:	reasonable unreasonable
30's Professional:	reasonable unreasonable
20's and Free:	reasonable unreasonable
Young Family:	reasonable unreasonable
On a scale of sad to happy, how would you classify the quality of your character's life? Discuss what impacted that rating.	
Retiree:	_____
Family w/ Teens:	_____
30's Professional:	_____
20's and Free:	_____
Young Family:	_____

If your board has been photographed, please reset the tool kit and wipe it clean. Congratulations on completing round 1!

Proceed to round 2!

Notes / Comments

Round 2 Scorecard

Round 2 Scaling Up

Gameplay: In this round the players work together as a team to respond to the tasks. The goal of this round is to grow the community in a way that prioritizes a walkable lifestyle. Utilize the insight from round 1 to inform round 2.

Tasks

Buildings

1 Place 100 new dwelling units on the map. You can use any combination of residence tokens. Tokens can be placed on any color ground. The number of units per residence type is written on the token.

2 Each neighborhood needs a park! Place up to 3 park tokens within a 3-minute walk of as many residences as possible. Consider both the 100 units you placed and the existing yellow building footprints. Parks can be placed in vacant lots, parking lots, or white spaces. Use the string scale bar to help estimate distances.

3 New businesses are coming to town. Place five business tokens where they could best increase street life. Business tokens can be placed on any color ground.

4 Place one major tenant you think will increase walkability the most: grocery store, school, or clinic. This business token can go on any color land.

Mobility

5 Let's check bikeability. Examine the pieces on the board and the existing building footprints. Draw a bike path in whiteboard marker for people to conveniently get around town to commute or do errands. This may be a loop or a line. Use shortcuts through blocks if needed.

6 Let's check walkability. Are any token clusters more than 5 minutes from the bike path? If so, could any shortcuts be made to help people get to the bike path? Draw it in.

7 Let's check parking. Count up the number of new buildings. Place 1 parking garage for every 10 new buildings placed. Round up. Parking garage tokens can go on any color land and should be within 3 minutes of token clusters.

8 Good job! As a reward for all your urban planning work, choose three of the Street Upgrade tokens to enhance public space and make your urban plan shine. Street Upgrade Tokens can only be placed on white and vacant land.

Proceed to scorecard!

Call a facilitator over to photograph your game board.

Count the tokens used:

Residences Token	Qty	Business Token	Qty	Green Space Tokens	Qty
Single Family House		Entertainment		Playground	
Boarding House		Restaurant, Cafe, Bar		Parklet	
Townhouse/Duplex		Retail		Neighborhood Park	
Apartments 5 units		Hotel		Street Upgrades	
Apartments 10 units		Office Services		Street Tree Block	
Apartments 15 units		Home Business / Live-in Hotel		Landscape & Hardscape Block	
Apartment Cluster		Small Grocery		Nightlife Block	
Infrastructure		Major Tenants		Living Street block	
Parking		Health Clinic		Outdoor dining block	
		School		Public Square	
		Grocery Store			

Now that the group has grown the city, think of your character from the first round.

How would you classify the quality of your character's life? Did their prospects increase or worsen?

Worse > Same > Better

Retiree:

Family w/ Teens:

30's Professional:

20's and Free:

Young Family:

What character won the most? Why?

Thank you for playing the Imagine Auburn Board Game!

Proceed to scorecard!

Imagine Auburn City of Auburn, California