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Swimmers and paddleboarders and kayakers enjoy an afternoon on the water near the Rainbow Bridge.

TONY ARIAS

**COMMUNITY PROFILE: FOLSOM**

## Econome family has deep roots in Folsom

By Tinka Davi

**W**hen George and Nick Econome were looking for a place to open a pharmacy, they chose Folsom. That was in 1961, way back when Folsom was a small town with a low population and lots of potential.

The brothers, both pharmacists, considered other places including Southern California, where their respective wives were from. George married Marilyn; Nick married Ann.

"They felt Northern California had water and parking," Marilyn said. They considered Davis and Folsom, Nick said, "but Folsom had the biggest potential."

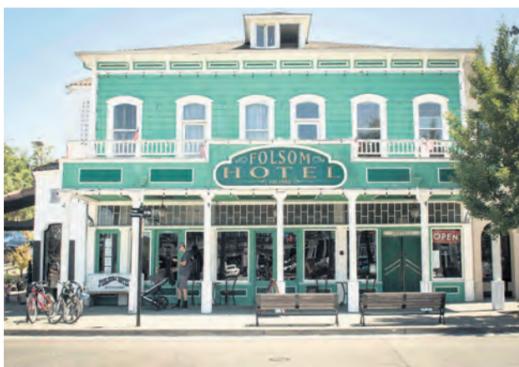
Aerojet was going full blown, they liked the lake and they "could visualize a future in Folsom," Marilyn said. "That's how we got here."

They bought Model Rexall Pharmacy on East Bidwell Street.

The families built homes near each other and their children played and grew up together.



A hillside play area for the kids and a new playground area are just a few of the amenities at the new Econome Park.



The Folsom Hotel, in the heart of the historic district, has been around since 1885.

The brothers and their wives were active in many community organizations. This month Nick and the

late George Econome and their wives were honored at the dedication of the Econome Family Park at

**FAST FACTS**

- Where:** About 25 miles east of Sacramento
- Size:** 30.7 square miles
- Population:** 78,038
- Founded:** 1856
- Incorporated:** 1946
- Government:** City Council/City Manager
- County:** Sacramento

Parkway Drive North. City officials, staff and a large crowd of well-wishers attended.

The park has two bocce ball courts, soccer fields, tennis courts, bicycle, running and walking paths and more.

Like Folsom's many parks, those paths connect people and youngsters to schools and trails.

That's the plan for Folsom's newest development, Folsom Ranch, which will have five elementary schools each adjacent to five-acre parks, said Ian Cornell, spokesman for Folsom Ranch, the development south of Highway 50. The proximity of parks and schools is typical of Folsom.

As Folsom Ranch is built out over the next 25 to 30 years, it will have a middle and a high school, com-

SEE PROFILE, PAGE 6

**FEATURED LISTINGS**

**OPEN HOUSE – SUNDAY JULY 29  
11:00 AM. – 5:00 P.M.**



**22160 Winchester Way, Colfax Ca. 95713  
\$674,500**

4/5 bd., 5 bath, 3989 Sq. Ft, 3.8 acres, 1988, Sierra views, new 1000 Sq. Ft. deck, 3 car garage, workshop, possible wine cellar, in-law quarters, dual pane windows, whole house fan, above the fog and beneath the snow, 45 minutes to Sacramento.

Bryan Powell – Listing Agent • (916) 521-4687 • MLS 18050523

**4880 Holly Dr., Shingle Springs \$925,000**



**OPEN HOUSE 7/28 11AM - 2PM**

LUXURY COUNTRY LIVING! Wrap around deck welcomes you to this 4bd/3ba ranch style home. Backyard is an entertainer's paradise w/built in BBQ kitchen, fire pit, fountain, deck, patio & pool. Huge garage/workshop. Second home could be in-law quarters. MLS 18050473

(866) 817-4633  
MGoff@GoLyon.com  
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CalBRE #00935416

4518 SCENIC DR, ROCKLIN



OPEN SUN 1-4

\$699,000

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3013 CRESTWOOD WAY, ROCKLIN



OPEN SUN 1-4

\$519,000

**ACTIVE ADULT SPRINGFIELD**

Desirable Butler Model with large living room/formal dining room, plus 3 bds, 2.5 baths. Home looks like a model!

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OPEN SUN 1-3

\$459,000

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**LENNAR**



The homes at Cypress at Serrano range in size from approximately 2,837 to 3,809 square feet.

## Cypress at Serrano opens today

**L**ennar is thrilled to announce the highly-anticipated grand opening of Cypress, located in the master-planned community situated in the Serrano masterplan. Prospective homeshoppers are invited to attend and enjoy com-

plimentary food, fun and the first opportunity to tour the highly appointed, professionally-decorated model homes.

"We are very excited for this long-awaited Grand Opening to unveil three

SEE LENNAR, PAGE 2

**OPEN SATURDAY 1 TO 5**

**\* RANCHO MURIETA \***

**SECLUDED CUSTOM 1 STORY 4 BD, 3 BA HOME WITH FREEFORM POOL**

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Elegant remodeled home has 2,791 sf. Classic style w/flagstone walls, vaulted ceilings & quality construction. Charming courtyard entry opens to decorator leaded glass door & sidelights. Designer interiors w/extensive hardwood flooring, imported marble fireplaces, granite entry floors & solid panel cabinetry. Updated kitchen has newer custom counters, tile floors & stainless appliances. Large 28'x19' Master Suite with sitting area, gas fireplace, spa tub & shower for 2. Private fenced backyard. Concrete tile roof.

**Call Karen Hoberg of Rancho Murieta Homes & Land, Inc. at (916) 947-6910**

**6510 CAMINO DEL LUNA, RANCHO MURIETA, CA 95683**

**\$639,900**

Classic 4 BD, 3 BA, 3,000 sf., 2 story home nestled among mature trees. One-of-a-kind location, private cul-de-sac w/200 ft. of greenbelt w/panoramic views of wooded rolling hills. Superior quality construction, newer interior & exterior designer paint, pecan hardwood floors + beam & coffered ceilings w/crown molding. Kitchen has upgraded stainless appliances w/convection oven, microwave, slab granite counters & entertaining bar. Downstairs 4th BD & BA w/access to deck. 3 car garage.

**Call Karen Hoberg of Rancho Murieta Homes & Land, Inc. at (916) 947-6910**

**6329 PUERTO DRIVE, RANCHO MURIETA, CA 95683**

**\$648,800**

**Profile**

CONTINUED, FROM PAGE 1

mercial space, two fire stations, a police station, 138 acres of parks, 1,000 acres of open space and 30 miles of trails.

Folsom City Manager Elaine Andersen said it will take over 20 years to develop Folsom Ranch, just like Broadstone, the Parkway and other communities which are still developing after 30 years.

"There's a lot of thought that has gone into the '95630 experience' of development."

Andersen said the parks and trails in Folsom are among the city's attractions and people also like the sports complex and the many recreation programs. She and her husband Jay's two children, now college students, participated in several local youth sports activities.

They also went on school field trips to historic places, including Sutter Street in old Folsom.

"Sutter Street is the gem of our city, where our roots are," Andersen said.

Folsom is a Gold Rush town, dating back to 1849 when miners discovered gold along the American River. In 1856, U.S. Army Captain Joseph Folsom and railroad pioneer Theodore Judah established the town and envisioned shops along Sutter Street and a railroad depot.

Folsom was a major stop for stage and freight lines in the Gold country and a terminus for the Pony Express. It still maintains its historic flavor in the buildings and rail depot.

Andersen, who has lived

in Folsom 27 years, also praises Folsom's public library.

"It's a tremendous amenity. The people there make the library special and publications and high-tech options run the gamut of topics."

Eric Pine of Lyon Real Estate, lives in Folsom with his wife, Amanda, and two children, ages 3 and 6.

"We believe it is one of the best places to raise our family and we like the great schools (which are) among the top in the region as ranked by API test scores."

Schools are the first thing homebuyers ask about, he said.

He also likes the convenient access to all the recreation activities, the miles of paved walking and biking trails, water sports and other activities at Folsom Lake and Lake Natoma.

"All of these inspire us to play outdoors as much as possible," he said.

"I like the sense of belonging in our community. All the events, parades, outdoor concerts, Folsom Serve Day and other opportunities to serve our community help make our community stronger."

He also likes Folsom's rich Gold Rush history, shopping on Sutter Street, the Palladio and the Folsom Outlets and productions at the Harris Center for the Arts.

Folsom currently is a seller's market, he said. The total residential houses active as of July 11 included 124 (112 detached homes and 12 town-homes). The lowest price of a detached active home is \$389,000; the highest



TONY ARIAS

From this vantage point off Serpa Lane you can see the Palladio at Broadstone and the surrounding area around Folsom.



Folsom residents Eric and Amanda Pine and their two children take advantage of a train ride near the Folsom City Zoo.

\$1,525,000. June sold median price was \$563,000; average was \$592,000.

Pine pointed to market information from Lyon Real Estate which said the number of for sale listings in Folsom was down 12.4 percent from a year ago and up 20.2 percent from the previous month.

About 21 homes have

been sold in Taylor Morrison's two Folsom Ranch communities - Azure and Dakota - with more than 90 percent of those buyers relocating from other addresses in Folsom, Cornell said.

"Most are coming from apartments, some are in rental homes and only one has a home to sell. Nearly

all of them are young families."

Lennar is offering homes in Folsom Ranch at its Copperwood and Oakleaf communities and other home builders are planning developments there.

Lennar has two other Folsom communities at East Natoma Street — Braeburn at Harvest and Gala at Harvest.

Other Folsom builders and communities with homes for sale include Woodside Homes' Granite Trails at Parkshore; Black-Pine Communities' Farmhouse at Willow Creek; Elliott Homes' Lakeview Oaks; Tim Lewis Communities' the Preserve at the Parkway, Cresleigh Homes' Cresleigh Domain; and Capital Valley Homes' Prospect Ridge.

With Folsom's schools, recreation, shopping options and more, residents

**FOLSOM RANCH**

"Folsom Ranch is designed around an innovative transportation plan with primary goals that include moving commuters off Highway 50 and building new routes that run parallel to the highway, providing alternative access to major employment corridors," said Ian Cornell, spokesman for Folsom Ranch.

The 3,500-acre site may have up to 8,000 new jobs and around 11,000 dwelling units constructed over 25 to 30 years.

Just over 42 percent of the Folsom Ranch interest list is existing Folsom residents who have expressed interest in relocating from their current homes to the new neighborhoods.

Around \$320 million will be spent by the Folsom Ranch landowners, home builders and a special financing district on new roads and improvements to existing city streets, other local roadways, White Rock Road and Highway 50, he said.

The 30 miles of paths and trails in Folsom Ranch will connect to Folsom's existing trail system.

"This means more pedestrian-friendly access to parks, bike trips to shopping and employment and fewer car trips through the neighborhood."

The Folsom Plan Area was a visioning process presented at public hearings and reviewed by the city council which began in 2005 and was adopted by the city seven years later.

The design also includes 1,000 acres of open space and 138 acres of parks.

The Folsom Plan Area was annexed into the city in 2011.

Planned in accordance with Measure W, a ballot measure passed by Folsom voters, landowners secured an independent water supply for the area.

— Tinka Davi

are sure to find plenty of activities and amenities in the historic community. Tinka Davi is a freelance writer and editor based in Folsom.



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