



Sutter Middle School

Riley Street

East Bidwell Street

Lembi Park

Blue Ravine Road

# Central Business District Master Plan

# Purpose of Master Plan Effort



- General Plan policies support revitalization efforts/ economic development
- Over the last decade, there have been many studies and plans to create new opportunities, new development and redevelopment activities, and growing interest to revitalize this central area of the City
- Process will be instrumental in crafting a vision and game plan for future efforts going forward
- On April 12, 2022, the City Council approved the use of American Recovery Plan Act (ARPA) funds to recreate a Central Business District Master Plan to revitalize this area

# Existing Conditions



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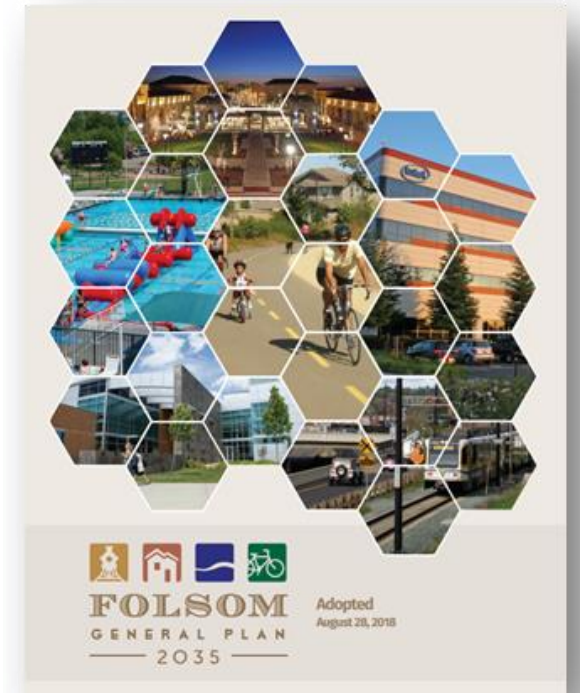
# Key Objectives of the Master Plan

- Mixed-Use Development
- Economic Development
- Commercial Corridor Revitalization
- Placemaking and Design/Lighting and Landscaping
- Traffic Calming/Pedestrian/Bicycle Improvements
- Safety
- Parking Strategies
- Wayfinding



# Prior Resources and Ongoing Efforts

- East Bidwell Complete Streets Corridor Plan (2015)
- General Plan East Bidwell Mixed Use Corridor Overlay (2018)
- Housing Element Update (2021)
- City of Folsom Active Transportation Plan (June 2022)
- East Bidwell Corridor Drainage Study (Fall 2022)
- Zoning Code Update and Objective Design Standards (Underway)
- General Plan Amendment to Increase Densities in East Bidwell Mixed Use Corridor (Underway)



# CC Direction on Public Engagement

1. Does the City Council desire to include an advisory or ad hoc committee in the Central Business District Master Plan process?
2. If so, what make-up of community stakeholder organizations is desired?
3. If so, does the City Council desire councilmember (up to two) participation on the committee?





# Next Steps (Two Year Process)

- Ad Hoc Committee is a maximum one-year process to identify priorities and to seek and provide input to guide master plan effort
- Review existing materials and conditions to determine near-term improvements and funding sources
  - Traffic/Pedestrian/Bicycle circulation and improvements
  - Utilities- storm drainage, water, etc.
  - Lighting and Landscaping/Safety improvements
- Identify additional consultants as needed
- Prepare Master Plan
- Planning Commission and City Council workshops and hearings