

Central Business District Master Plan Advisory Committee Meeting 6-10-24



Meeting Plan/Agenda

- **Meeting Purpose**
- Master Plan Overview and Key Considerations
- Committee Inputs
- Schedule Review/Next Steps
- Public Comment Period



Master Plan Overview/Key Considerations

Master Plan Overview

- Long-term planning document that provides a conceptual framework to guide future growth and/or redevelopment over a 20 to 30-year period
- Must be consistent with the locally adopted general plan
- Provides more specificity regarding land use and physical development with vision and conceptual plans to bridge the gap between the general plan and other implementing documents (zoning code, design guidelines)
- Establishes a reference point for council and commissions in their decision-making process

CBD Master Plan Focus/Considerations



1. Urban Design and Branding
 - Vision, design concepts, placemaking, wayfinding, lighting, landscaping
2. Economic Development
 - Revitalization strategy, market opportunities, innovative solutions
3. Circulation Planning and Engineering
 - Maintain roadway capacity while improving traffic flow, ped and bicycles experience

Important Considerations:

- ✓ East Bidwell and Riley Streets will continue to be priority roadways to serve through traffic
- ✓ The Master Plan will not change the density or zoning of property
- ✓ The Master Plan will not mandate how or when individual parcels are developed or redeveloped but will provide a vision for the future intended to inspire incremental change of time

Folsom 2030 General Plan Policies

(Adopted August 2018)



- Established East Bidwell Mixed Use (MU) Corridor Overlay for the entire Central Business District boundary to promote infill housing development.
- Policy LU 3.1.5 - Encourage new development along East Bidwell Street by creating a stronger mixed-use development pattern, both horizontal and vertical, with an emphasis on medium- and higher-density housing, while also addressing local and Citywide demand for retail and services.
- Policy LU 3.1.6- Encourage development of mixed-use projects that create a walkable, vibrant district along East Bidwell Street between Coloma Street and Blue Ravine Road.
- Policy LU 7.1.2 Encourage development of underutilized and vacant parcels in commercial zones to improve the aesthetic appearance and enhance the vitality of commercial areas.
- Policy LU 9.1.7 Encourage efforts to establish and promote district identities (e.g., urban centers, East Bidwell Street) using signage, wayfinding signage, streetscape and building design standards, advertising, and site-specific historic themes.

Other City Adopted Plans and Policies

- Folsom Zoning Code
- Folsom Active Transportation Plan
- Folsom Parks and Recreation Master Plan
- Folsom Roundabout First Policy. In May 2024 City Council accepted grant funding to develop a Roundabout First policy and to study feasibility for 13 specific intersections (5 are located in the Central Business District)

Benefits of roundabouts:

- Alleviates congestion
- Improved traffic flow
- Better safety outcomes

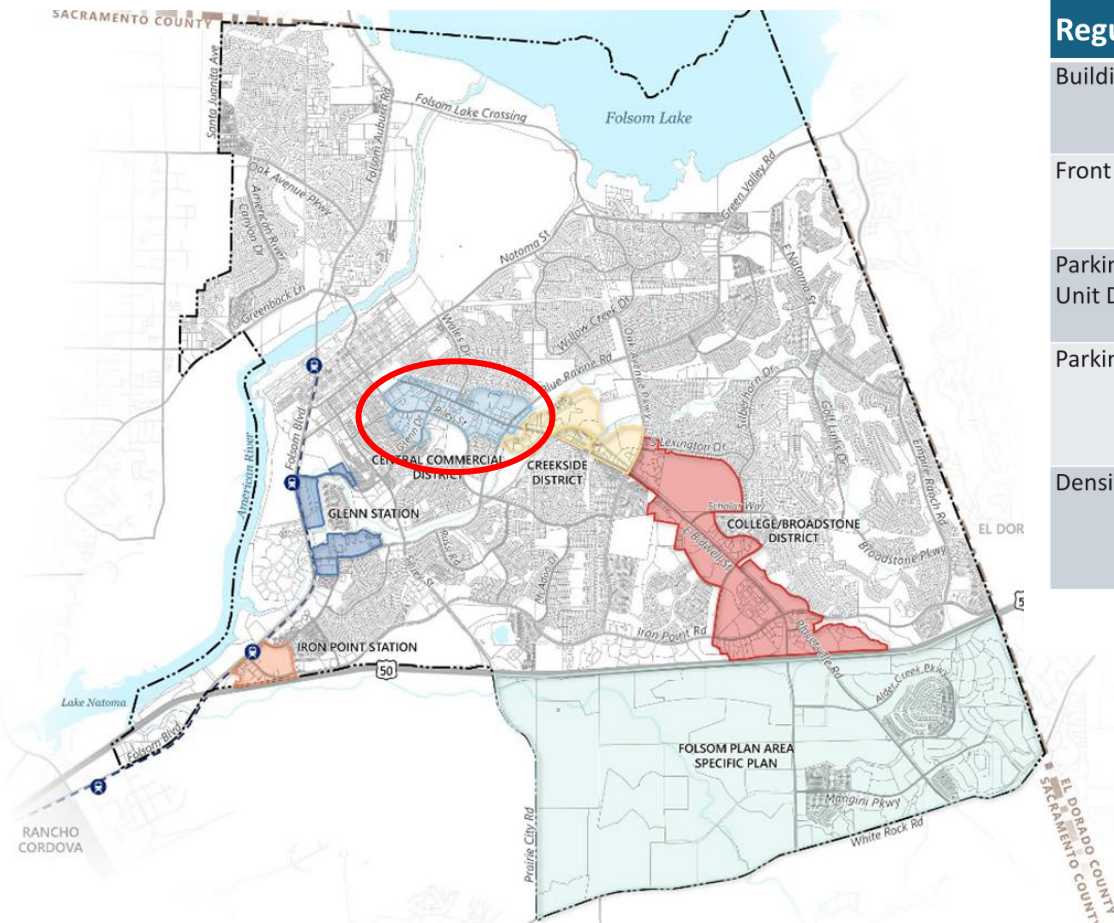


Previous and Current Studies

- East Bidwell Complete Streets Corridor Plan (2015)
- Urban Land Institute (ULI) Case Study (2022)
- Central Business District Market Analysis by Bay Area Economics
- Traffic Recommendations by Kimley Horn
- Bidwell Street Storm Drain Replacement Grant
- Hydraulic Analysis Grant

Current Project: General Plan Amendments for Increased Residential Capacity Project

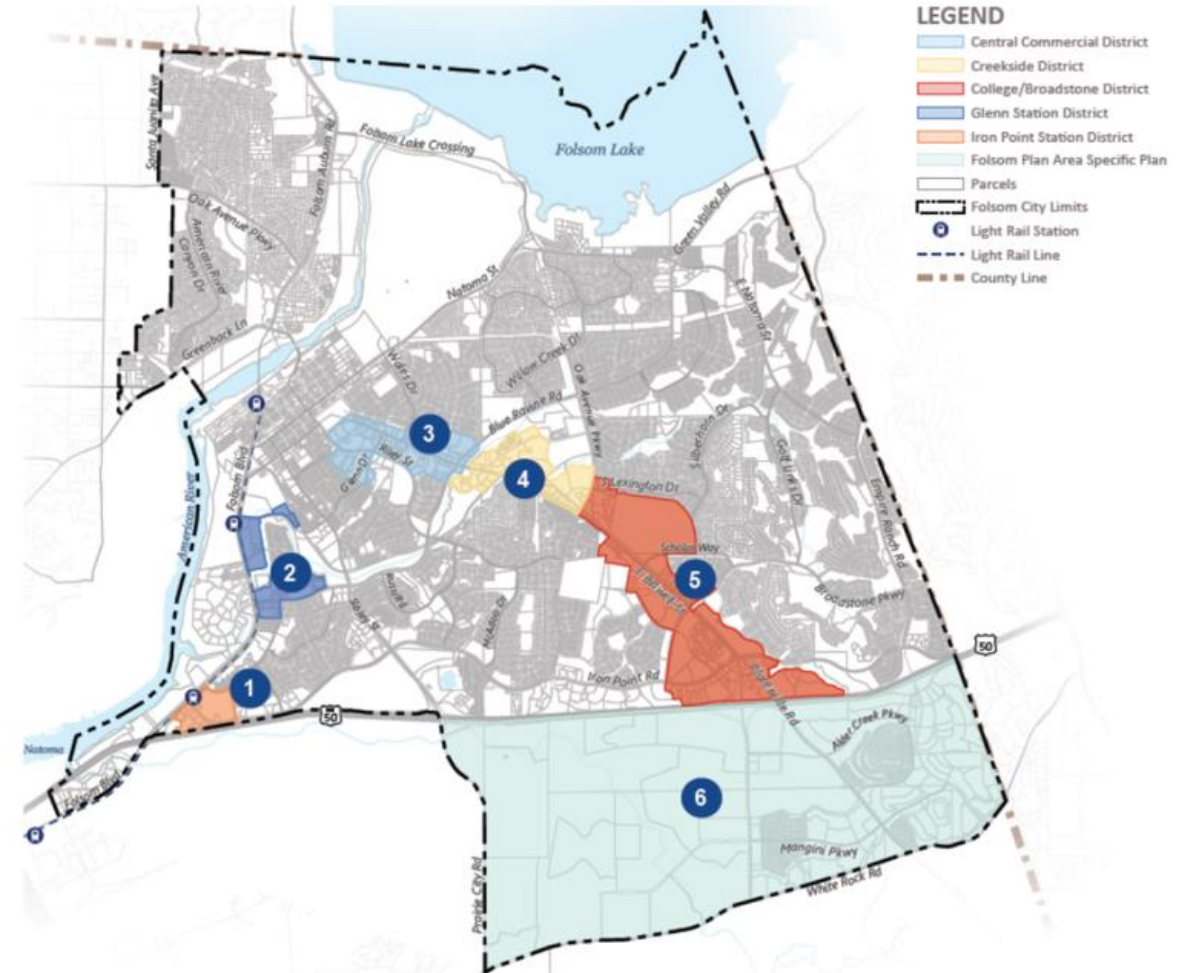
Targeted changes to existing standards



Regulation	Existing Standard	Proposed Adjustment	Rationale
Building height	4 stories (50 ft) max.	5 stories max. on corner sites	Create nodes of intensity
Front setback	None required	Build-to line of 5-10 ft min. to 15-20 ft max.	Ensure building meets the street and allows room for building frontage
Parking for Multi-Unit Dwellings	1.5 spaces per unit min.	0.7-0.9 space per unit min.	Improve development feasibility
Parking for Retail	1 space per 200 sf min.	Allow small retail spaces in mixed-use buildings to pool parking space with adjacent parcels rather than providing them onsite	Enable mixed-use development and improve development feasibility
Density	20-30 du/acre	60-80 du/acre max., or eliminate density standard	Higher density improves feasibility and attainability; eliminating density standards can enable more predictable built outcomes

Current Project: General Plan Amendments for Increased Residential Capacity Project

Summary of Increased Residential Buildout Capacity		
Area/Subarea	Target Residential FAR	Increased Capacity
Transit Priority Areas		
1. Iron Point Station	2.0	750
2. Glenn Station	2.0	1,050
East Bidwell Corridor		
3. Central Commercial District	1.5	1,850
4. Creekside District	1.0 - 1.5	450
5. College/Broadstone District	1.5	1,050
	Subtotal	5,150
FPASP		
6. Folsom Plan Area		1,882
Overall Capacity		7,032
Existing Capacity (per General Plan EIR)		(1,000)
Net New Capacity		6,032



Current Project: Objective Design and Development Standards for Mixed Use/MF Housing

Potential built form (style example A)



Design elements

- Open space
- Pedestrian entries
- Shopfront frontages
- Upper story within roof form
- Building height steps down towards street



Master Plan Draft Table of Contents



- Introduction
- Vision and Guiding Principles
- District Revitalization/Economic Development Opportunities
- Land Use Concepts and Design
- Mobility and Access/Circulation
- Landscaping and Lighting
- Public Spaces/Attractions
- Wayfinding/Signage
- Infrastructure
- Action Plan (implementation strategies, actions, priorities, funding)



Committee Inputs

Summary of Broad Community Input



Online Survey 821 People Want to See:	Pop-up Events 125 People Want to See:
Enhanced landscaping/green space (55%)	Entertainment
Additional restaurants (50%)	Restaurants
More entertainment (40%)	Public art
Special events (34%)	Housing options
Public gathering places (33%)	Mixed use buildings
Public art (24%)	Special events
Mixed use buildings (24%)	Themed urban landscaping
Play areas for kids (20%)	Local artisan/crafts

Central Advisory Committee Recap



Community Advisory Committee held 3 meetings to date:

Meeting 1. Discussed opportunities and constraints and feedback on vision

Meeting 2. Recap of vision and discussion of preliminary concepts including economic analysis

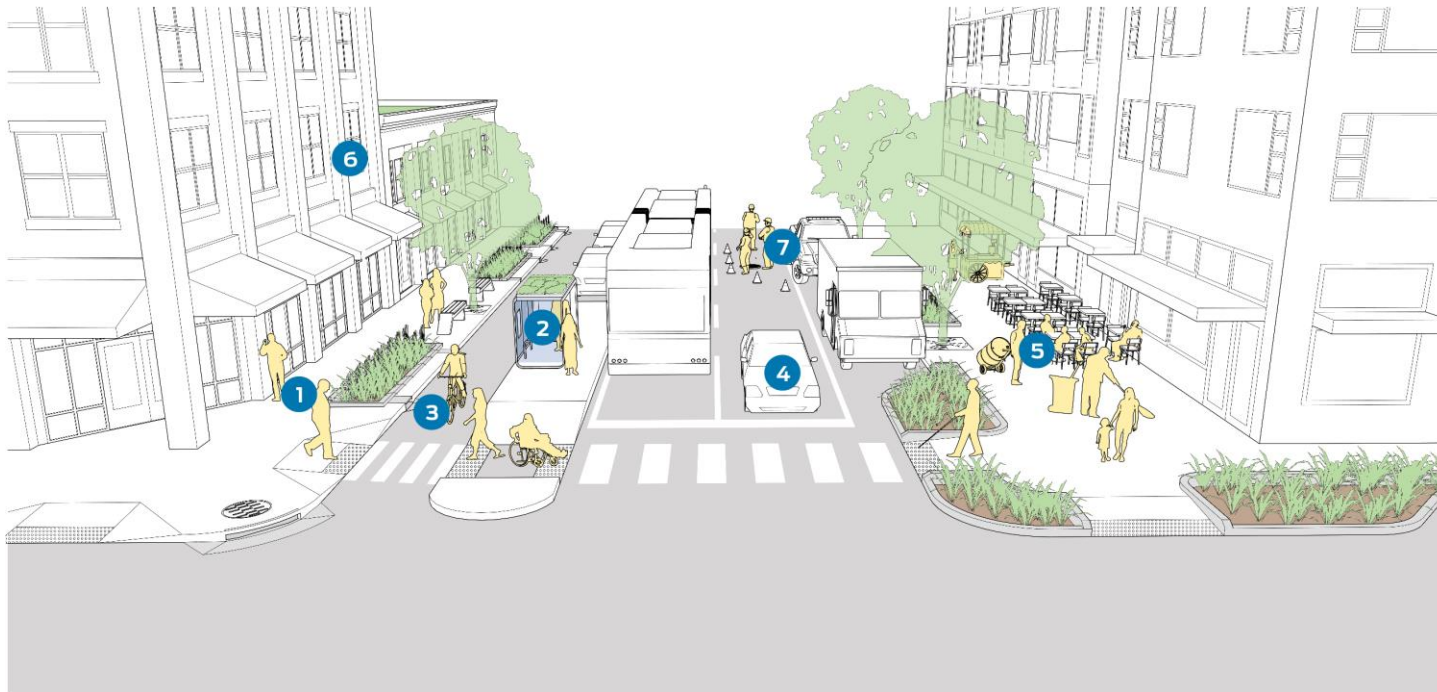
Meeting 3. Discussed modern multi-modal streets concept, roundabouts, and development potential

CAC Input on Activated Spaces/Placemaking



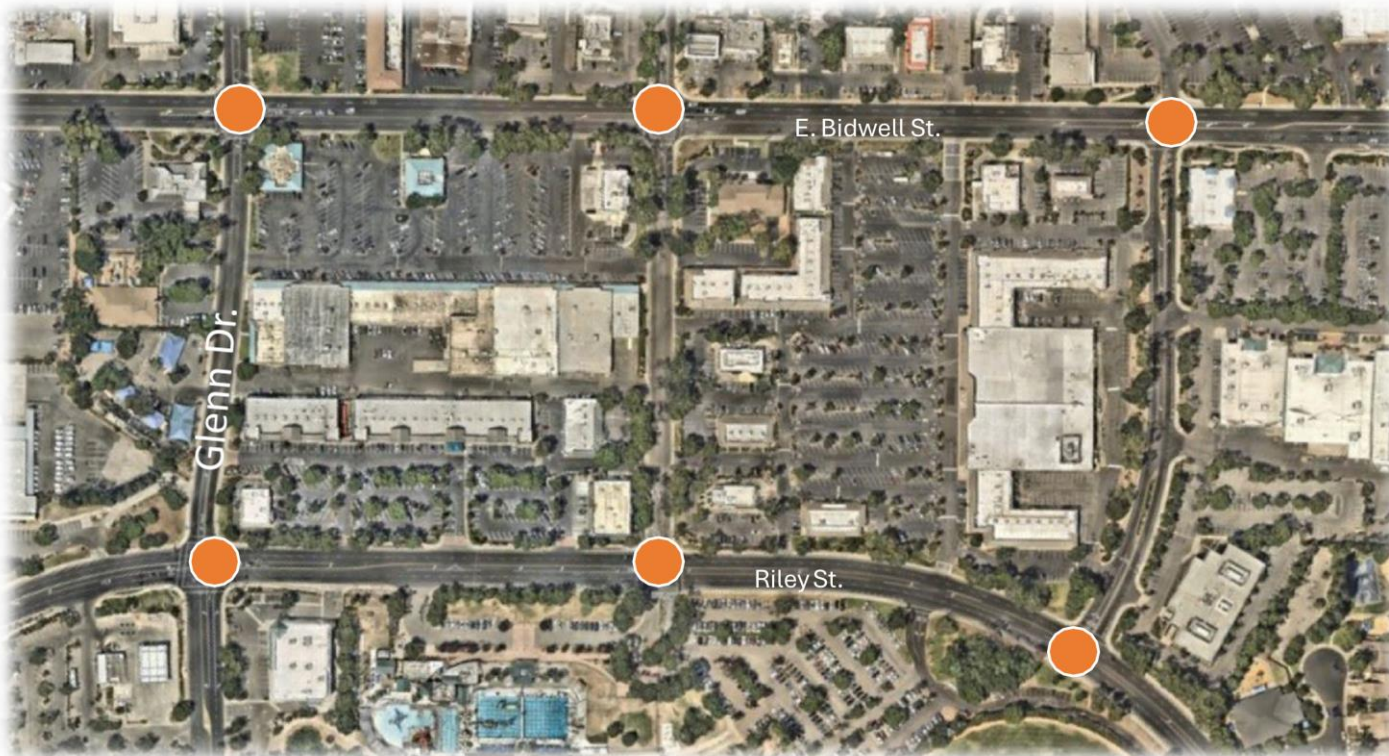
- Enhance both public and private spaces to enhance look and feel in addition to form and function
- Consider safety, landscaping and lighting of public space
- Art attractions, special events, and athletic events

CAC Input on Modern (Green) Street Design



- Should consider private open space in existing large underutilized parking lots
- Consider a new street connection between Glenn and middle school to break up that extra large block
- Additional planning needed to show improved right-of-way with explanation of how it will be funded.

CAC Input on Circulation and Roundabouts



- Continue to support two-way through traffic movement on East Bidwell and Riley Streets
- Some concerns about roundabout effectiveness and if used, why not all intersection locations in the district?
- Make sure improvements are safe for pedestrians and persons with disabilities
- Concerned about funding for improvements

CAC Input on Horizontal Mixed-Use



- Generally supportive of horizontal mixed use and activating spaces
- Recognition that housing could help support economic vitality of the area – design and scale matter
- Concerned with where redevelopment would occur first (would like to see it happen near Middle School and DMV)

CAC Input on Vertical Mixed-Use



- Concerned with high density and whether property owners would support high density
- Acknowledged that vertical mixed use is not likely to happen near term
- Concerns about parking, view impact to existing retail, and infrastructure constraints (roads, sewer)

Big Idea Question for Individual Response:

What is your top one or two transformative ideas
for the Central Business District?

CAC Draft Vision for the Area (confirm, refine, qualify, or modify)

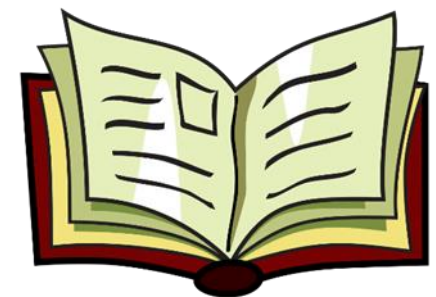


- **Sustainable Revitalization:** Support the redevelopment, revitalization, and economic activation of the district.
- **Destination Oriented:** Develop the district into a thriving destination for working, shopping, recreating, and living.
- **Multimodal Connectivity:** Expand and advance accessible transportation for all residents and visitors *(without impacting traffic flow)*.
- **Identity/ Placemaking:** Create public spaces that support a vibrant social life and foster a sense of community *(and commerce)*.
- **Housing:** Encourage *(compatible integration of)* high quality housing that supports a variety of incomes, market preferences, households, and ages.

Key Objectives

(confirm, refine, qualify, or modify)

- Commercial Corridor Revitalization/Economic Development
- Mixed-Use Residential Development
- Placemaking and Design (to create a thriving destination)
- Improve Circulation/Mobility (improve streets for all without negatively impacting traffic flow)
- Safety
- Lighting and Landscape Improvement
- Infrastructure Improvement



New Question for CAC Members:



Are there any uses that you think should not be allowed in the district?



Schedule and Next Steps

Schedule Review/Next Steps

Master Plan will be prepared/presented for adoption in 2024:

- Additional CAC meetings for key inputs and recommendation: June 22, August 12, September 9
- Community Workshop on Draft Master Plan - September
- Planning Commission hearing/recommendation - October
- City Council hearing/action – November/December





Public Comments