

# Central Business District Master Plan Advisory Committee Meeting 7-15-24



# Meeting Plan/Agenda

- **Meeting Purpose**
- Economic Development Strategies
- Branding/District Theme
- Urban Design Concepts/Land Uses
- Schedule/Next Steps
- Public Comments



# Economic Development Strategies

# Market Analysis Report by BAE



- Folsom residents are generally higher-income and well-educated families with school-aged children that spend money on tech, cars, home goods, and family-oriented purchases.
- Folsom continues to grow and each new affluent household will generate ~\$50,000 in retail spending power.
- Given e-commerce, a highly competitive retail market, and the City's other retail hubs (Historic District and Palladio), the Central Business District should consider how to differentiate itself to attract and retain shoppers and retailers.
- Improving the look and feel (brand) of the District will help maintain and drive a successful retail environment and attract more office potential and housing at all income levels.
- Increasing the mix of uses and amenities could drive support for a hotel in the District.

# BAE Economic Development Strategies



1. Support Existing Businesses and Create New Business Opportunities
  - a. Continue ED partnerships and consider district business collaborative
  - b. Create district specific marketing materials (active marketing of the District)
  - c. New opportunities for family-oriented retail and entertainment
2. Streamline Permitting for Outdoor Dining and Events in the District
3. Promote the District: Branding, Signage and Wayfinding
4. Activate and Promote the District with Programming
5. “Move the Needle” Initiatives (Neon Park/Unique District Sign Standards, Roundabout Design, Sponsor Public Art, Business Improvement District)
6. Boost Place-Making and Quality of Life by Redeveloping Opportunity Sites



# Branding/District Theme

# District Identity/Theme Ideas to Date



- Desire/need to distinguish from Historic District and Palladio
- Expand current concentration of local businesses/restaurants (e.g., food market)
- Sports and entertainment focus around Lembi Park/aquatic center
- Host and create designated space(s) for special events/community activities
- Allow for and encourage location of wineries, breweries, and distilleries
- Consider special signage district – historic pylon, neon, symbolic signs along street frontages for businesses and district identity
- District focus on arts and culture with public art exhibits in key locations (murals, sculptures, Instagram spots)
- District branding with unique streetscapes, themed urban landscape, gateways, wayfinding

# Examples of Successful District Theme/Identity – Austin, TX

## South Congress (Arts and Culture – murals and eclectic signage)





# Examples of Successful District Theme/Identity – Santa Barbara, CA

## Funk Zone (Art and Entertainment)



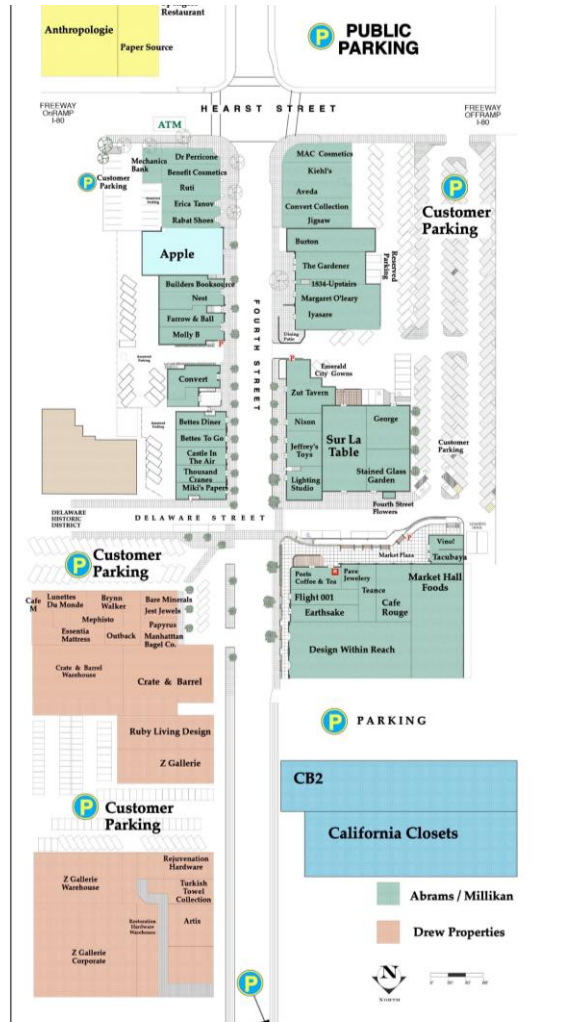
# Examples of Successful District Theme/ Identity – Bend, OR



**Roundabout Art Route  
(art exhibits in roundabouts)**



# Examples of Successful District Theme/Identity – Berkeley, CA



**Fourth Street (Local Eclectic Retail and Public Spaces Amid Industrial Area)**

# Examples of Successful Food Markets



Food Hall at Grand Central Market - LA



Oxbow Public Market in Napa



Sawgrass Grove Market in Florida



# Examples of Successful Outdoor Dining



# Examples of Successful Sports and Recreation Attractions



# Top District Renaming Ideas to Date



Central Business District	Bidwell Crossing
Midtown	Bidwell Commons
The Hub!	Bidwell District
Heart of Folsom	Market District
Centro	Market Quarter
Central Shopping District	Central Community Corridor
Folsom Commons (FoCo)	Central Lifestyle District
Classic District	Festive Folsom District
Bidwell/Riley District	Folsom Paseo
Riley/Bidwell District	Folsom Township
Folsom Town Center	The Village
Lembi Historic District	Folsom Middle
New Town	Folsom Entertainment District
<b>OTHER?</b>	



# Urban Design Concepts and Land Uses



# Key Urban Design Concepts for CBD



1. Develop/Redevelop with Horizontal and Eventually Vertical Mixed Use
2. Activate Lembi Park and Strengthen Connections to Surrounding Retail
3. Improve Pedestrian Environment
4. Consider Ways to Reduce Scale and Improve Circulation of Large Blocks
5. Create Public Gathering Places/Attractions

# Develop/Redevelop with Horizontal Mixed Use



# ...And Eventually Vertical Mixed Use



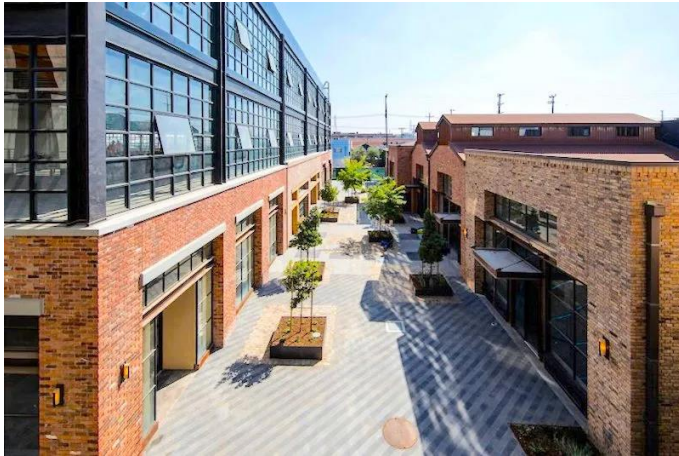
# Activate Lembi Park and Strengthen Connections to Surrounding Retail



# Improve Pedestrian Environment



# Consider Ways to Reduce Scale and Improve Circulation of Large Blocks



# Create Public Places/ Attractions



# Create Public Gathering Places/ Event Space





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

*Some comparable district revitalization efforts in our region and beyond have restricted certain uses that would otherwise be allowed:*

- ✓ *Auto-centric uses such as drive-throughs, auto sales, auto services to encourage people to park and stay in the district*
- ✓ *Heavy industrial or manufacturing uses that may not be compatible with residential and mixed-use development*
- ✓ *Warehouse uses or storage facilities that require more land capacity but don't encourage revitalization and a pedestrian environment*

# Individual Committee Land Use Input to Date



- No new mini-storage businesses
- Allow wineries, breweries, and distilleries by right (with tasting rooms?)
- No outdoor storage of vehicle, equipment
- No more massage parlors
- No (heavy?) manufacturing or distribution companies

# New Question for CAC Members:



- 1. Are there any uses that you think should not be allowed in the District?**
- 2. Are there uses not currently allowed that should definitely 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: August 12, September 9
- Community Workshop on Draft Master Plan - September
- Planning Commission hearing/recommendation - October
- City Council hearing/action – November/December





# Public Comments