

Central Business District Master Plan Community Advisory Committee 10-21-24

Central Business District



*About the Folsom Central Business District:
The study area is intended to be densified by promoting mixed use development and creating a walkable, bikeable and resilient community, using the concept of the 15-minute city.*

Master Plan Format

- Existing Conditions
- Transformative Ideas/
Key Opportunities for
Improvement
- Implementation Strategies/
Recommended Actions



Master Plan Purpose

The intent of the Master Plan is to activate the business district with new economic development strategies, encourage infill housing, increase mobility options, identify design ideas and solutions.

- Does not change the zoning or land use
- Implements existing General Plan and Zoning Code



Plan Topics/Chapters

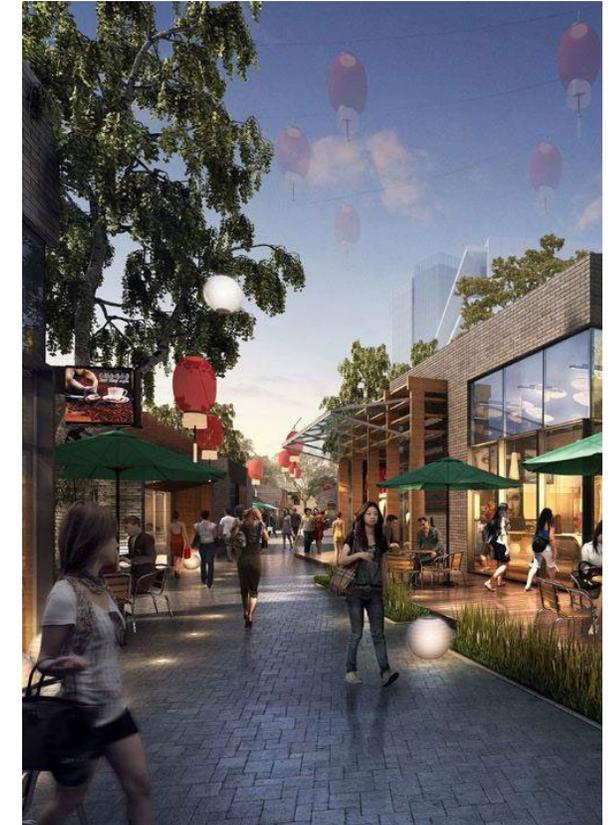
3. District Revitalization and Economic Development
4. Land Use Design and Concepts
5. Mobility and Access
6. Placemaking
7. Infrastructure



Chapter 3: District Revitalization and Economic Development

Existing Conditions/Opportunities:

- E- Commerce is disrupting the retail sector resulting in the need for less physical space and more efficient use of existing space.
- Need to differentiate the District from other areas of the city.
- Additional housing would support district with complementary uses.
- Hotel could support sport tourism.



Chapter 3: District Revitalization and Economic Development



Transformative Ideas/Actions:

- Continue partnerships with regional and local economic development organizations to keep them informed of potential new business opportunities
- Collaborate with commercial real estate brokers to prepare marketing materials focused on the District's brand, amenities, trade area and city incentives to promote the District to new retail entertainment and hospitality businesses.

Existing Conditions/Opportunities:

- Capitalize on Lembi Park- improve connectivity between Lembi Park and the District
- Incentivize Strategic Private/Re/Development
- Streamline Permitting
- Disadvantaged retail space and underutilized surface parking lots prime opportunity zones for new commercial/residential development
- Big Box Redevelopment

Transformative Ideas/Actions:

- Open Air Pedestrian Environment
- Horizontal Mixed Use
- Vertical Mixed Use
- Consider establishing an overlay zone for outdoor dining, events and music with streamline permitting process



Chapter 5: Mobility and Access

Existing Conditions/Opportunities

- Existing sidewalks and pedestrian barriers
- Bikeways
- Traffic safety
- Modern Roundabouts
- Intersections- midblock crossing and improvements
- Roadway Segments- repurpose public right of way from through lanes to auxiliary lanes or landscape/refuge areas
- Through Route Designation- if supported by traffic analyses, and adjacent owners, Orchard Drive connection between E. Bidwell and Riley Street as a through route

Transformative Ideas/Actions:

- Vision Plan does not change street classifications
- Does recommend consideration/study of potential improvements (reduce delay such as intersection roundabouts) and improvements within existing ROW to improve experience for all users
- Vision Plan is not a policy document that will dictate something different from General Plan
- Additional study, approval by the City Council would be required in the future.

Chapter 5: Mobility and Access

Transformative Ideas/Actions:

- Potential for Roundabouts
- Enhance walkability, close sidewalk gaps, reduce curb cuts and enhance landscaping
- Enhance access to public transit
- Address safety hazards
- Re-evaluate parking supply and standards
- Evaluate Middle School pedestrian safety and access
- Consider merchant funded trolley



Existing Conditions/Opportunities

- Continued community engagement
- Design for accessibility , Enhance safety-lighting and visibility
- Multi-use spaces, social and cultural programming
- Branding and identity- establish a “retro” theme
- Wayfinding and signage
- Hire design consultant to further explore branding and design, increased landscaping
- Explore Business Improvement District/funding options

Transformative Ideas/Actions:

- **Branding and Identity**
 - Engage a design firm
 - Explore Naming, Retro Theme and Neon Park Concept
 - Prepare a Lighting and Landscape Plan
- Coordinate branding, signage and wayfinding with plan for street and landscape improvements, art and roundabouts
- Poll District Property Owners to form a main street non-profit or BID for promotion and programming.

Existing Conditions/Actions:

- Wastewater conveyance constraints: 27-inch and 33-inch lines need to be upgraded to support future development
- Stormwater Drainage conveyance is also constrained- all three trunklines should be upgraded
- City shall review CIP on ongoing basis to fund improvements to both the wastewater shed and the storm drain system



Homework Assignment:

1. Does the Master Plan sufficiently address the Committee's input?
2. Should the plan be called a Master Plan or a Vision Plan?
3. Do you have specific recommendations for change/improvement to the plan?

- Heard from 8 Committee members in advance of the meeting
- Provided two tables in your agenda packet
- Tables have been merged and updated to reflect additional comments and specific substantive changes
- Plan to go through those ~15 recommendations this evening (request show of hands in favor or opposition for each one)
- Additional non-substantive edits will be made to the plan prior to Commission and Council review/action

CAC Comments (new handout)



1. Overarching comments
 2. Vision Plan vs Master Plan
 3. Specific Recommendations by Chapter (individual show of hands in support or not of the change)
- Other comments/recommendations (again, by show of hands)?

Recommendation

Given discussion with specific recommendations this evening, staff will forward the Committee recommendation to the Planning Commission and ultimately the City Council to approve the Master Plan or Vision Plan with the additional changes supported this evening.

Next Steps

- Revised Master Plan or Vision Plan: October 23rd (incorporating Committee recommendations and other clean up items)
- Planning Commission Hearing: October 30th (6:30 pm)
- Parks and Recreation Commission Info Item: November 5th (6:30 pm)
- City Council Hearing and Decision: November 12th (6:30 pm)

Thank you to the Committee for your time and effort helping to shape the Plan!

