

## CVPR23-00152 City of Folsom - Central Business District Master Plan Citizen Advisory Committee (CAC) Meeting #1 Meeting Summary

### Introduction and CAC Background:

On Monday, October 23, 2023, from 3:30 p.m.- 5:30 p.m., the City of Folsom held its first Citizen Advisory Committee (CAC) meeting for the Central Business District (CBD) Master Plan. The meeting was held at the Folsom Public Library, 411 Stafford St, Folsom, CA, with 17 out of its 19 members in attendance.

Below is a list of project team members that were in attendance:

City of Folsom	Jacobs	AIM Consulting	BAE	Kimley-Horn
Desmond Parrington	Steve Morton	Gladys Cornell	David Shiver	Matt Weir
Stephanie Henry	Michael Odum	Katie DeMaio		
Kathy Pease	Adam Kringel	Portia Mansanet		

On August 22, 2023, the City Council formed the Central Business District Master Plan's Citizen Advisory Committee and appointed 19 stakeholders representing economic development, local business and property owners, residents, recreation, transportation and mobility, tourism, and education/student advisors to help provide input into the process.

### Master Plan Background

The City of Folsom is developing an area Master Plan focused on the revitalization of its aging and centrally located business district. The district is located along East Bidwell Street and Riley Streets between Sutter Middle School to Blue Ravine Road; north of Lembi Park. The Central Business District is an important retail and commercial corridor that is located along East Bidwell Street from Riley Street to Blue Ravine. The master plan will focus on Urban Design/Placemaking, Economic Development, and Mobility Planning. Public outreach and engagement will be a key component of the planning process including collaboration with the CAC.



Figure 1 Map of Folsom that directly recognizes the Central Business District

## Meeting Objectives and Presentation:

The objectives of the first CAC meeting included:

- Refining the Master Plan Vision and Goals
- Identifying priority plan elements and priorities

As the meeting kicked off at 3:30 p.m. Gladys Cornell, AIM Consulting, welcomed participants, and went through the meeting's agenda with the attendees. She then introduced Kathy Pease, Planning Consultant with Management Advisory Services, the City's Project Manager, and Desmond Parrington, the City's Planning Manager to briefly introduce the Central Business District Master Plan's purpose and its funding from the American Rescue Plan Act (ARPA).

The City team referenced previous planning efforts that helped to inform this effort, including the 2015 East Bidwell Street Complete Street Corridor Plan and the 2022 Urban Land Institute Advisory Service Panel. The City's key elements of the Master Plan were identified as follows:

- Mixed-Use Residential Development
- Economic Development
- Commercial Corridor Revitalization
- Placemaking and Urban Design/ Public Realm Aesthetics
- Traffic Calming/Pedestrian/Bicycle Improvements
- Safety
- Parking Strategies

Next, Sari Myers Dierking from the City Attorney's office provided an overview of the Brown Act. Under the Brown Act, the CAC meetings are to be open to the public with an agenda posted 72 hours before the meeting. CAC members are not to meet outside of official meetings to discuss agenda items or anything project related.



Figure 2 Gladys Cornell presents a PowerPoint slide that reads Roles and Responsibilities in front of CAC members



Figure 3 Brown Act PowerPoint slide promoting government meeting transparency

Following the Brown Act overview, Gladys introduced the project team. Then each of the CAC members individually introduced themselves, and shared their background, area of interest for the project, and their overall goals for the district. Their unique community contexts were as follows:

- **Mark Johnson**- Long-term resident and Transportation Engineer; Neighborhood Context.
- **Margie Donovan**- ADA representative/ Blue Ravine Oaks resident.
- **Dean Williams**- Resident representing Folsom Athletic Association; Youth Sports.
- **Brian Wallace**- Parks and Recreation Commissioner and cyclist; Bike/Ped Safety.
- **Edward Igoe**- 20-year resident with and retired Public Safety Officer.
- **Jeremy Dreher**- Resident and business and property owner; Aging Infrastructure and Pedestrian Crossings.
- **Tom Econome**- Property and business owner; Goal to Understand Other Perspectives.
- **Anthony Powers**- Transportation Engineer who lives in the Historic District; Active Transportation.
- **Julie Lofgren**- 1<sup>st</sup> time homeowner near the planning area; Social Impact and Walkability.
- **Jen Lee**- Parent and resident; Underserved Population.
- **Joe Gagliardi**- Choose Folsom CEO/President; Business Retention; Funding Sources.
- **Monica Flores Pactol**- Folsom Lake College administrative staff and 19-year resident; Economic and Workforce Development; Represents Student Voices.
- **Liz Ekenstedt** Affordable housing/unhoused services volunteer; Branding Strategy and Affordable Housing.
- **Kris Steward**- Land Planner; Planning and Building Focus.
- **Tim Kuntz**- Long-Term resident and Folsom parent; Youth Sports.
- **Elijah Tiglao**- College student interested in architecture and mixed-use development.

## Master Plan

Steve Morton from Jacobs provided an overview of the five-step process of the Central Business District Master Planning methodology and approach. The Master Plan process is divided into five phases: Confirm Goals and Process; Opportunity Framing, Visioning; Develop and Assess Plan Strategies Master Plan Development, and Final Master Plan Documentation. Each phase has corresponding tasks as well as a CAC touchpoint and community-wide engagement opportunities.





Figure 4 Visual representation of the master planning methodology and approach, emphasizing the structured approach to strategic planning for the Central Business District project

## Goal Setting/Vision

Next, Steve set up a discussion on goal setting, with four considerations. The first consideration was *Function*, which was categorized into people, activities, and relationships. The second consideration was *Form*, which includes recognizing the site, the environment, and the overall quality of the project. The third consideration was *Economy* which encompasses budget and cost-related considerations. *Time* was the final consideration including the estimated time a goal could be realized within the district's past, present, and future needs.

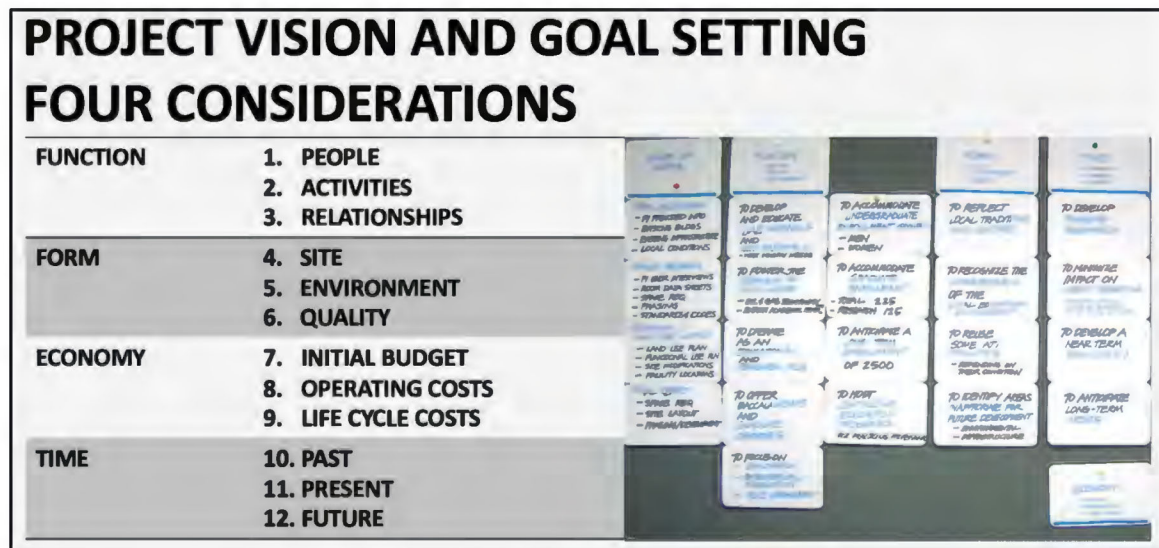


Figure 5 PowerPoint slide showcasing key factors to consider when setting project vision and goals, ensuring effective project management, the graphics of notated card display are not associated with the project



## Discussion

Following the presentation, Steve and Gladys facilitated a discussion with CAC members to share their goals and ideas for the district. A significant discussion centered around the following goals: improve the general aesthetic of the area and make it more of a destination for residents and visitors; improve the circulation for all travelers and create a safer, more enjoyable experience for pedestrians and cyclists, find better uses for under-utilized parking spaces, as well as better connections between Lembi Park, Sutter Middle School, and the commercial areas, develop mixed-use opportunities, and focus on business retention and economic development opportunities. The following is a complete list of goals identified by CAC:

### Economic Development

- To make business owners attracted to and involved in this project
- To look at case studies of development projects similar to the Central Business District, and avoid the failed areas of case studies
- More mixed-use buildings
- For businesses to bring individuals in from outside of Folsom
- To add more diverse housing options
- Solar-operated central trolley to take pedestrians all up and down East Bidwell
- Sustainability

### Placemaking/Aesthetics/ Activities

- An area that warrants the Central Business District title
- Make Central Business District a destination
- Appealing branding for the district
- More open areas (ex. park with shops all around)
- Aesthetic improvements
- Make the CBD a destination
- Alternative destination from Palladio
- Address the lack of middle-school-aged activities

### Traffic Calming/Pedestrian/ Bicycle Improvements/ Transit

- Walkable district/ pedestrian-oriented streets
- Better pedestrian access to strip malls
- To not impact the surrounding neighborhoods with increased traffic



*Figure 6 CAC members seated at a table, engaged in a discussion, surrounded by numerous documents and papers.*

- Bike-friendly and safe pedestrian streets
- Decrease traffic and increase public transit options
- For all of Folsom to be involved
- More regular trolleys
- Use the existing track (transit?) to get kids to use public transport to get to school
- Access to Lembi Park via a path from surrounding neighborhoods
- Successful auto circulation

### Parking Strategies

- Utilize empty parking space for new businesses etc.
- More parking for Lembi Park
- Successful auto circulation

The Committee members were also emailed a goals worksheet before the meeting. The completed sheets are presented as part of Appendix A.

### Master Plan Priorities Activity – Keep, Fix, Create or Lose

After the goals discussion, Gladys and Steve facilitated a discussion and group activity to assist in identifying the Master Plan priorities. Each committee member was prompted to write their thoughts on what they would like to **keep, fix, create, or lose** in the Central Business District. All responses were placed under the appropriate category and committee members were then asked to place a green sticker on their top two ideas for each category. They were also provided with a yellow dot if they needed clarification on an idea, or red stickers placed on ideas where they disagreed.



*Figure 6 CAC members and project team engaged in activity and placing sticky notes with writing to large posters of paper*

After this activity was finished, Gladys and Steve highlighted the ideas that received yellow stickers (idea clarification) and red stickers (idea disagreement). In addition, Steve summarized some of the recurring themes from the ideas, including keeping the vehicle access that exists currently and maintaining a focus on parks and public gathering spaces. Generally, there was also consensus to alleviate traffic congestion and to come up with an alternative name for the “CBD”. Additionally, committee members expressed the need to improve pedestrian and bicycle safety in the district.

All in all, CAC members identified 16 ideas for keep, 25 ideas for create 18 ideas for fix, and 16 ideas for lose. **The priorities and the total number of stickers are listed below:**

### Keep

- FLB - 4 green

- Lembi Park and amenities - 3 green Retail Parking:
- Middle turn lane - 2 green
- Keep existing businesses- 2 green
- Auto (car) traffic is at a good volume - 2 green
- A diverse range of food places - 2 green
- Housing in the middle of the CBD – between Riley, E-Bidwell, Wales St., and middle school. Two recent apartment complexes add more to create a destination for people to live. People living there will support certain businesses without bringing in more traffic. - 2 green
- A large variety of products/ services - 1 green
- Accessible pedestrian signals - 1 green
- Sidewalk Dining - 1 green
- 4-lane roads (no 6-lane roads) – no dots
- Residential parking requirement – No dots
- Center-left turn lane – No dots

## Create

- More outdoor entertainment opportunities: outside dining, music, etc. - 6 green
- Gathering places – attract visitors to the district- 5 green
- Restaurant row - 4 green
- Housing for low-income Folsom residents who can't get an affordable housing unit - 4 green
- Unique greenery: trees, flowers, and landscaping along main Bidwell - 4 green
- Create mixed-use housing -3 green
- Making the area more safely accessible for kids leaving school- Adding crosswalks and more bike accessibility - 3 green
- Mixed-use buildings -3 green
- Affordable Housing: below market/ rent control- 3 green
- Bigger Events – leveraging spaces like Lembi -2 green and 1 yellow
- Add more housing types of infill locations - 2 green
- Pedestrian pathways/ connectivity to everything - 2 green
- Connectivity with the rest of East Bidwell - 1 green
- More destinations, restaurants, hotel entertainment - 1 green



Figure 8 Posterboard that reads “keep” covered in sticky notes for organization



Figure 9 Posterboard that reads “create” covered in sticky notes for organization





- Street Features- 1 green
- Invite midtown dining, looking for a new location to CBD vs. other “new” Folsom locations (ex: Iron Horse, Mas Tacos)- 1 green
- Open-air retail centers - 1 green and 1 red
- Pedestrian bridges to cross E. Bidwell - 1 green
- Cohesion between Palladio/ Broadstone – no dots
- Driveway alignment: if possible, align opposing commercial driveways with streetscape impetus- no dots
- Create an after-school recreation/ activity center near Sutter Middle School – no dots
- Trolley or alternate transportation to connect districts- no dots
- Safe crossings of E. Bidwell and Riley at intervals not exceeding 600 (current spacings are up to 400)- no dots
- Bike facilities on E. Bidwell- no dots
- Civic buildings -Museum, library, community center- 1 yellow

## Fix

- Outdoor dining that doesn’t take up sidewalk -4 green
- Exterior facades on businesses - 3 green
- Traffic Congestion- 3 green
- Auto traffic flow - 2 green
- Public transport flow - 2 green
- The number of vacant spaces in retail areas - 2 green
- DMV parking lot revamp- 2 green
- Sidewalks for better pedestrian access -2 green
- Encourage more local businesses, and fewer chains- 2 green
- Pedestrian/ bike safety issues—most dangerous area of the city - 1 green
- Pedestrian linkages/ trail system- 1 green
- “CBD” name, create place name and identity- 1 green
- Fix gaps in sidewalks along E. Bidwell- 1 green
- Strip mall set-ups/ parking - 1 green
- Most properties and start-up businesses are thriving – no dots
- Utility boxes/ poles in the middle of the sidewalk- no dots
- Exterior updates of street-side business – no dots
- Intersection drawing: Corner at E. Bidwell if you are a pedestrian and you're making a right-hand turn by Jack in the Box you can't see pedestrians and it's unsafe- 1 yellow

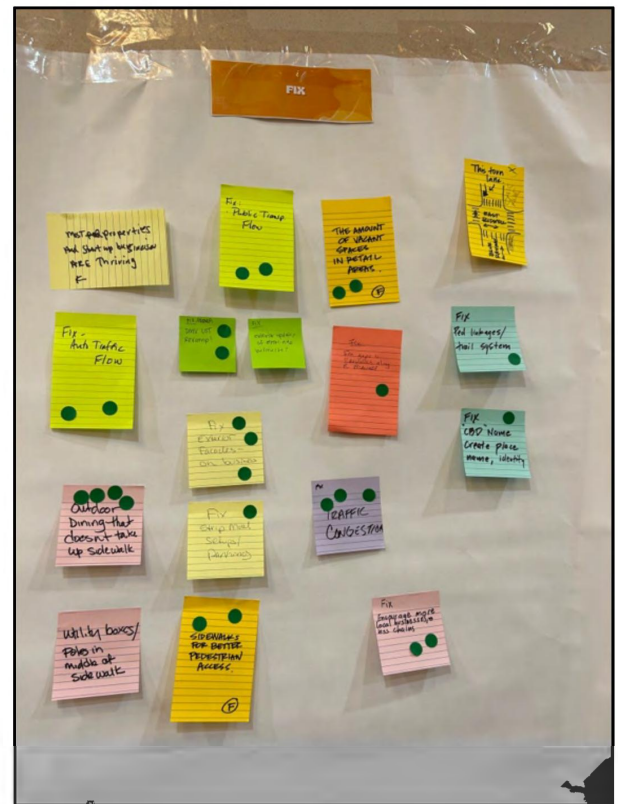


Figure 10 Posterboard that reads “fix” covered in sticky notes for organization

## Lose

- Barrier curbs in the middle of the road - 2 green
- Big parking lots -2 green
- Not pedestrian friendly -2 green
- Enormous parking lots, these could be infill locations- 1 green
- Strip malls -1 green
- Looks like an old part of town - 1 green
- Large parking lots that restrict connectivity – no dots
- Lose the super blocks- particularly between Wales and Sutter Middle School. Create a new road connecting Riley and E. Bidwell between Wales and Sutter Middle School – no dots
- Excess parking -currently parking exceeds 50% of the land area- no dots
- Large parking lots that restrict connectivity – no dots

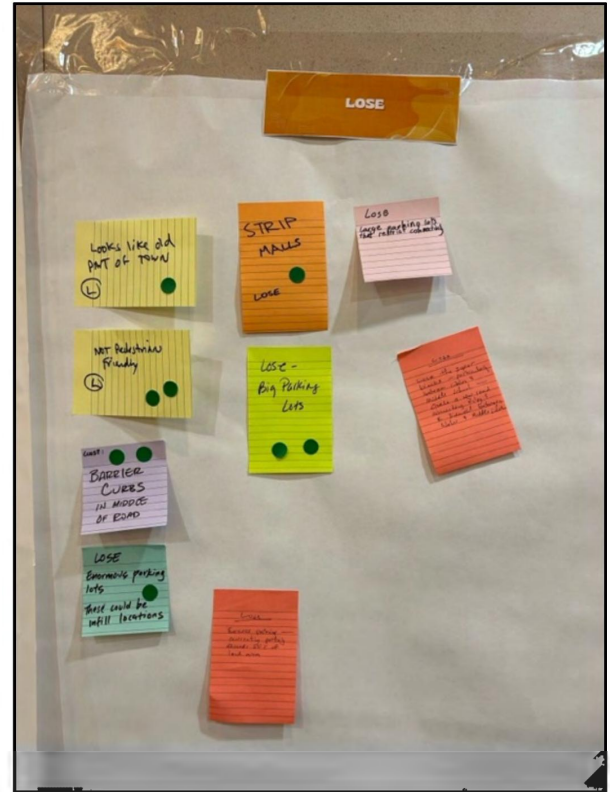


Figure 11 Posterboard that reads “lose” covered in sticky notes for organization

## Next Steps

Following the activity, the project team discussed the next steps, including field visits throughout the study area and community outreach via pop-up events. The team also discussed plans to review existing studies and information on similar projects and locate possible constraints to committee goals. The group debated time frames to make a field visit to the project area at their next CAC meeting, which will commence in January.

## Appendix

- **Project Goal Sheets**
- **Meeting Presentation**

Tony Powers

## Central Business District Citizens Advisory Committee

### Meeting #1 Perspectives Worksheet Monday, October 23, 2023



#### Committee Members,

Please spend some time in advance of our meeting and answer the following questions with brief statements that directly address your idea, concern, perspective, etc. To the extent you can, please answer them in priority order of importance to you. We will ask each of you to share your top one or two perspectives (time permitting) during our discussion on the 23rd. Due to the number of committee members, it will be a fast-paced discussion, so your thoughts in advance will be beneficial. At the conclusion of the discussion, we would like to collect your completed worksheets so that we can document all the perspectives and examine common themes and ideas.

#### What does success look like...fast forward 10 to 20 years in the future?

##### A. Please provide just a couple sentences that describe your vision or hopes for the Central Business District in the future.

I envision a district that is transformed into a vibrant, mixed-use focal point of the city. The CBD should be a place near which people want to live because it provides all the services required for daily life and is pleasant to spend time in – not just a place to stop and spend your money. This transformed district will be more compact, denser, dramatically more pedestrian friendly, have much-improved transit, shared parking and a better street connectivity.

##### B. What goals do you have for the Citizens Advisory Group process and/or the Central District Master Plan?

1. That the CAG process and resulting CBDMP as the first step in a process that builds support for a transformed CBD from the private sector, city government and the community at large.
2. That the CBDMP develops a viable vision and a framework for redevelopment to transform the CBD into a place worthy of the name "Central Business District" and as central to the city's image as the Historic Commercial District.

3. More housing w/in district — between Riley & E Bidwell

##### C. What are you most excited about related to the Central Business District Master Plan?

1. An opportunity have a place in Folsom (in addition to the "Sutter Street", and to a lesser extent the Palladio) that is, indeed, a "center" of life in Folsom.
2. A chance to finally provide safe bicycle facilities along and across E. Bidwell Street.
3. A chance to fill in the gaps in a fragmented and unpleasant pedestrian environment – build sidewalks where they are missing, dramatically reduce the spacing between safe crossings, turn business towards the street and reduce the size and number of parking lots separating pedestrians from businesses.
4. A chance to break up the "super blocks." Too few streets that connect results in excess driving and distances too great for encouragement of people to walk.



5. More mixed-use development – more housing within the district, especially between Riley and E. Bidwell.

**D. What are you most concerned about related to the Central Business District Master Plan?**

1. That 10 years down the line the Central Business District will still be just a name for a part of the city that lacks any of the qualities of a real business district: density, mixed-use, people on the street, quality transit, adequate facilities for bicyclists, walkability...
2. That this effort will go the way of the one done 8 years ago – torpedoed by a small number of vocal opponents – missing the opportunity to “complete the streets” and take advantage of the savings on infrastructure and maintenance costs associated with mixed-use development.
3. That bicyclists will continue to be unable to safely access the heart of the CBD along E. Bidwell Street.
4. That the CBD will continue to be the part of the city with the highest rate of pedestrian and bicyclist crashes and injuries.
- 5.

**E. In the current physical build out/layout of the CBD, what top three things are working WELL?**

1. With the recent construction of two apartment complexes between E. Bidwell and Riley, there is now starting to be a critical mass of people living within the CBD, which will help support resident-focused businesses.
2. The existing streets are not excessively wide (none have more than two lanes in each direction, except at intersections).
3. With the possible exception of FLB, there is never a shortage of parking (this is an example of something working well for a certain segment of the population, but not necessarily a sign of a healthy CBD).

**F. In the current physical build out/layout of the CBD, what top three things are NOT working well?**

1. There is no safe place for bicyclists to ride along E. Bidwell Street.
2. The street layout has blocks that are too large, resulting in long distances for pedestrians in general, and too great of distances between safe places to cross all of the streets. For example, along E. Bidwell, it is 1600 feet between adjacent crosswalks at Coloma and Glenn, and 1400 feet between adjacent crosswalks at Wales and Montrose; similarly, along Riley Street, it is over 2000 feet between adjacent crosswalks at E. Bidwell and Glenn, and 3800 feet between crosswalks at Wales and Blue Ravine. The closest adjacent crosswalks along any street in the CBD is over 700 feet (between Glenn and Wales on R. Bidwell). For a business district, pedestrians should never have to walk more than 300 feet (preferably 200 ft) to get to a crosswalk (AASHTO Guide for Planning and Design of Pedestrian Facilities; also ITE).
3. About 50% of the land in the district is dedicated to surface parking lots, with very few businesses oriented towards the street.

*“Rooftops & cars” — bicycle/walkable destinations support greater economic activity than cars-only places.*

CRD map - bad <sup>PR</sup> ~~apart~~, no  
vision  
it.  
The Bidwell District

Committee Member Perspectives – Review of Committee Worksheet (attached)

a. What does success look like...fast forward 10 to 20 years in the future?

The Corridor?

A revitalized corridor that has pockets of housing as well as a few retail centers. Not retail on the bottom and residences on top, but the concept proposed by the study, Continue to be able to provide a viable space for our tenants to provide services and products to the local community, with a lower rent than further along the East Bidwell corridor.

b. What are our collective goals?

Smart growth that does not require major infrastructure changes (water, sewage, utilities to the corridor), which would drive up city budgets, increased fees to all Folsom residents, or create bonds for the city.

\*\*\*To encourage corridor property owners to take action, There must always be a return in investment for a business to act. Some examples are

- Cash flow for an owner to be able to develop their own property to residential.
- There must be an attractive financial model for another developer that would buy said property at an attractive price for property owner\*\*\*

c. What are the top three things you are most excited about?

\*\*\*More potentially co-located residents shopping in the same area for walking access to everyday services, thus avoiding increased traffic,  
Enhancement of the area and  
Our property asset growing in valuation\*\*\*

-residents in walking distance (less than 5 minutes) to retail areas/pockets and safe walking paths/passage (sidewalks and bike lanes)

d. What are the top three things you are most concerned about?

\*\*\*Devaluation of our property\*\*\*

Not enough parking to accommodate all the residents

- sufficient parking must be part of the plan and it may need to be parking garages and does that require rezoning?

The failed experiment of mixed retail and residential in same structures. Alleviate fears by honestly sharing where it worked as well as where it failed and how can the result be overcome in the CBD. Basic risk analysis

e. In the current physical build out/layout of the CBD, what top three things are working WELL?

Traffic is manageable and the middle turn lane is great  
Most properties and start up Businesses are thriving  
Larger variety of products and services

f. In the current physical build out/layout of the CBD, what top three things are NOT working well?

Not pedestrian friendly in some parts - no sidewalks and/or lighting in some places  
(Wales to Sutter Middle school)  
Looks like an old part of a town. Many property facades and missing "street features"  
benches, no street trees, front parking lots

Some connectivity to Johnny cash trail?

-no cohesion between CBD and E Bidwell near Palladio OR no cohesion within the CBD  
(design guidelines, signage)\*

Added comment

Do we have try case studies of cities of similar size and economy that have achieved what you envision for CBD and think how you can incorporate those elements into CBD?



Kris Steward  
10.23.23

## Central Business District Citizens Advisory Committee

### Meeting #1 Perspectives Worksheet

Monday, October 23, 2023



FOLSOM  
COMMUNITY  
DEVELOPMENT

Committee Members,

Please spend some time in advance of our meeting and answer the following questions with brief statements that directly address your idea, concern, perspective, etc. To the extent you can, please answer them in priority order of importance to you. We will ask each of you to share your top one or two perspectives (time permitting) during our discussion on the 23rd. Due to the number of committee members, it will be a fast-paced discussion, so your thoughts in advance will be beneficial. At the conclusion of the discussion, we would like to collect your completed worksheets so that we can document all the perspectives and examine common themes and ideas.

**What does success look like...fast forward 10 to 20 years in the future?**

**A. Please provide just a couple sentences that describe your vision or hopes for the Central Business District in the future.**

create a "place" in the CBD that is an amenity to city. create identity for the place. Intensity housing.

**B. What goals do you have for the Citizens Advisory Group process and/or the Central District Master Plan?**

1. Creating more of a place in the CBD, adj to Lembi
2. Refreshing the area
3. Addition of elements to define place - name, signage, trail, marketing

**C. What are you most excited about related to the Central Business District Master Plan?**

1. Master Plan will give attention to that area.
2. Lembi Park area is a nice area, often overlooked
3. There is opportunity to brand the area as a place
4. It makes sense b/c of existing business & residential
5. opportunities to infill and mixed use

**D. What are you most concerned about related to the Central Business District Master Plan?**

1. Residents/businesses in the area concerns re: safety
  2. Keeping Folsom businesses in Folsom
  3. Not adding financial burdens to area businesses
  4. Traffic calming
  5. Need for more density / infill / mixed use
- creating business opportunities is desirable

E. In the current physical build out/layout of the CBD, what top three things are working WELL?

1. variety of commercial
2. school & park locations
3. location within city, proximity

F. In the current physical build out/layout of the CBD, what top three things are NOT working well?

1. large expanses of parking at commercial sites
  2. = opportunities for mixed use
  3. Needs sense of place - branding, signage, name
- Need more connectivity, ped connections

Aging infrastructure

KEEP: Active parks / sports to connect w/ commercial  
need for restaurants, hotel  
destinations

11

We should be sitting around a single table so that the committee can interact. Right now the discussion is ~~only~~ with Gladys only.



**FOLSOM**  
CITY OF  
COMMUNITY  
DEVELOPMENT

## Central Business District Citizens Advisory Committee

### Meeting #1 Perspectives Worksheet

Monday, October 23, 2023

Committee Members,

Please spend some time in advance of our meeting and answer the following questions with brief statements that directly address your idea, concern, perspective, etc. To the extent you can, please answer them in priority order of importance to you. We will ask each of you to share your top one or two perspectives (time permitting) during our discussion on the 23rd. Due to the number of committee members, it will be a fast-paced discussion, so your thoughts in advance will be beneficial. At the conclusion of the discussion, we would like to collect your completed worksheets so that we can document all the perspectives and examine common themes and ideas.

**What does success look like...fast forward 10 to 20 years in the future?**

**A. Please provide just a couple sentences that describe your vision or hopes for the Central Business District in the future.**

WISE USE OF NEW CONSTRUCTION THAT BLEND WELL IN AREA.  
HEIGHT LIMITATIONS FOR COMMERCIAL & HIGH DENSITY HOUSING STRUCTURES  
EASY VEHICLE TRAVEL AND PARKING FOR COMMERCIAL CUSTOMERS.

**B. What goals do you have for the Citizens Advisory Group process and/or the Central District Master Plan?**

1. WELL-CRAFTED REVITALIZATION WITH CONCERN FOR NEIGHBORS
2. PUBLIC SAFETY
3. FOOT/BICYCLE/VEHICLE SMOOTH & EFFICIENT TRAFFIC FLOW

**C. What are you most excited about related to the Central Business District Master Plan?**

1. STREET SCAPING
2. UNIQUE SIGNAGE & LIGHTING
3. EXPAND LEMBI PARK (BUY WALGREEN'S SITE)
- 4.
- 5.

**D. What are you most concerned about related to the Central Business District Master Plan?**

1. PARKING SPACE REDUCTION
2. VEHICLE TRAFFIC INCREASE ON E. BIDWELL, RILEY, SCHOOL'S BIBLEY
3. ATTRACTING AND KEEPING SMALL BUSINESS
4. BIKE TRAIL CONNECTION FROM CBD TO OLD TOWN
- 5.



**E. In the current physical build out/layout of the CBD, what top three things are working WELL?**

1. E. BIDWELL LEFT TURN LANE
2. GENERALLY, AVAILABLE PARKING
- 3.

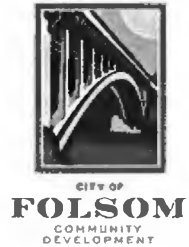
**F. In the current physical build out/layout of the CBD, what top three things are NOT working well?**

1. AGE (DILAPIDATED, DISREPAIR) NARROW SIDEWALKS & STREETS
2. TRASH, CRIME
3. MISHMASH OF COMMERCIAL USE (UNKPT ABSENTEE OWNER PROPERTIES)

# Central Business District Citizens Advisory Committee

## Meeting #1 Perspectives Worksheet

Monday, October 23, 2023



Committee Members,

Please spend some time in advance of our meeting and answer the following questions with brief statements that directly address your idea, concern, perspective, etc. To the extent you can, please answer them in priority order of importance to you. We will ask each of you to share your top one or two perspectives (time permitting) during our discussion on the 23rd. Due to the number of committee members, it will be a fast-paced discussion, so your thoughts in advance will be beneficial. At the conclusion of the discussion, we would like to collect your completed worksheets so that we can document all the perspectives and examine common themes and ideas.

**What does success look like...fast forward 10 to 20 years in the future?**

**A. Please provide just a couple sentences that describe your vision or hopes for the Central Business District in the future.**

provide accessibility for diverse demographics  
actionable outcomes  
more community engagement

**B. What goals do you have for the Citizens Advisory Group process and/or the Central District Master Plan?**

1. business attraction/retention — improvements
2. more jobs
3. equitable opportunities for businesses/residential

**C. What are you most excited about related to the Central Business District Master Plan?**

1. revitalized district
2. family friendly/safety
3. traffic improvements
4. pedestrian improvements
- 5.

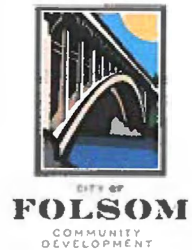
**D. What are you most concerned about related to the Central Business District Master Plan?**

1. safety
2. increased cost of living
3. lack of action
- 4.
- 5.

# Central Business District Citizens Advisory Committee

## Meeting #1 Perspectives Worksheet

Monday, October 23, 2023



### Committee Members,

Please spend some time in advance of our meeting and answer the following questions with brief statements that directly address your idea, concern, perspective, etc. To the extent you can, please answer them in priority order of importance to you. We will ask each of you to share your top one or two perspectives (time permitting) during our discussion on the 23rd. Due to the number of committee members, it will be a fast-paced discussion, so your thoughts in advance will be beneficial. At the conclusion of the discussion, we would like to collect your completed worksheets so that we can document all the perspectives and examine common themes and ideas.

### **What does success look like...fast forward 10 to 20 years in the future?**

#### **A. Please provide just a couple sentences that describe your vision or hopes for the Central Business District in the future.**

I hope to see a vibrant commercial district with a variety of services and entertainment venues (indoor and outdoor), that is walkable, and bikeable, but also provides for efficient traffic flow.

#### **B. What goals do you have for the Citizens Advisory Group process and/or the Central District Master Plan?**

1. To help guide future City Planning through a truly collaborative process.
2. To provide unique perspectives as a local residents, business owners, and patrons of the CBD.
3. To generate generates new ideas and innovative designs as a result of CAG participation.

#### **C. What are you most excited about related to the Central Business District Master Plan?**

1. Revitalization of the CBD.
2. Improved Traffic.
3. Improved Bike and Pedestrian friendly features.
4. Aesthetic improvements to East Bidwell St.
- 5.

#### **D. What are you most concerned about related to the Central Business District Master Plan?**

1. Increased traffic.
2. Increased population density (though I understand that housing is a priority).
3. Timing of implementation.
4. Loss of "small-town" feel.
5. Displacement of current local businesses.

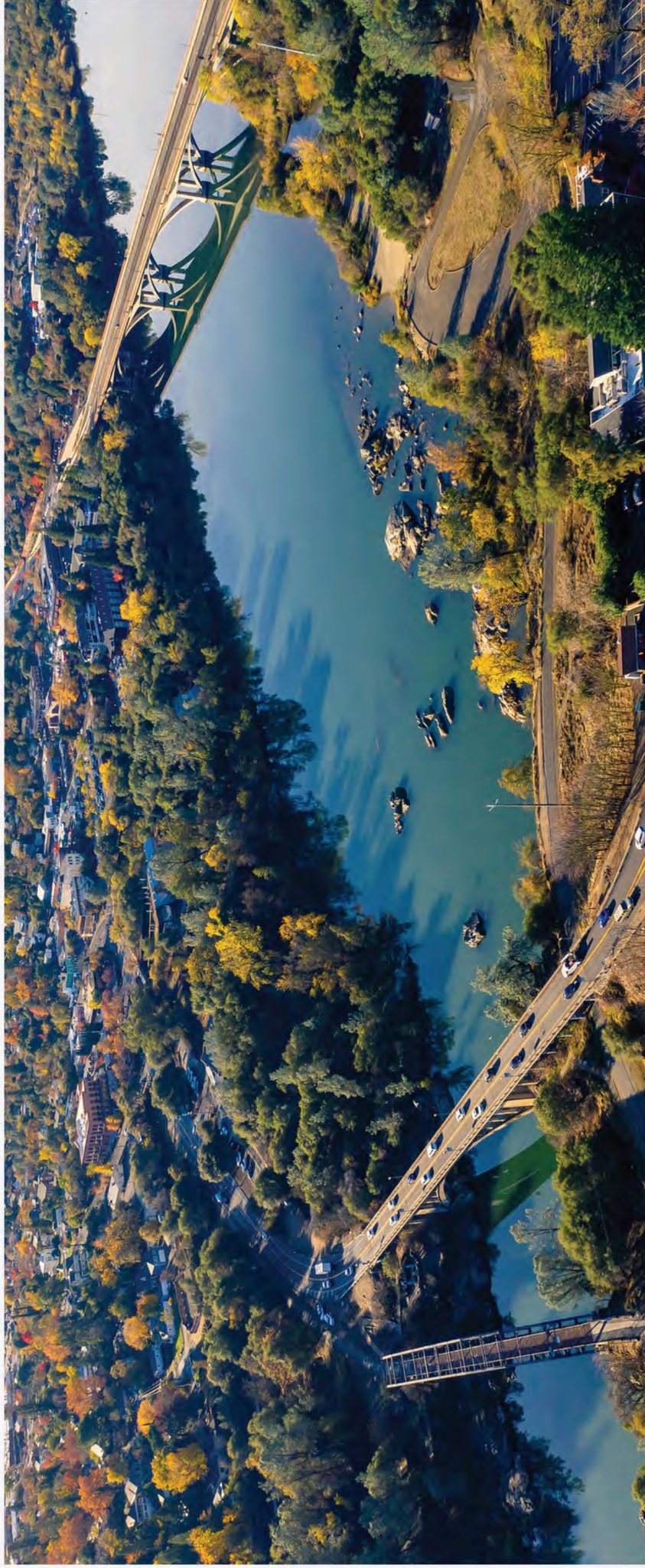
**E. In the current physical build out/layout of the CBD, what top three things are working WELL?**

1. Lots of great restaurants, pubs, shopping, local services
2. A GOOD MIX OF SMALL AND LARGE BUSINESSES
- 3.

**F. In the current physical build out/layout of the CBD, what top three things are NOT working well?**

1. Traffic control, particularly on Bidwell. Not a fan of the barrier curbs.
2. Homeless hangouts and panhandlers on commercial properties.
3. A few underutilized commercial sites with low success rates (Area adjacent to Kohls, for example).
- 4). NOT MUCH OUTDOOR OPTIONS AT RESTAURANTS, CAFE'S, ETC. TO TAKE ADVANTAGE OF OUR GREAT WEATHER (MOST OF THE TIME!)





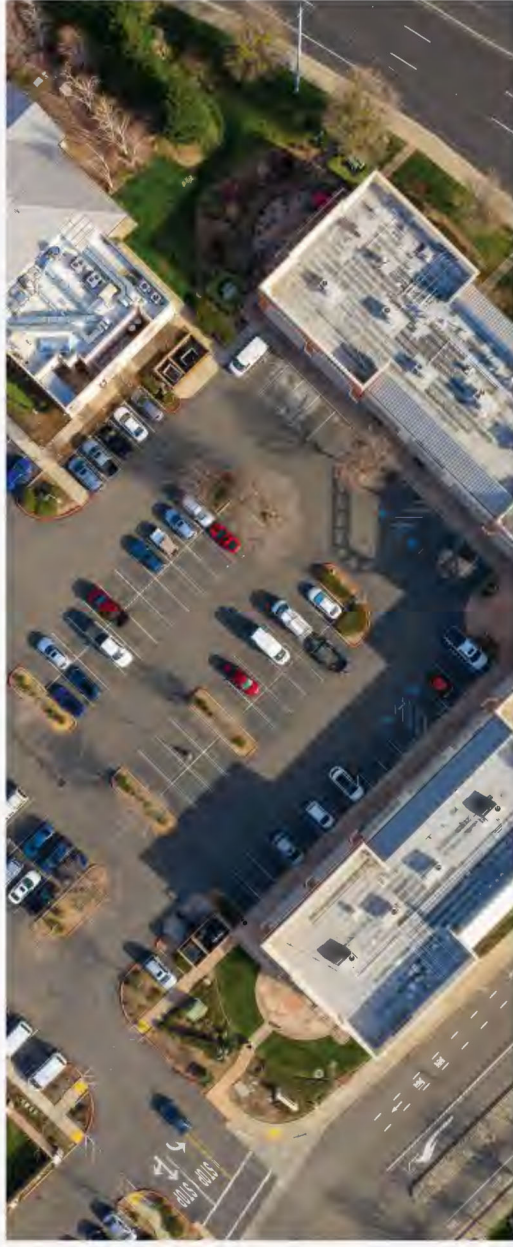
# Folsom Central Business District Master Plan: Citizen Advisory Committee Meeting 1



# WELCOME!

Kathy Pease, AICP  
Planning Consultant  
Management Advisory Services

Desmond Parrington  
Planning Manager  
City of Folsom



Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1<sup>22</sup>



# AGENDA:

- Presentation
  - Welcome and Introductions
  - Project Purpose
  - Brown Act Overview
  - CAC Scope and Ground Rules
  - Master Planning Overview and Goals
- Discussion
- Next Steps



COMMUNITY ADVISORY  
COMMITTEE

F O L S O M , C A

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1<sup>23</sup>







# Folsom Central Business District Master Plan: Citizen Advisory Committee Meeting 1

24



CITY OF  
**FOLSOM**  
DISTINCTIVE BY NATURE



# PURPOSE OF MASTER PLAN EFFORT

- 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 for the purpose of revitalizing this area of the City
- General Plan policies support revitalization efforts/ economic development
- The process will be instrumental in crafting a vision and game plan for future efforts going forward

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1



# KEY OBJECTIVES

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

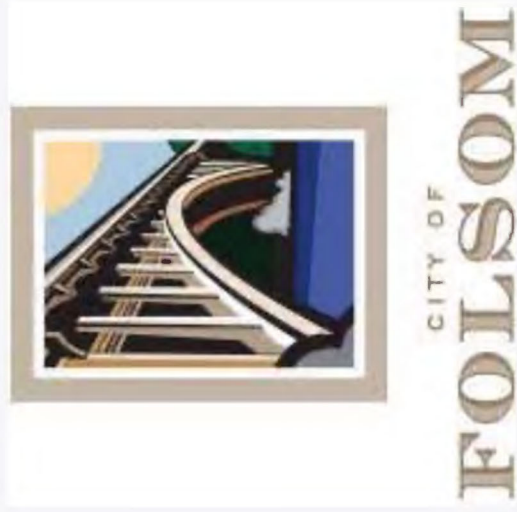
Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1

# BROWN ACT OVERVIEW



Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1<sup>27</sup>

# WELCOME AND INTRODUCTIONS



# Jacobs

**Kimley»Horn**  
Expect More. Experience Better.

**bae**

**aim**  
consulting

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1





# INTRODUCTION OF THE COMMITTEE MEMBERS

1. Name and affiliation
2. What perspective do you bring to the committee?
3. What are your meeting goals?

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1



# ROLES AND RESPONSIBILITIES OF CAC

## Scope

The Committee's charge is to identify issues, vet potential solutions, and provide recommendations to the project team for decision and action as appropriate.

## Committee Principles

Members of the Committee will be open, transparent, inclusive, and accountable in all of their actions. They are committed to using informed judgment and thoughtfulness in decision-making.

While the work of the Committee will be accomplished collaboratively with majority recommendations whenever possible, any members who decline to support a recommendation may explain their decisions to the Committee and their views will be shared back with the Council via meeting summaries and the final Report.

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1



# GROUND RULES

- Learn from and understand each other's perspective.
- Be respectful, candid, and constructive.
- Provide a balance of speaking time.
- Test assumptions by asking questions.
- Resolve differences and reach a consensus.
- Silence your cell phones.
- Personal attacks and prejudicial statements are not acceptable.
- Explore innovative solutions based on common interests.
- Avoid surprises and participate in good faith.
- Limit side conversations.



COMMUNITY ADVISORY  
COMMITTEE  
F O L S O M , C A

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1

## Key Meetings

## Master Plan Phase

1

### Confirm Goals, Process

#### Kickoff Meeting:

- Confirm Schedule & Communications

#### Data Collection:

- Field Visits & Stakeholder Interviews
- Review Previous Studies
- Review Guiding Documents
- Public Engagement Strategy
- Public Engagement Plan
- Community Awareness
- Stakeholder Interviews
- Review Guiding Documents

#### Confirmation of Goals & Requirements



2

### Opportunity Framing, Visioning

#### Visioning + Due Diligence

- Vision Statement & Themes
- Site Analysis, Opportunities & Constraints
- Market Analysis

#### Determine Approaches:

- Mobility Strategies
- Clarify Principles & Vision
- Best Practices & Approaches
- Economic Development Strategies
- Pop Up Workshops
- Design Charrette

#### CAC Goal:

- Create shared understanding of project goals
- Create shared corridor vision
- Understand concerns + opportunities
- Vet existing conditions

#### Public Outreach Milestone Goal:

- Build awareness and encourage participation
- Collaborate on corridor vision
- Input on existing conditions
- Input on desired future outcomes



3

### Develop & Assess Plan Scenarios

#### Scenario Development

- Concept Master Plan

#### Frameworks:

- Branding
- Mobility
- Open Space
- Land Use

#### Concept Circulation Plan

#### Review Alternative Scenarios

- Benefit/Impact Assessments
- Issues Assessments
- Policy & Social Assessment
- Community Online Engagement App

#### Determine Preferred Approach

#### CAC Goal:

- Feedback on alternative scenarios and branding strategies

#### Public Outreach Milestone Goal:

- Input on scenario alternatives
- Input on branding strategies



4

### Master Plan Development

#### Master Plan Creation

- Development Framework
- Placemaking and Design
- Circulation and Parking Strategy
- Active Mobility Strategy
- Economic Development Strategy

#### CAC Goal:

- Feedback on draft Master Plan



5

### Final Master Plan

#### Master Plan Document

- Implementation & Phasing Strategies:
  - Priorities, Catalytic Areas
  - Policy Recommendations
  - Funding Strategies
- CEQA Environmental Checklist

#### Mobility Plan

- Strategy for Complete Streets Plan Update

#### CAC Goal:

- CELEBRATION!





# FOUR CONSIDERATIONS OF PROJECT VISION AND GOAL SETTING

FUNCTION	1. PEOPLE
	2. ACTIVITIES
	3. RELATIONSHIPS
FORM	4. SITE
	5. ENVIRONMENT
	6. QUALITY
ECONOMY	7. INITIAL BUDGET
	8. OPERATING COSTS
	9. LIFE CYCLE COSTS
TIME	10. PAST
	11. PRESENT
	12. FUTURE

<p><b>SCOPE OF WORK</b></p> <ul style="list-style-type: none"> <li>- DATA COLLECTION</li> <li>- PI PROVIDED INFO</li> <li>- EXISTING BUILDS</li> <li>- EXISTING INFRASTRUCTURE</li> <li>- LOCAL CONDITIONS</li> <li>- SPACE PROGRAM</li> <li>- PI WORK INTERVIEWS</li> <li>- ROOM DATA SHEETS</li> <li>- SPACE REQ</li> <li>- FINISHING</li> <li>- STANDARDIZE CODES</li> <li>- FUNCTIONAL/PROGRAM/ LAND USE LAYOUT</li> <li>- LAND USE PLAN</li> <li>- FUNCTIONAL USE AND MODIFICATIONS</li> <li>- SITE MODIFICATIONS</li> <li>- FUTURE LOOKING</li> <li>- FINAL REPORT</li> <li>- SPACE REQ</li> <li>- SITE LAYOUT</li> <li>- FINISHING/DEVELOPMENT</li> </ul>	<p><b>FUNCTION</b></p> <ul style="list-style-type: none"> <li>- PEOPLE</li> <li>- ACTIVITIES</li> <li>- RELATIONSHIPS</li> </ul> <p>TO DEVELOP AND EDUCATE JALAE NATIONALS AND NON-NATIONALS</p> <ul style="list-style-type: none"> <li>- MEET HOUSING NEEDS</li> </ul> <p>TO FOSTER THE CREATION OF KNOWLEDGE</p> <ul style="list-style-type: none"> <li>- DILIGENT BOUNDARY</li> <li>- ENRICH ACADEMIC INFO</li> </ul> <p>TO OPERATE AS ANY EDUCATIONAL RESEARCH PLUS</p> <p>TO OFFER EDUCATIONAL AND GRADUATE SERVICES</p> <p>TO FOCUS ON</p> <ul style="list-style-type: none"> <li>- EDUCATION</li> <li>- ECONOMICAL PROGRESS</li> <li>- LIFE IMPROVEMENT</li> </ul>	<p><b>FORM</b></p> <ul style="list-style-type: none"> <li>- SITE</li> <li>- ENVIRONMENT</li> <li>- QUALITY</li> </ul> <p>TO REFLECT LOCAL TRADITIONS AND CULTURE</p> <p>TO RECOGNIZE THE CHARACTERISTICS OF THE LOCAL EDUCATIONAL ENVIRONMENT</p> <p>TO RELIEVE SOME AT FACILITIES</p> <ul style="list-style-type: none"> <li>- RECONSTRUCTION ON THEIR COMPLETION</li> </ul> <p>TO IDENTIFY AREAS IMPROPER FOR FUTURE DEVELOPMENT</p> <ul style="list-style-type: none"> <li>- ENVIRONMENTAL</li> <li>- INFRASTRUCTURE</li> </ul>	<p><b>TIME</b></p> <ul style="list-style-type: none"> <li>- HISTORICAL</li> <li>- PRESENT</li> <li>- FUTURE</li> </ul> <p>TO DEVELOP PHASING SCENARIOS</p> <p>TO MINIMIZE IMPACT ON CURRENT OPERATIONS</p> <ul style="list-style-type: none"> <li>- PHASING SCENARIO</li> <li>- ACADEMIC RESEARCH</li> <li>- SPACE USE</li> </ul> <p>TO DEVELOP A NEAR TERM PLAN (2017)</p> <p>TO ANTICIPATE LONG-TERM NEEDS</p>
<p><b>ECONOMY</b></p> <ul style="list-style-type: none"> <li>- ACCOMMODATE UNDERGRADUATE ENROLLMENT GROWTH</li> <li>- MEN</li> <li>- WOMEN</li> <li>- TO ACCOMMODATE GRADUATE ENROLLMENT</li> <li>- TOTAL 2,25</li> <li>- RESEARCH 125</li> <li>- TO ANTICIPATE A LONG-TERM ENROLLMENT OF 2500</li> <li>- TO HOST CONTINUING EDUCATION PROGRAMS FOR PRACTISING PROFESSIONALS</li> </ul>			<p><b>ECONOMY</b></p> <ul style="list-style-type: none"> <li>- INITIAL</li> <li>- OPERATING</li> <li>- LIFE CYCLE</li> </ul>

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1



CITY OF  
**FOLSOM**  
DISTINCTIVE BY NATURE

# DISCUSSION GOAL SETTING



Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1

# KEEP/LOSE/FIX/CREATE EXERCISE

Keep	Lose	Fix	Create
Things that are working and we should keep in the Future State	Things that are not working and we should eliminate in the Future State	Things that are working, but not optimized and we should correct or enhance in the Future State	Blue-sky thinking for the Future State; Things that don't exist in the Current State
Input	Input	Input	Input

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1



**SMALL BREAK (10 MINUTES)**

**WE WILL BE BACK FOR A DISCUSSION SOON!**

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1





# DISCUSSION KEEP/LOSE/FIX/CREATE EXERCISE



Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1

# NEXT STEPS

- Field visits throughout the study area
- Review existing materials to determine existing conditions, opportunities, and constraints
  - Traffic/Pedestrian/Bicycle Improvements
  - Lighting and Landscaping/ Safety Improvements
  - Placemaking/Wayfinding/Urban Realm
- Launch Market Analysis
- Jacobs will Prepare a Master Plan/Recommendations

Folsom Central Business District Master Plan:  
Citizen Advisory Committee Meeting 1