

Central Business District Master Plan Progress Report Out



Kathy Pease, AICP
Planning Consultant
Management Advisory Services

Joe Gagliardi,
Citizens Advisory Committee
Representative



Central Business District Master Plan



Central Business District Boundary

Purpose of Master Plan Effort



- April 12, 2022, City Council approved the use of American Recovery Plan Act (ARPA) funds to create a Central Business District Master Plan for the purpose of revitalizing/improving this area of the City
- Current General Plan policies support revitalization, economic development, mixed use, and additional housing in this area
- The Master Plan will build upon previous land use, circulation, and infrastructure studies and bring together key concepts and priorities for future actions to revitalize the area in keeping with the vision

Key Objectives

- 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 reducing vehicle travel lanes/flow)
- Safety
- Lighting and Landscape Improvement
- Infrastructure Improvement



Process to Date

- Effort kicked off last fall
- Development effort headed up by Jacobs, BAE economics, Kimley Horn for traffic, and AIM Consulting for public outreach
- Robust public outreach effort included:
 - Newsletter articles, website, mailing lists
 - Online survey- received over **800 responses**
 - Pop-up events over the holidays to get the word out and opportunities for public participation

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

Citizen's Advisory Committee



Landowners/Business Owners in District	Recreation, Arts, Culture, Tourism
<ol style="list-style-type: none"> 1. Resident (Edward Igoe) 2. Property Owner (Tom Econome) 3. Property Owner (Gary Eckhardt) 4. Business Owner (Dan Dreher/Jeremy Dreher Alt) 	<ol style="list-style-type: none"> 10. FAA (Tim Kuntz/ Dean Williams Alt) 11. Parks (Brian Wallace)
Residents At Large (outside district)	Economic Development/Developer
<ol style="list-style-type: none"> 5. Resident Adjacent (Julie Lofgren) 6. Resident outside CBD (Jen Lee) 	<ol style="list-style-type: none"> 12. Choose Folsom (Joe Gagliardi/Shannon Robb Alt) 13. Developer (Ardie Zahedani) 14. Local Developer Representative (Kris Steward)
Transportation	Education and Students
<ol style="list-style-type: none"> 7. Transportation (Mark Johnson) 8. Transportation (Anthony Powers) 9. ADA Access (Margie Donovan) 	<ol style="list-style-type: none"> 15. Los Rios College (Monica Flores Pactol) 16. Student (Elija Tiglao)
Housing/Service Provider	
<ol style="list-style-type: none"> 17. HART (Liz Ekenstedt) 	

Central Advisory Committee



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 Draft Vision for the Area



- **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 number of vehicle travel lanes/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.

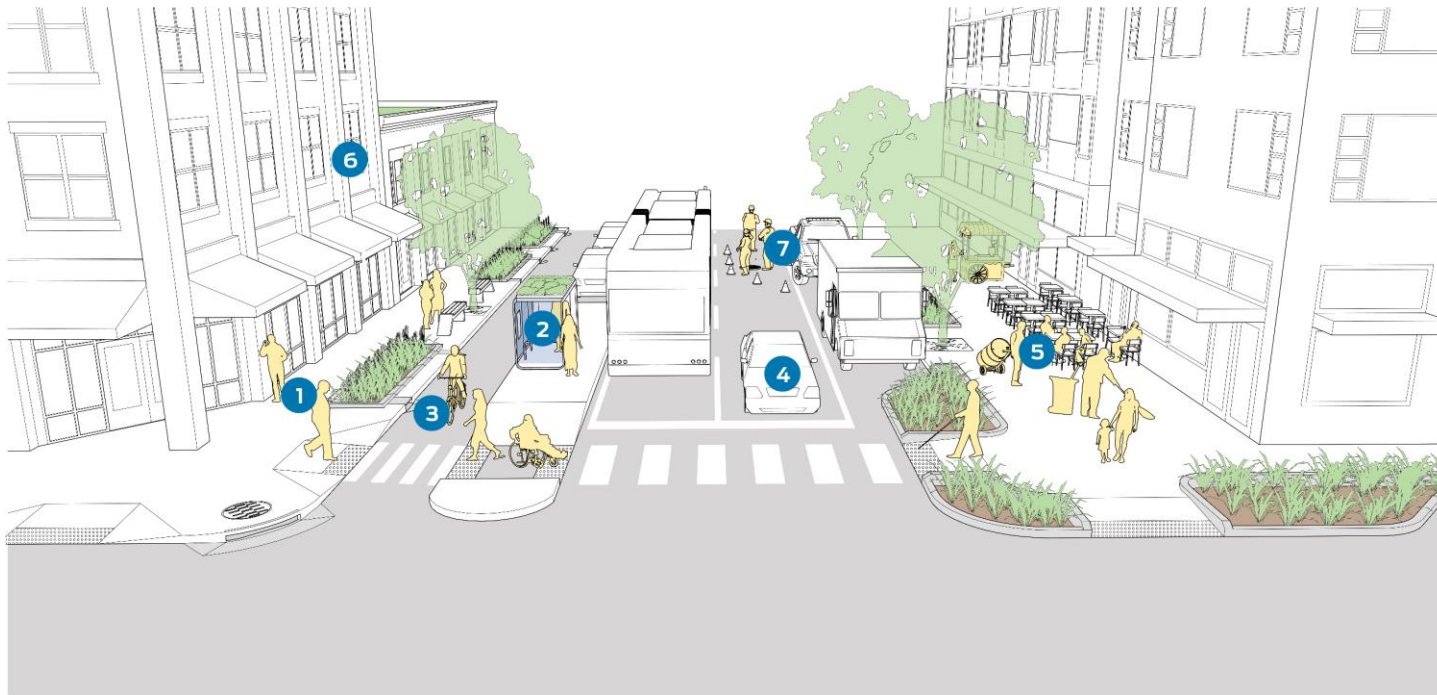
Examples of Activated Spaces/ Placemaking



CAC Key Input:

- 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

Elements of Modern Street Design



CAC Key Input:

- 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.

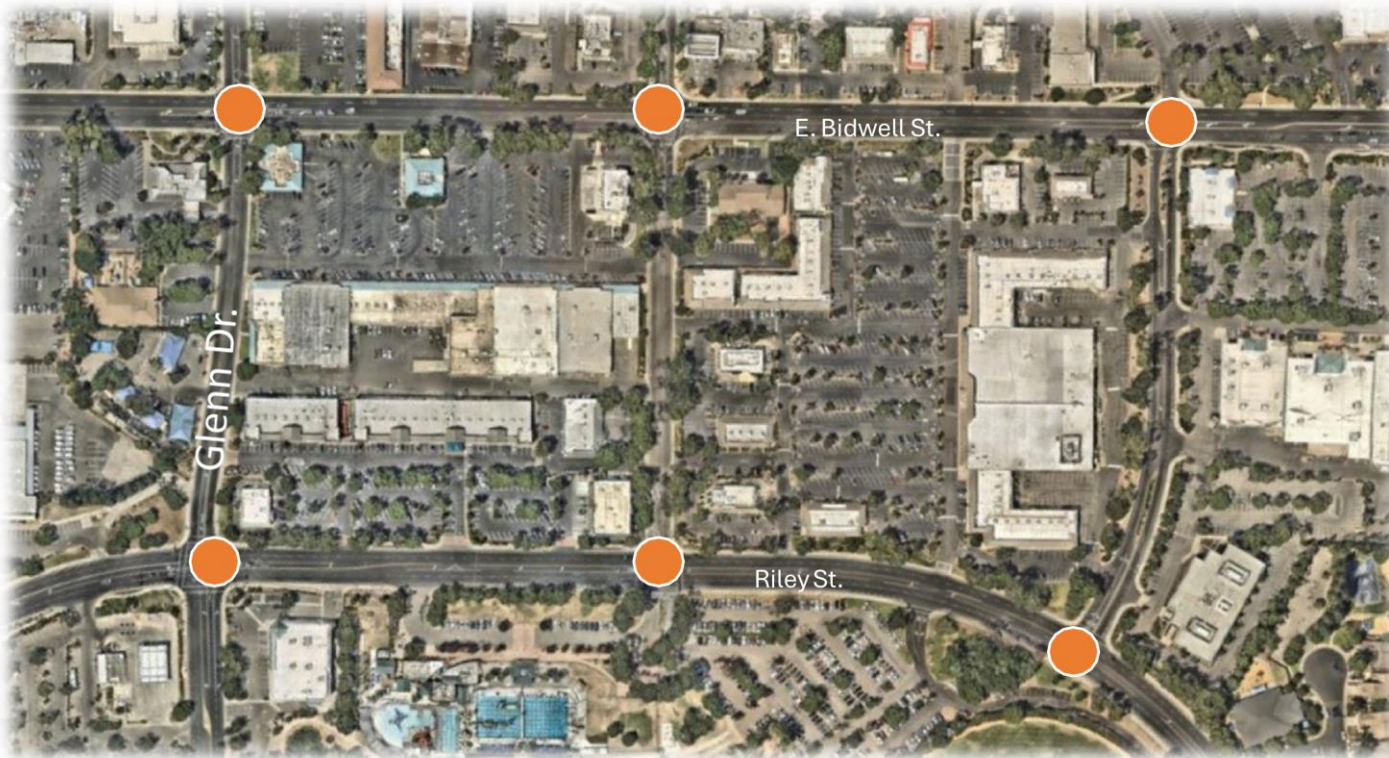
Examples of Gateways and Roundabouts



CAC Key Input:

- Make sure improvements are designed to be safe for pedestrians and persons with disabilities
- Concerned about where funding for improvements would come from

Circulation Considerations



CAC Key Input:

- 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?

Examples of Horizontal Mixed-Use



CAC Key Input:

- 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)

Examples of Vertical Mixed-Use



CAC Key Input:

- 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)

Branding/District Identity/Destination

CAC Key Input:

- Started discussion about potential to re-brand/rename the Central Business District but no clear consensus – may warrant follow up branding effort
- In the context of broad input received and economic analysis, the Committee had comments and initial brainstorming about what uses or events could activate the district – more interest in providing additional input

heart of folsom
shop folsom
art district
brewery district
folsom hub
city center
folsom center
centro
folsom commons

Master Plan Outline (Preliminary)

- 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)

Next Steps

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

- June - July: Jacobs will Prepare Draft Master Plan
- June: CAC meeting about district identity and key opportunities
- July: CAC feedback and recommendation to City Council
- August: Community Workshop on Draft Master Plan
- September/October: Planning Commission hearing recommendation
- October/November: City Council hearing and action

