

FOLSOM ZONING CODE UPDATE: STAKEHOLDER INTERVIEWS AND COMMUNITY ENGAGEMENT SUMMARY

The City of Folsom initiated an update of its Zoning Code in April 2019. The early steps in the Update process included a staff/consultant kick-off meeting, preparation of a list of Zoning Code issues, a zoning seminar, stakeholder interviews, a community workshop, and on-line engagement. The following is a summary of these early steps, with a focus on the results of the stakeholder interviews, community workshop, and on-line engagement.

OUTREACH SUMMARY

The following is an overview of the outreach completed so far, as well as a description of upcoming engagement activities.

- **Zoning Code Update Kick-Off Meeting (March 2019).** The City and Consultants facilitated a Zoning Code Update kick-off meeting on March 5, 2019. The kick-off meeting included key planning staff and other City department representatives. The purpose of the meeting was to provide an overview of the Update process, schedule, proposed outreach and engagement activities, as well as formation of the initial fix-it list.
- **Preparation of Initial Fix-It List of Zoning Issues (March 2019).** A result of the kick-off meeting was a consolidated list of items noted by City staff and comments from Council and Commission meetings over the years. The initial fix-it list is a comprehensive list of issues that require modifications or updates in the Zoning Code and will also serve as a tool to monitor Zoning Code revisions. Staff posted a PDF of the fix-it list for public review on the City's Zoning Code Update webpage.
- **Stakeholder Interviews (April 2019).** The City staff and Consultants facilitated a series of Stakeholder Interviews in mid-April 2019, to gather feedback from community members, business owners, developers, and other representatives on their expectations for the Update process. An overview of the interviews and feedback collected is found on Page 2 (Stakeholder Interviews).
- **Zoning Seminar (April 2019).** On April 11, 2019, the City and Consultants facilitated a half-day Zoning Code Update Seminar with the Historic District Commission (HDC), Planning Commission (PC), City Council (CC), and interested community members at the Folsom Public Library. The seminar provided an overview of what a Zoning Code is, why it is being updated, recent changes in State law related to zoning, and a summary of the Update process. The seminar allowed both appointed and elected officials the opportunity to weigh in on the process, provide feedback on changes they felt should be addressed in the Update, as well as provide their overall expectations for the Update.
- **Zoning Code Update Community Workshop (May 2019).** On May 16, 2019, the City hosted an evening Community Workshop on the Zoning Code Update at the Folsom Community Center. The Workshop was organized in an open house format and included a brief presentation by City



staff and the Consultants, as well as several stations that included interactive visual preference surveys on potential future development in Folsom. The Workshop was noticed on the City's website, announced at Council and Commission meetings leading up to the event, posted at City facilities, and an email announcement was sent to over 500 persons, businesses, organizations and agencies. Approximately 20 people attended the Workshop. An overview of the interviews and feedback collected is located on Page 6 (Community Workshop).

- **Online Workshop Exercises (May 2019 – June 2019).** Following the Workshop, City staff posted the materials from the Workshop including a fillable survey for those individuals who were not able to attend in person. The survey was on the City Zoning Code Update webpage from May 20, 2019, to June 14, 2019. The City sent notices to over 500 persons and received 30 responses. An overview of the Online Workshop Exercise and feedback collected is located on Page 17 (Online Survey).
- **Upcoming Zoning Code Engagement.** After the completion and release of the Public Review Draft of each Zoning Code Article, the City will host and facilitate Historic District Commission and Planning Commission Workshops/Work Sessions. These Workshops/Work Sessions are meant to solicit initial feedback on the completed Articles prior to review and adoption by City Council. Interested community members are encouraged to attend these meetings. The City will provide noticing prior to each meeting.

STAKEHOLDER INTERVIEWS

The City invited approximately 40 community members, business owners, and community organization representatives to participate in stakeholder interviews on April 10, 11, and 12, 2019. Sixteen people attended the interviews (see complete list of interviewees in Appendix C). The City provided the interviewees a list of the following questions, but interviewees were free to offer opinions on any topic related to the Zoning Code.

1. How do you generally use the Zoning Code?
2. What has the existing Code been successful with? Where and why have good projects been built? What types of development does the Code prevent or encourage? What type of updates would make the Code even more effective in terms of encouragement and/or prevention?
3. What have been the Code's successes and failures? Are there projects being built that are not in character with a neighborhood or location? Is the intent of the Zoning Code clear?
4. Are there specific standards or requirements that warrant special attention (i.e., parking, building height, setbacks, lot coverage, uses allowed, etc.)?
5. Are there issues associated with specific neighborhoods, business districts, corridors, or zones that need special attention during the Code's update process?
6. Do you have concerns about the establishment of objective design criteria for new multi-family housing, as required by the Housing Accountability Act? What concerns and/or recommendations do you have?



7. Do you have any concerns about the number, size, and general appearance of signs located on private property within the city or the sign regulations in general? Do you consider them to be easily understandable? Are there any deficiencies?
8. Are the Zoning Code regulations generally responsive to local economic conditions and community needs? Where might improvements be made?
9. Are the permit application and review processes clearly explained? Where might improvements be made?
10. Has the city struck the right balance between ministerial (staff-level) and discretionary (Commission and Council level) review of permits and entitlements?
11. Are there innovative land use, design standards, or development types you would like to see the Zoning Code address?
12. What areas of Folsom could evolve or transform over time with regulatory changes to support this? What (general or specific) types of regulatory changes would you like to see considered in the Code update?
13. Please share any additional comments or observations you may have.

SUMMARY OF STAKEHOLDER FEEDBACK

Overall, a majority of stakeholders felt that the existing Zoning Code was sufficient, easy to navigate, and the permit approval process was adequate and easily interpreted compared to other communities. Some felt that the new Zoning Code should include more targeted updates to specific sections to reflect current best management practices, contemporary development and design standards, and increased permit streamlining for a more efficient permit approval process. A detailed list of specific comments can be found in Appendix A.

HOUSING

Stakeholder concerns with housing were generally focused on the ease of housing development approval. Specifically, comments received from stakeholders indicated a need for increasing the amount of by-right housing types, decreasing the number of projects requiring discretionary review by the Planning Commission or City Council, and establishing objective development standards.

HISTORIC DISTRICT

Several stakeholders expressed concern with the preservation of the City's Historic District. They generally felt that the Historic District is one of the key places that make Folsom unique; they felt the City should require more stringent development standards to ensure the longevity of the area. Several stakeholders agreed that the framework and organization of the existing Historic District regulations is adequate, but that the City over the last decade has not regularly enforced these standards, which has led to conflicts between incompatible uses, structures, and historic design elements. Other topics that some stakeholders felt should be addressed as part of the Historic District include flexible parking standards, sign regulations, allowability of accessory dwelling units (ADUs), non-conforming uses, and the reconciling of Historic District Sub Areas.



COMMERCIAL

Many of the stakeholders were satisfied with the existing commercial zoning regulations, noting that the current standards provide ample flexibility to accommodate varying commercial development types.

DESIGN

Several stakeholders felt the current design standards implemented by the City are sufficient, although some stakeholders felt that the City is not consistently requiring projects to meet these standards which is causing architectural and design inconsistency within integrated developments. Some recommended that the new Zoning Code include a more robust set of findings that require all projects to comply with the design standards prior to project approval by either the Planning Commission or City Council.

PARKING

In general, stakeholders supported a comprehensive update to the City's existing parking standards. Many felt that the current standards required too much parking, specifically for larger commercial centers. Several recommended that the City consider requiring parking studies for each individual development proposal to ensure that projects were not overparked and that they only provide the amount of parking necessary to serve the specific land use. Some also suggested that parking ratio standards should be adjusted for senior housing developments, since the current ratio is too high, and many senior residents do not drive. Several also felt that the City should more proactively address bicycle, electric vehicle, and rideshare parking/loading in the new Zoning Code by increasing the allowability and creating achievable development standards like those adopted by CALGreen. This would continue to promote Folsom as a multi-modal friendly community.

CLARITY AND CONSISTENCY AMONG REGULATIONS

Some stakeholders were concerned with the clarity and ease of use of the existing Zoning Code, stating that parts of the code were complex and difficult to interpret without explanation by City staff. Many also noted several areas in the existing Zoning Code that had internal inconsistencies with other sections that made the standards even more confusing. Specifically, several stakeholders mentioned discrepancies between setback standards required for fire separation by the Fire Code and existing setback requirements mandated by the Zoning Code. These discrepancies cause delays in internal review periods for development proposals by City departments and outside agencies, which prolong the approval process for applicants.

PLANNED DEVELOPMENTS

Several stakeholders complimented the existing planned development (PD) process and how it provides for increased development standard flexibility resulting in better overall projects. Some did note though, that the process includes several loopholes that make it easier for applicants to circumvent existing development standards and rely solely on a planned development. They felt that the reason many rely on the PD process is because the existing development standards do not reflect current and contemporary development practices (i.e., parking, lighting, setbacks, landscaping).



SIGNS

Similar to the feedback received on the parking standards, many stakeholders support a comprehensive update to the sign provisions. Some stakeholders felt that the existing sign provisions are archaic and do not reflect current contemporary sign standards. Some indicated that the City at times is not satisfied with some sign designs even when the design meets all the City's requirements. In general, several recommended that the sign process should be streamlined, since the amount of discretion has led to less sign creativity. Several stakeholders that deal with signage on a regular basis felt that the City of Roseville had a better model that would work for Folsom, which includes more by-right signage and a simplified online application process.

WIRELESS FACILITIES

Some stakeholders indicated that Folsom currently (2019) lacks sufficient wireless communications provisions that are compliant with current Federal and State regulations, including the processing time limits (i.e., "shot clock" provisions) and small cell/distributed antenna system (DAS) facilities. Some felt this will be a reoccurring issue as the interest in small cell wireless increases and the ability for discretionary review and action by the City is limited. They felt that as part of the new Zoning Code, all wireless communication facilities should be allowed through a ministerial process and that the Planning Commission and City Council should only get involved if an application is appealed.

ADDITIONAL COMMENTS

Below are additional comments from stakeholders that did not fit into the categories listed above.

- Several stakeholders indicated a desire for additional conference facilities.
- In general, some stakeholders recommended a zoning overlay for the River District to provide more flexibility in uses, specifically recreational uses.
- A few stakeholders recommended that the City consider increasing the height limit for commercial and multifamily developments.
- Several stakeholders recommended that the City should continue to attract nightlife and downtown entertainment by not restricting liquor licenses, while remaining compliant with ABC standards.



COMMUNITY WORKSHOP



The City held its first community workshop on the Zoning Code Update on May 16, 2019. Over 20 people attended the workshop, including interested individuals from the community, and members from the Historic District Commission, Planning Commission, and City Council. The workshop provided participants with a summary of the overall project and schedule, an explanation on why the City is undertaking the Update and how it impacts the community, and opportunities to get involved in the Update process. After a brief presentation by City staff and the Consultants, attendees were asked to participate in a visual preference survey on development types that was distributed between five stations in an open house style format.

Each station included a poster focused on a variety of zoning topics specific to Folsom (i.e., accessory dwelling units, parking, residential uses) and offered attendees the opportunity to provide input through an interactive exercise. Attendees were asked to mark with a dot the type of development they preferred and which development prototypes best represent Folsom. Every station also included a City staff or Consultant team member to help facilitate discussion and answer any questions relating to the specific station topic or overall Update process. Attendees also had the opportunity to provide additional feedback on comment cards located at the welcome table at the front entrance of the community room. The following pages (Figures 1-8) include the posters and the final dot exercise results per station.



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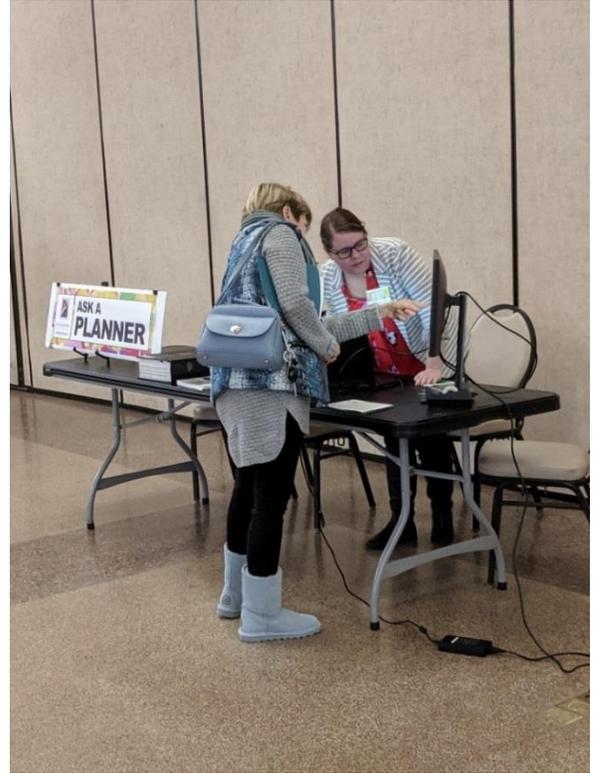




FIGURE 1: WORKSHOP POSTER



Question 1:
Which types of garages should the City encourage, particularly for smaller single-family homes?
(Choose as many as you like)



Question 2:
As housing prices continue to rise in Folsom and throughout California, which of the following housing types do you prefer to best address the needs of young families, teachers, public safety officers, and young professionals?
(Choose as many as you like)



Question 3:
Which approach to density do you prefer to provide an appropriate transition between single-family homes and more intense development?
(Choose one)



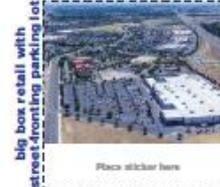


FIGURE 3: WORKSHOP POSTER



Question 1:
For large commercial shopping centers or big box retailers, which parking layouts do you prefer?

(Choose two)



Question 2:
The City has a General Plan policy to encourage more flexible parking standards.
Should the City include flexible parking standards if there are complementary uses (offices [day-use] and restaurant/bar [night use]) and opportunities for shared parking or require strict parking standards for each use?



Question 3:
To encourage people to walk, bike, or take transit, the City needs to put residents close to businesses and shopping.
Which types of housing and mixed-use development fit best in the city's commercial corridors?
Please identify your preferences for the East Bidwell Corridor Mixed-Use Overlay area.
(Choose two)





FIGURE 4: WORKSHOP POSTER RESPONSES

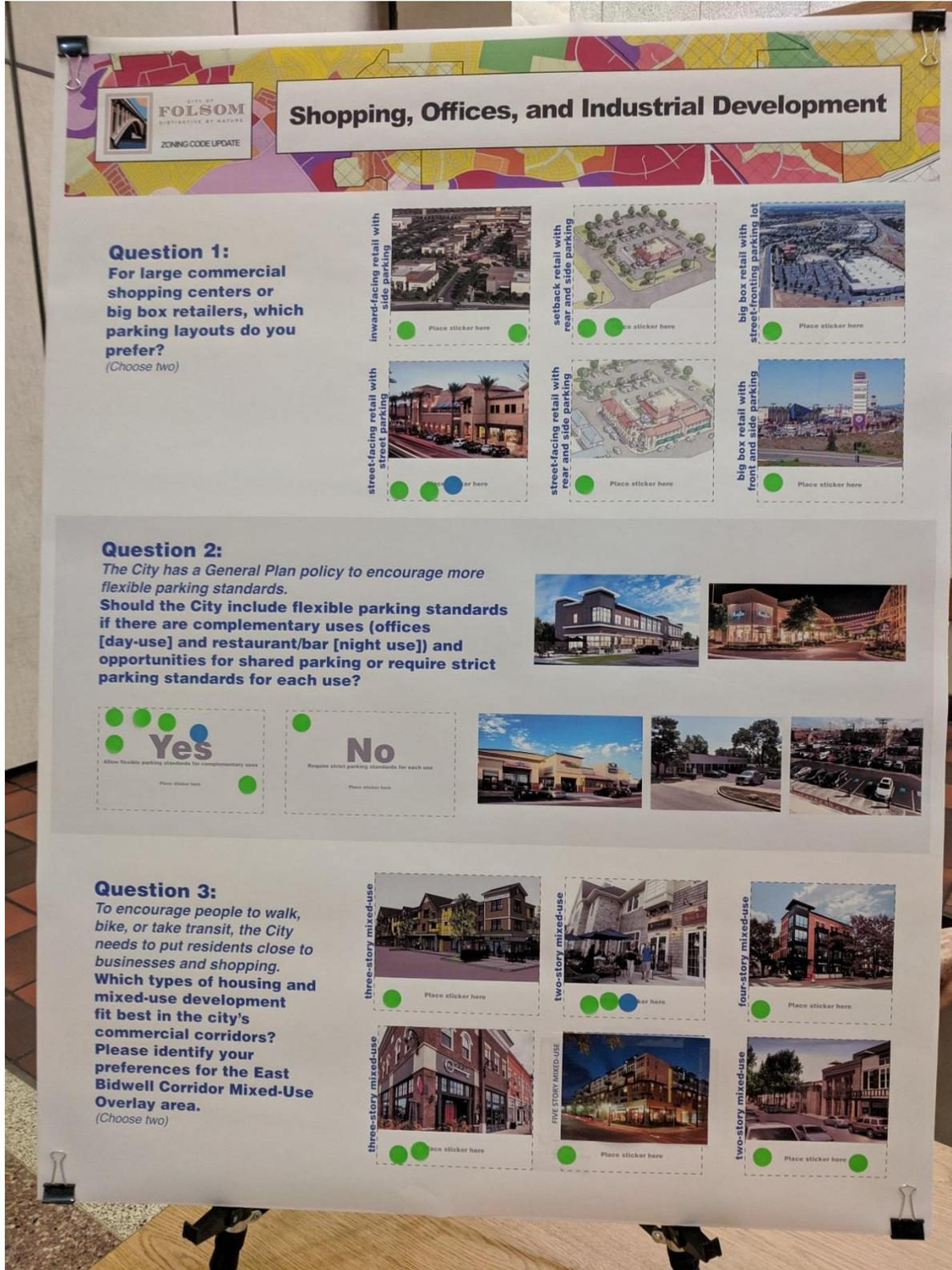




FIGURE 5: WORKSHOP POSTER



Question 1:
Which options for
accessory dwelling units
(ADUs) do you like?
(Choose as many as you like)



Question 2:
Which mixed-use,
residential, and commercial
development types do you
like in the Historic District?
(Choose as many as you like)



Question 3:
The City has formed a
committee to deal with
parking issues in residential
neighborhoods in the Historic
District. For new commercial
or mixed-use projects in the
commercial areas of the
Historic District (e.g., Sutter
Street) that lack space for
parking, which of the following
do you prefer:
(Choose one)

Placeholder boxes for selecting a parking option:

1. Please indicate here

2. Please indicate here

3. Please indicate here

4. Please indicate here

5. Please indicate here

- A. Require off-site parking in City lot, City garage, or at nearby property.
- B. Require underground parking for the project.
- C. Require transit passes for employees and payment of City In-lieu parking fees.
- D. Require payment of City In-lieu fees for the eventual expansion or construction of City parking lots and/or garages.
- E. Require transit passes and bicycle parking only.
- F. Other: Please list on a Comment Card at the front table.

Question 4:
Which types of signs do you prefer in the
Historic District? (Choose as many as you like)





FIGURE 5: WORKSHOP POSTER RESPONSES

Historic District

Question 1:
Which options for accessory dwelling units (ADUs) do you like?
(Choose as many as you like)

Question 2:
Which mixed-use, residential, and commercial development types do you like in the Historic District?
(Choose as many as you like)

Question 3:
The City has formed a committee to deal with parking issues in residential neighborhoods in the Historic District. For new commercial or mixed-use projects in the commercial areas of the Historic District (e.g., Sutter Street) that lack space for parking, which of the following do you prefer?
(Choose one)

Question 4:
Which types of signs do you prefer in the Historic District? (Choose as many as you like)

ADU Options: single-story ADU, two-story ADU above garage, two-story second unit, single-story ADU with porch, two-story second unit with porch, two-story ADU.

Mixed-use Options: three-story commercial and residential, two-story commercial and residential, two-story commercial and residential with trees, varied architecture two- and three-story commercial and residential, varied architecture two-story commercial and residential, three-story commercial, office, and residential.

Parking Options: A. Require off-site parking in City lot, City garage, or at nearby property. B. Require underground parking for the project. C. Require transit passes for employees and payment of City in lieu parking fees. D. Require payment of City in-lieu fees for the eventual expansion or construction of City parking lots and/or garages. E. Require transit passes and bicycle parking only. F. Other: Please list on a Comment Card at the front table.

Sign Options: sandwich board, mural, metal projecting sign, wall sign with graphics, projecting neon sign, individual channel letter sign.



FIGURE 7: WORKSHOP POSTER



Question 1:
Which areas in the city have ongoing parking issues?
(Choose as many as you like)



A. Historic District



B. Shopping Centers and Large Retail Sites



C. Neighborhoods



D. Commercial Corridors
(e.g., East Bidwell, Iron Point Road, and Folsom Boulevard)



E. Office / Business Parks



F. Near Schools

Question 2:
There are many new types of lighting for commercial buildings and shopping centers. Which types of lighting do you NOT want to see allowed in Folsom?
(Choose as many as you like)



accent lighting

Place sticker here



projection lighting

Place sticker here



LED building lighting

Place sticker here



ribbon lighting

Place sticker here



building illumination lighting

Place sticker here



LED mesh lighting

Place sticker here

Question 3:
Which type of signage for commercial businesses do you prefer least?
(Choose one)



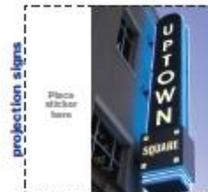
combination signs (wall and projection)

Place sticker here



cabinet wall signs

Place sticker here



projection signs

Place sticker here



neon window signs

Place sticker here



painted signs

Place sticker here

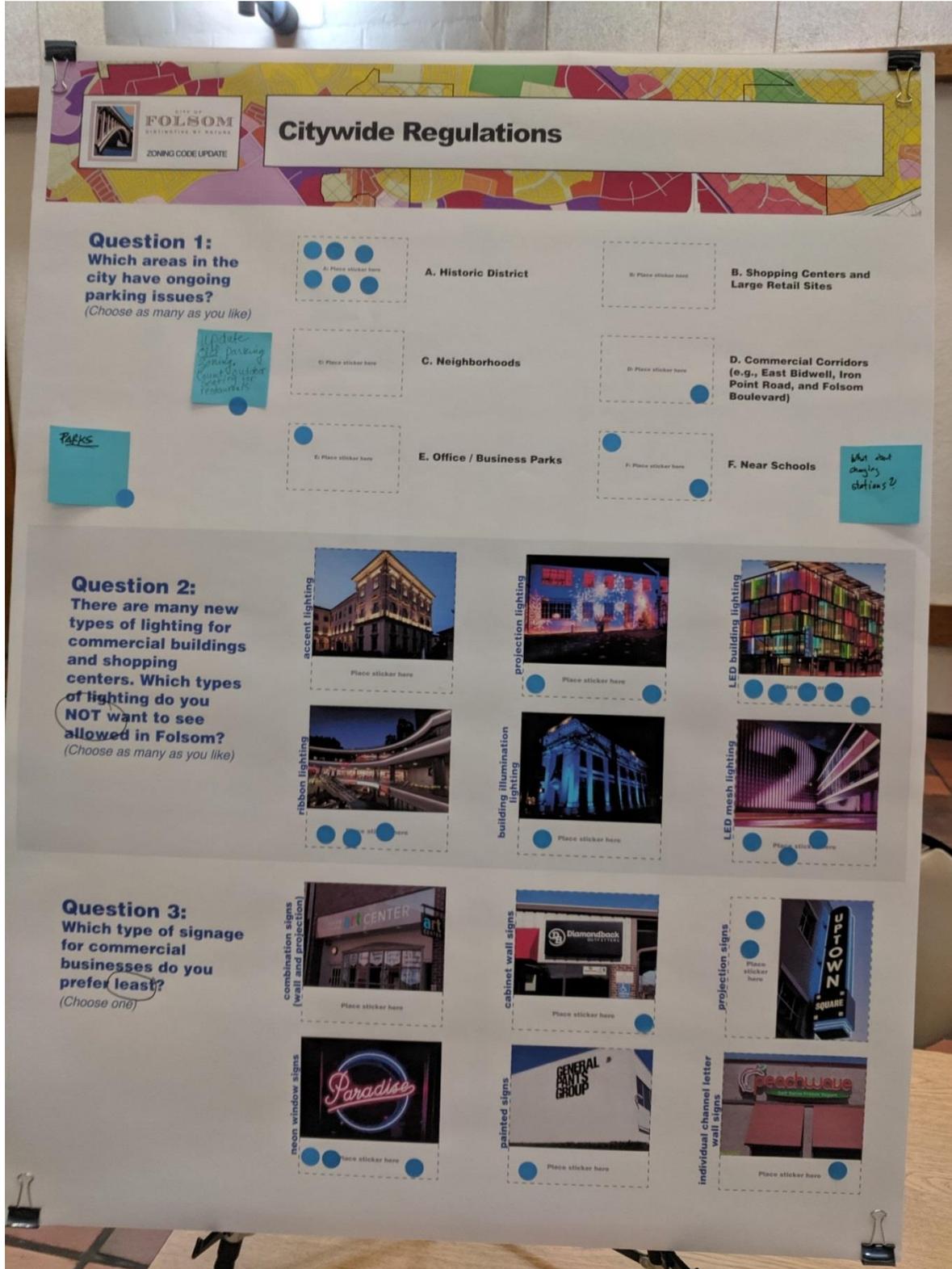


individual channel letter wall signs

Place sticker here



FIGURE 8: WORKSHOP POSTER RESPONSES





COMMUNITY WORKSHOP FEEDBACK

HOUSING

Several workshop attendees preferred cottage style residential developments and fourplexes as a method of addressing the demand for affordable housing for young families, educators, public safety officers, and young professionals. Their least preferred options were townhomes and courtyard apartments. There was also a preference for the City to require development buffers between uses (i.e., low-density residential and commercial) to minimize any land use conflicts. This could be achieved by implementing a density gradient along major arterials.

Workshop attendees also preferred low-density mixed-use projects along commercial corridors, with a preference for two-story vertical mixed-use projects with one floor of residential above a restaurant and retail store. Any mixed-use project higher than two stories had minimal support.

COMMERCIAL

Many attendees favored retail developments that require structures to front the street and sidewalk compared to traditional retail developments which have front-facing parking lots and deep building setbacks.

DESIGN

When asked what types of mixed-use developments participants would like to see in the Historic District, several attendees preferred developments that have unified facades for more design consistency. Many participants also wanted the City to provide more stringent design standards for ADUs in the Historic District. Several preferred ADUs to only be single-story and detached from the existing residential structure onsite.

Regarding building lighting, several attendees indicated that full LED building illumination was their least preferred lighting option for commercial buildings, followed by ribbon lighting, and LED mesh lighting. Not a single attendee indicated opposition to accent lighting, as this style of lighting is already widely used in newer retail centers in the city.

PARKING

Several attendees identified the Historic District (including Downtown) as having some of the most impacted parking in the city based on lack of available street parking outside businesses and street parking in surrounding residential neighborhoods. Many felt that the City should institute a parking program that charges visitors for parking and regulates parking in residential neighborhoods through a parking permit system.

SIGNS

A majority of attendees favored metal projecting signs, as well as individual channel letter signs in lieu of cabinet wall signs. Not a single attendee indicated a preference for neon signs and sandwich boards.

ADDITIONAL COMMENTS

The following are additional comments that did not fit into one of the categories listed above:



- Multiple comment cards received at the workshop requested that the corporation yard near the Historic District be rezoned to a non-industrial use, preferably open space or a community park.
- One comment by an attendee listed a concern that growth and development in the city may cause people to leave Folsom.

ONLINE SURVEY

The City uploaded the Workshop Boards onto the City website along with an online survey for those who were not able to attend the May 16 Community Workshop. The online survey included the same questions that were asked of those who attended the Workshop in person. The survey was posted May 20 through June 14. Email invitations to participate in the survey were sent to over 500 residents, business owners, developers and other interested parties. Respondents were asked to download the survey and email, mail, or hand in the completed survey to the Planning Department. A total of 30 people responded to the survey within that timeframe.

COMMUNITY SURVEY FEEDBACK

HOUSING

To address affordable housing, several respondents preferred live-work units and small-lot single family homes to meet the needs of young families, teachers, public safety officers, and young professionals. The least popular housing option was courtyard style apartments. In addition, some participants would like to see the City require development buffers between low-density and high-density residential in the form of increased setbacks, step backs of buildings, and landscape and open space buffers.

Most survey respondents prefer to limit mixed-use housing, specifically along East Bidwell, to two-stories (i.e., apartments above a restaurant). A few survey respondents were open to increasing the height limit to a maximum of four stories with a mix of housing, retail, and office. Additional comments from the survey included incorporating more housing into commercial developments by right and allowing more accessory dwelling units (ADUs) in the Historic District to address the need for more affordable housing options there.

COMMERCIAL

Many attendees favored retail developments that require buildings to front the street and sidewalk compared to traditional retail developments which have front-facing parking lots and deep building setbacks. Additional comments received by participants indicated that they would like the City to require that all development proposals for retail centers include a more holistic pedestrian connectivity plan that calls out clear accessibility routes for pedestrians and cyclists throughout the development. Some participants recommended that the City should be more proactive by prioritizing funding for increased bicycle and pedestrian connections to larger retail centers in the city.

DESIGN

When asked about urban design and building form in relation to development types, several survey respondents preferred the City's current approach to implementing design standards, pointing out that most new developments are consistent with how they envision Folsom. Several respondents voiced



concern relating to overall design for development in the Historic District, specifically for ADUs and any buildings fronting on Sutter Street. Some felt that there should be additional design standards for ADUs that discourage attached units to existing onsite residential structures, instead encouraging stand-alone ADUs similar to small cottages, or those above existing garages.

When asked to select which lighting types they would prefer to see in Folsom, many respondents preferred more subtle lighting features such as accent building illumination instead of full LED building illumination or LED mesh lighting (see Figure 7 for examples of lighting).

PARKING

Issues surrounding parking location, type, and availability were important to many survey respondents. Many respondents identified the Historic District (Downtown) as having parking issues, primarily focused on lack of street parking along both Sutter Street and in the surrounding residential neighborhoods. To help resolve parking issues in the Historic District, respondents preferred off-site parking or underground parking for new commercial or mixed-use projects. There was also strong support for a residential parking permit system or paid parking via on-street meters. Many also indicated that parking and subsequent traffic was an issue surrounding schools during morning drop-off and afternoon pick-up.

A few respondents preferred retail shopping centers that had customer parking located in the rear of the property. This makes the parking less visible and creates a more cohesive and inviting street front. Some respondents also support the City implementing enhanced flexible parking standards for complementary uses. A complementary use, for example, would be offices and restaurants located within the same strip mall or retail center. This would allow for office workers to use the parking during the day and restaurant patrons to use the parking in the evening and at night.

SIGNS

In response to a question about what sign types and designs should be permitted in the Historic District, several respondents preferred metal projecting signs and individual channel letter signs over cabinet signs. Not a single survey participant was in favor of neon signs in the Historic District.

ADDITIONAL COMMENTS

Below are a set of additional comments from survey respondents that did not fit into the categories listed above. A detailed list of specific comments can be found in Appendix B.

- Several survey respondents indicated support for transit-oriented development to be located around light rail stations, as well as increasing and improving bicycle infrastructure.
- Some survey respondents recommend that the City require additional traffic-calming measures, such as separated sidewalks and landscaped medians, in new residential developments.
- A few survey respondents supported addressing noise caused by after-hours maintenance in parking lots in the Historic District by requiring specialized glazing for buildings fronting public roadways that further dampen interior noise.
- One respondent indicated concern that new development would harm the character of Folsom.



APPENDIX A – STAKEHOLDER INTERVIEW NOTES

Overall Zoning Code Recommendations

- Too many layers of regulations
- Fire code regulations don't always align with Zoning Code standards
- Not intuitive
- Specific plans often conflict with Zoning Code requirements
- Zoning map needs overlay showing where Specific Plan areas are
- Use a lot more tables in "left brain" code
- From policy standpoint, code works well
- Don't make Folsom cutting edge; current regulations work fine
- Ease of use: Make it easier for the general public to use
- Business districts and the code relative to them are the most archaic
- Important: Achieving General Plan/Zoning Code consistency
- Developers interested in seeing how high density around light rail will evolve
- Rezoning and the Housing Accountability Act will make developers very happy
- Code not well organized, but 6-7 on a scale of 10
- Loopholes allow for flexibility
- Remove redundancies
- Would be helpful if the City did not always require traffic studies
- Make clear reference to Specific Plans

Processes

- Need more by-right housing in zones
- Multifamily needs to have achievable objective standards that will allow for quick processing and staff review
- Staff, City Council (CC), Planning Commission (PC) are all good
- Would be great if Planned Development (PD) adjustments were a one-step process (either avoid PC or CC)
- Supportive of any effort to keep decisions at lowest level
- Would prefer not to have separate design review process
- Preferable to have staff do design review
- Lots of work done via development agreements (in Folsom Ranch)
- The sign review process is too lengthy – over the counter would be better.
- Comprehensive sign program: lengthy, but allows more flexibility
- The code's success depends on the users.
- The permit process for signs is very arbitrary and reflects the outdated sign code.
- Planned Development (PD) process is well liked; it rewards creativity.
- Folsom is a great place to do business
 - PD process can be used for just about any type of development

Land Use Regulations

- Don't hinder liquor licenses in Downtown, especially for restaurants
- Leave the multi-family standards flexible



- Likes the pyramidal structure of commercial zones
- Conference facilities would be nice
- Simplify use regulations and categories

Development Standards

- Lot coverage requirements are okay (for all zones)
- Need specific development standards for senior housing, especially parking
- Consider more density along freeway
- Revisit height limits – could be higher
- Objective design standards
 - Try to avoid objective design standards that focus on minute aspects of a building such as drainpipe detail
 - Façade articulation is okay
- City limits retaining wall heights to 10 feet (as matter of policy, not code), which does not work well for downslope properties
- Developers in Folsom Plan Area Specific Plan area love the flex zoning. Can something similar be applied to rest of the city?
- Make sure height limits are high enough to ensure appropriate coverage. Give PC ability to grant additional height with justification
- Ensure nicely designed projects
- Make sure code cross references state density bonus laws

Parking

- Look at parking standards: Could they be more flexible (residential)?
- Address senior housing parking holistically rather than requiring a study for each project
- Parking standards for multifamily residential (MFR) is out of whack:
 - 1 & 5/10 for apartments (why not 1.5?)
 - 3 for condominiums
- Big box uses appear overparked
- Refer to Cal Green, California Building Code (CBC) for bike, electric vehicle (EV), and accessible parking

Signs

- Biggest issue: code is archaic. For example, standards do not address scale of a sign on a building or orientation toward major streets (and vehicle speeds)
- If based on frontage, doesn't work for tall/skinny building
 - Consider percent of façade frontage
 - Sacramento County's based on closeness to street
- Frustrating that staff is not happy with products even if they comply with all code standards
- Digital signs are expensive so there aren't many.
- Most of the sizes, numbers and square footages are arbitrary and restrictive in comparison to jurisdictions in the associated communities around Folsom
- In most cases the code is restrictive in size, numbers, locations, and creativity.



- Folsom has created too much oversight into the sign review process, which in turn has stifled creativity in design and application.
- Timing more certainly
- Require comprehensive sign program for all large developments
- Look at Roseville for online sign application process

Wireless Facilities

- Folsom lacks wireless communications provisions and needs them.
- Law requires design standards for small cell wireless to be adopted by April 15th
- Co-location is a separate process from conditional use permits (administrative)
- Most other jurisdictions require conditional use permits (CUPs) for freestanding towers
- Small cells need to have a ministerial process when on public property

Mobile Home Parks

- Recognize that mobile home parks (MHPs) provide affordable housing
- Built to provide housing for workers building Folsom Dam
- Two tiny homes in one of the parks, built to ANSI standards. Require to be skirted by park owner
- HCD oversees licensing and maintenance of MH parks
- May need to change 17.74.110 to bump up density in RMH zone to reflect density of MHPs

Downtown and Historic District

- Plenty of parking; just a parking management problem (structure not intended to serve light rail)
- Don't require parking for new uses; consider in-lieu parking fee
- Availability of uses is clear
- Would like height in Historic District raised from 32 feet to 35 feet
- Zoning does not match existing use in terms of density.
- Zones are too detailed.
- Not clear what prior visions were. (case reference: 18-5260, PM 18-208)

River District

- Could use zoning (overlay) to create more flexibility in uses, including ones that are recreation oriented
- How do we address the Sacramento Area Council of Government's (SACOG) Transit Priority Areas (TPAs) that overlap with open space designation?

Key Goals for Chamber

- 1) Easy identification of allowed uses
- 2) Consistency

Market Interests to Address

- Medical (to serve baby boomers)
- Office on E. Bidwell? People would be concerned about traffic

Miscellaneous



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- Definitions not all inclusive (e.g., senior housing)
- Maybe tiered development standards and/or sub-zones based on zone district



APPENDIX B – SURVEY RESULT SUMMARY

Folsom Zoning Code Update Survey Results Summary

There was a total of 30 surveys with responses. Not all participants responded to every question.

Housing and Mixed-Use Development

Question 1: *Which types of garages should the City encourage, particularly for smaller single-family homes? (27 respondents total)*

Responses were evenly distributed between the six options, ranging from the lowest (12 votes) for front-facing garages to the highest (15 votes) for alley-loaded garages. Setback, recessed, and rear garages received 13-14 votes total.

Question 2: *As housing prices continue to rise in Folsom and throughout California, which of the following housing types do you prefer to best address the needs of young families, teachers, public safety officers, and young professionals? (27 respondents total)*

The option with the most responses was live-work units (20), then small-lot single-family (15 votes), and townhomes (16 votes). The least popular option, with just nine votes, was courtyard apartments.

Question 3: *Which approach to density do you prefer to provide an appropriate transition between single-family homes and more intense development? (27 respondents total)*

Most respondents (16) preferred the approach of transitioning to more dense development along major arterials. Only three respondents prefer using open space and landscaping as a buffer between uses.

Shopping, Offices, and Industrial Development

Question 1: *For large commercial shopping centers or big box retailers, which parking layouts do you prefer? (27 respondents total)*

Most respondents preferred street-facing retail with street parking (13 votes) and street-facing retail with rear and side parking (12 votes). The least popular options were inward facing-retail with side parking (six votes) and big box retail with front and side parking (seven votes).

Question 2: *Should the City include flexible parking standards if there are complementary uses (offices [day-use] and restaurant/bar [night use]) and opportunities for shared parking [yes] or require strict parking standards for each use [no]? (28 respondents total)*

Twenty-seven of the respondents preferred that the City allow flexible parking standards for complementary uses.

Question 3: *Which types of housing and mixed-use development fit best in the city's commercial corridors? Please identify your preferences for the East Bidwell Corridor Mixed-Use Overlay area. (27 respondents total)*



Most respondents (14) preferred having mixed-use developments with a of maximum two-stories. In contrast, the development types that showed the five-story mixed-use got the lowest score with only eight votes.

Historic District

Question 1: *Which options for accessory dwelling units (ADUs) do you like? (27 respondents total)*

Most respondents preferred the single-story ADU and two-story ADU (19 and 18 votes, respectively) for the top left and bottom right options.

Question 2: *Which mixed-use, residential, and commercial development types do you like in the Historic District? (28 respondents total)*

Most respondents preferred the images of commercial and retail space that incorporated green infrastructure – the two-story option with greenery received 14 votes as opposed to the one without that received nine votes. Respondents also preferred the development types with varied architectural facades each receiving between 13 and 18 votes.

Question 3: *The City has formed a committee to deal with parking issues in residential neighborhoods in the Historic District. For new commercial or mixed-use projects in the commercial areas of the Historic District (e.g., Sutter Street) that lack space for parking, which of the following do you prefer? (28 respondents total)*

Most respondents (11 votes) preferred requiring off-site parking in either a City lot, garage, or through off-site parking at nearby developments. The second most popular parking option was to require underground parking. Most survey respondents were not in favor of any parking option that required fees or other associated costs for visitors or residents.

Question 4: *Which types of signs do you prefer in the Historic District? (27 respondents total)*

Respondents preferred metal projecting signs and individual channel letter signs, each receiving 22 votes. The neon sign was not preferred by any respondents (0 votes).

Citywide Regulations

Question 1: *Which areas in the city have ongoing parking issues? (26 respondents total)*

Twenty-one out of 25 respondents noted that the Historic District has an ongoing parking issue; half of the respondents also felt that there are parking issues near schools.

Question 2: *There are many new types of lighting for commercial buildings and shopping centers. Which types of lighting do you NOT want to see allowed in Folsom? (25 respondents total)*

Many respondents do not want to allow projection lighting (19 votes) or LED mesh lighting (17 votes). The building accent lighting was the most popular in that it only received 3 votes. Overall, respondents seem to dislike bright lighting and prefer more integrated lighting options such as the accent or ribbon options.



Question 3: *Which types of signage for commercial businesses do you prefer least? (27 respondents total)*

The responses were fairly evenly distributed, with nine respondents preferring neon window signs the least.

Additional Thoughts:

- **Transit-Oriented Comments:**
 - Prohibit auto-oriented uses within ½ mile of any light rail station or frequent bus stop
 - Establish minimum densities for residential development within ½ mile of light rail stations
 - Require bike parking to be within 50 feet of the entrance, see the Bicycle Parking Guidelines, 2nd Edition (2010) by the Association of Pedestrian and Bicycle Professionals
 - Improve bike storage, frequent and reliable public transit, and street beautification (will help to reduce demand for parking too)
 - Consider a combination of light rail passes, bicycle parking and in-lieu fees to the City for parking in the Historic District
- **Housing Comments:**
 - Require housing to be a component of any future project like Palladio
 - Do not allow front-facing garages, use rear or alley garages
 - Allow more ADUs in historic area, need affordable housing options
 - Need more space for custom homes
 - Street lighting should be a city service, stop forcing HOAs and lighting districts on new developments
 - Entire Historic District should be zoned high-density
 - Historic District design guidelines should be updated and mandatory
 - Oppose high-density, small-lot development, support low-density single-family homes
- **Transportation Infrastructure Comments:**
 - Require reviewed street design to slow traffic through separated sidewalks, landscaped medians, etc. for all new streets
 - Require traffic calming features for all new subdivisions
- **Parking Capacity and Infrastructure Comments:**
 - Require double striping of parking spaces
 - Have minimum shade requirements for parking lots
 - Eliminate minimum off-street parking requirements in conjunction with metered on-street parking
 - Meter on-street parking in the Historic District
 - Permit residential parking in the Historic District
 - Abolish parking requirements
 - The parking problem can be resolved by charging for parking to reduce incentive to drive
 - Big box retail parking leads to sprawl



- Add additional parking structure in Historic District
- **Commercial Development Comments:**
 - Limit number of drive-thru establishments within a certain proximity
 - Require big box stores to provide a pedestrian path from sidewalks to the building
 - There should be a height restriction for monument signs
 - Require pedestrian and cyclist connectivity from all sides for all commercial projects, neighborhoods, and public projects
- **Other Comments:**
 - Address noise from afterhours maintenance in parking lots within Central Business District (CBD)
 - Address “back of house” areas for buildings that front arterials, minimum glazing should be considered for buildings that front public roadways
 - Composition of the Historic District Commission (HDC) should be changed to include 1 or 2 at large positions instead of 1 or 2 Planning Commissioners
 - Front yard shade structures - should we allow for better water conservation/neighborhood cohesion?
 - Concerned that new development scheme will alter the character of Folsom negatively



APPENDIX C – STAKEHOLDER INTERVIEWEES

1. Ardie Zahadari, *St. Anton Properties*
2. Milo Terzich, *USA Properties*
3. Loretta Hettinger, *Heritage Preservation League*
4. John Drury, *Pacific Neon*
5. Fred Katz, *Katz Kirkpatrick Properties*
6. Darla Smyth, *Mobile Home Park Owner*
7. Jeff Short, *North State Building Industry Association (BIA) Representative*
8. Andrew Lesa, *Epic Wireless*
9. Chris Villegas, *Verizon Wireless Representative*
10. Stephanie Smith, *Intel*
11. Stephen Werner, *Intel Site Manager*
12. Kris Steward, *Planner: Phillips Land Law*
13. Joe Gagliardi, *Folsom Chamber of Commerce*
14. Robert Cline, *Folsom Chamber of Commerce*
15. John Lane, *Historic District Resident*
16. Chris Schulze, *Engineer, TSD Engineering, Inc.*