Topics

• Background
• New Zoning Proposal
• Off-Street Parking
• Sign Standards
• Entertainment and Alcohol Serving Uses
• Initial Staff Recommendations
• Status and Next Steps
• Discussion and Questions
Background

Folsom Historic District Association Workshop
Background

• Feb. 2019: Council directs staff and consultant team to start update
• April 2019: Special Council/Commission workshop on update
• May 2019: Community workshop
• May - June 2019: Zoning issues survey
• October 2019: HDC Initial Zoning Workshop
• Multiple Workshops held with public and Commissions in 2020
• Future workshops planned with community, PC, HDC, and Council
• Will conclude with public hearings and adoption in early 2022
• Why Zoning Code Update is needed:
  • Current Zoning Code outdated
  • Consistency with 2035 General Plan
  • Changes in development types and uses
  • New State laws
Project Phases

• Project Initiation Complete
• Zoning District Provisions In progress
• General Site Planning and Specific Use Standards In progress
• Administrative Provisions In progress
• Public Review Draft Zoning Code and Map
• CEQA Compliance (Environmental Review) In progress
• Public Review and Adoption
• Implementation
New Zoning Proposal

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Zoning District Provisions

• New zoning approach for Historic District
  • Simplifies 4 layers of land use regulation to 2
  • Removes base zoning and instead new zone based on subarea designation
  • Will incorporate standards from Historic District Design & Development Guidelines (HD DDGs)
  • Eliminates existing conflicts between layers of land use regulation

• New overlay zone districts:
  • Transit Oriented Development Overlay District
    • Historic District TOD Overly will be different than Iron Point/Glenn TOD Overlay
  • East Bidwell Mixed-Use Corridor Overlay
Primary Areas and Subareas

Folsom Historic District

Subarea Name
- Natoma-Riley-Bidwell
- Central
- Persifer-Dean
- Open Space/Public
- Figueroa
- Railroad Wye
- Resort
- River Way
- Sutter Street
- The Preserve
New Proposed Districts

New zoning districts based on primary areas and subareas:

- HD-CEN: Central Subarea - Residential focus
- HD-FIG: Figueroa Subarea - Residential focus
- HD-NRB: Natoma-Riley-Bidwell Area - Mixed commercial and residential focus
- HD-OSP: Open Space/Public Area - Open space, park, and public/quasi-public focus
- HD-PRD: Persifer-Dean Subarea - Residential focus
- HD-RWY: Railroad Wye Subarea - Industrial focus
- HD-RES: Resort Subarea - Industrial/corporation yard focus
- HD-RIV: River Way Subarea - Residential focus
- HD-SUT: Sutter Street - Commercial and mixed-use focus
- HD-PRE: The Preserve - Residential focus
New Zoning, Land Use and Subareas
Off-Street Parking
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Current HD Parking Issues

- Some subareas lack clear parking standards
- Lack of space for standard parking requirements
- Variance required for modifications
  - Extra cost
  - Extra time
  - Often cannot meet variance findings
  - Disincentive for new business to locate in District
## Parking Regulation Options

### Variance Process?

**Benefits:**
- Limited use

**Drawbacks:**
- Costly
- Time consuming
- Difficulty with findings
- Disincentive to business

### Admin Permit Process?

**Benefits:**
- Greater flexibility
- Less cost
- Potential revenue source for parking improvements

**Drawbacks:**
- Increased use
If Admin Permit Process then . . .

• What approach to satisfying permit requirements do you prefer?
  • Payment of in-lieu fee?
  • Use of acceptable parking alternative?
  • Acceptable parking alternative plus in-lieu fee payment?
  • Other approach?

• Who should approve permit?
  • Community Development Director
  • Commission
• What alternatives would be acceptable for parking reductions?
  - Payment of in-lieu fee
  - Off-site parking within walking distance
  - Shared parking with adjacent properties
  - Availability of parking on public parking lot or structure
  - Agreement for reserved spaces in City parking garage or lot
  - Availability of on-street spaces
  - Annual RT transit passes for employees or residents
  - Tree preservation
  - Additional bicycle parking
  - Motorcycle parking instead of automobile parking
Sign Standards

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Current Sign Issues

• Code says all signs must be reviewed by HDC
• Limited sign regulations outside of Sutter Street Area
• Guidelines that are difficult to interpret
• Standards based on use and not on zone
• Outdated list of acceptable materials for signs
• Need new standards for signs in Natoma-Riley-Bidwell area
Key Sign Questions

• Should City allow more sign materials besides just wood?
• In Natoma Riley Bidwell area, should all businesses be allowed small wall signs?
  • Not just those on corners
• Do you support use of design standards for signs?
• Should City allow external illumination for wall signs?
• If yes, what type(s) should be allowed
  • Gooseneck lights above wall signs?
  • Concealed LED strip illumination above wall or hanging signs?
Sign Illumination - Examples

Gooseneck Lights for Wall Signs

Concealed Strip Lights for Wall Signs
Entertainment and Alcohol-Serving Uses

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Entertainment/Alcohol Issues

- Outdated standard for determining whether Conditional User Permit (CUP) is required
  - If >10% of floor area for alcohol service then CUP required
- Concern about parking for outdoor dining and entertainment
Key Entertainment Questions

• Current standard is 10% of floor area for alcohol service then CUP required

• Should City use hours of operation and location as key criteria for determining when a CUP is required?
  • If yes, is current proposal for 11 pm threshold acceptable?
    • If not, should there be different weekday and weekend end times?

• Distance from sensitive uses?
  • In addition to hours of operation, should there be a minimum distance requirement of 500 feet from schools and residences for CUP?

• Given limited available of on-site parking, should parking standards be increased for outdoor dining areas?
Initial Staff Recommendations

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Staff Parking Recommendations

- Eliminate use of variances for parking reductions
- Develop list of acceptable alternatives to allow reduction
- Develop in-lieu fee option
- Use administrative process for granting parking reduction
  - Smaller reductions reviewed by staff
  - Larger reductions reviewed by Commission
- Establish findings for granting parking reduction
- Apply this only to Sutter St. Entertainment District
Staff Entertainment Recommendations

• Current process working well
• Staff does not recommend changes to Entertainment Permit
• CDD and Public Works staff working to implement recommendations from ad-hoc committee to reduce and redirect parking spillover effects
• Staff recommends using hours of operation and distance criteria for CUP
• Parking required only if outdoor seating is >25% of indoor seating
Sign Recommendations

• Allow additional sign materials consistent with HD Design and Development Guidelines:
  • Wood, metal, glass, stone or synthetic materials which faithfully reproduce the appearance of permissible materials
• Allow one wall sign up to a certain size plus one freestanding sign for all properties in Natoma Riley Bidwell area not just those on corners
• Develop design standards based on guidelines for commercial signs in all HD areas that allow commercial
• Allow external illumination using either:
  • Gooseneck lights above wall signs
  • In-ground sign lighting for freestanding signs concealed by sign or landscaping
  • Concealed strip illumination above wall or hanging signs
Remaining Tasks

• Historic District
  • Development standards
  • Objective design standards

• TOD and East Bidwell Corridor Overlay Districts
  • Development standards

• Administrative Procedures

• Public Review Draft Publication and Public Comment Period

• Community Workshop(s) and Commission Workshops

• Environmental Review

• Commission and Council Hearings
Current Status

• Project delayed due to pandemic

• Focus has been on setting up online application, review, payment and permitting tools for customers

• Processing high volume of entitlement applications

• Completion likely in early 2022
Next Steps

- HDC Workshop on new Historic District zones and standards
- Workshops TOD and East Bidwell Overlay Zones
- Workshops on Administrative Procedures
- Public Review Draft and Public Comment Period
- Virtual Community Workshop
Discussion and Questions
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We Need Your Input!

• Is staff on the right track?

• Do you agree with staff’s initial recommendations?
  • If not, what do you recommend?

• Are their other zoning issues that need to be addressed?

• Other thoughts?
Thank You!

For more information visit:

www.folsom.ca.us/zoningcode

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