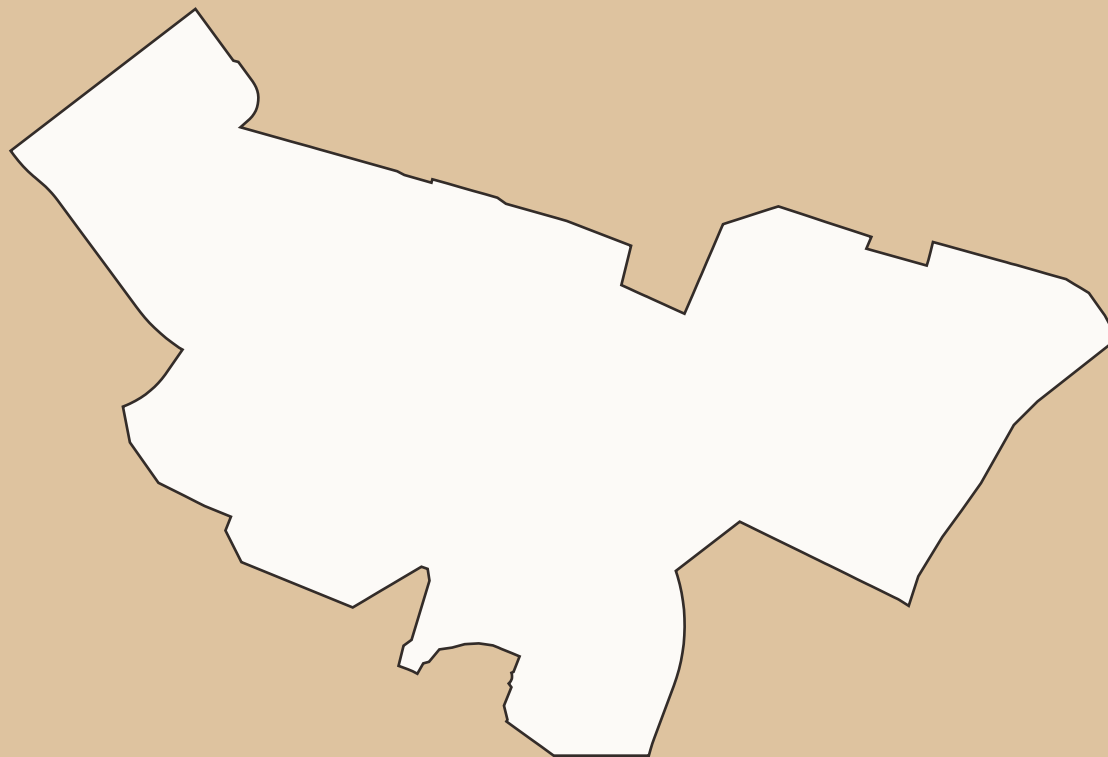




# Folsom Central Business District Vision Plan

CITY OF FOLSOM

FINAL CITY COUNCIL DRAFT DATED NOVEMBER 5, 2024



## F O L S O M   C E N T R A L   B U S I N E S S   D I S T R I C T

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# Introduction

# 1.1 Project Overview and Context

The Central Business District is in the western part of the City of Folsom, centered on East Bidwell Street between Coloma Street and Blue Ravine Road. Figure 2 below shows a map of the District. It is comprised of several shopping centers—including a Walmart Supercenter, Trader Joe’s, and Target—and parking lots. It also includes the Sutter Middle School and Lembi Park, a large community park and aquatic center. It serves as a hub for Folsom sports and recreation activities, providing athletic courts and fields that accommodate soccer, softball, baseball, tennis, basketball, and volleyball games. Outside of the District, much of the surrounding development consists of single and multi-family residential, light Industrial development, schools, other parks, and a hospital.

The District is generally located along East Bidwell and Riley streets between Sutter Middle School and Blue Ravine Road (see Figure 3). Revitalization of the District has been a priority of the City for some time and is memorialized in the 2018 Folsom General Plan. The Central Business District was an original commercial service area of the City, which continues to provide vital services to the community. The District is an underutilized development area. Current constraints to future development include transportation/circulation systems, safety issues, inconsistent lighting and landscaping, and limitations with utilities (storm-water, water, sewer capacity). The area provides vital commercial services, but walkability is constrained by narrow or missing sidewalks, lack of shade in some areas, and absence of multi modal connectivity systems. Headway waiting times at bus nodes within the District are lengthy and not conducive to encouraging ridership during inclement weather and excessive heat periods.

## Regional Context

The City of Folsom, located in Sacramento County within the Sacramento metropolitan area, is strategically positioned along the American River (Figure 1). The city’s significance is underscored by the pivotal role played by the Folsom Central Business District, serving as a vital economic and commercial hub. This District contributes substantially to Folsom’s economic vitality and community development within the broader Sacramento region.

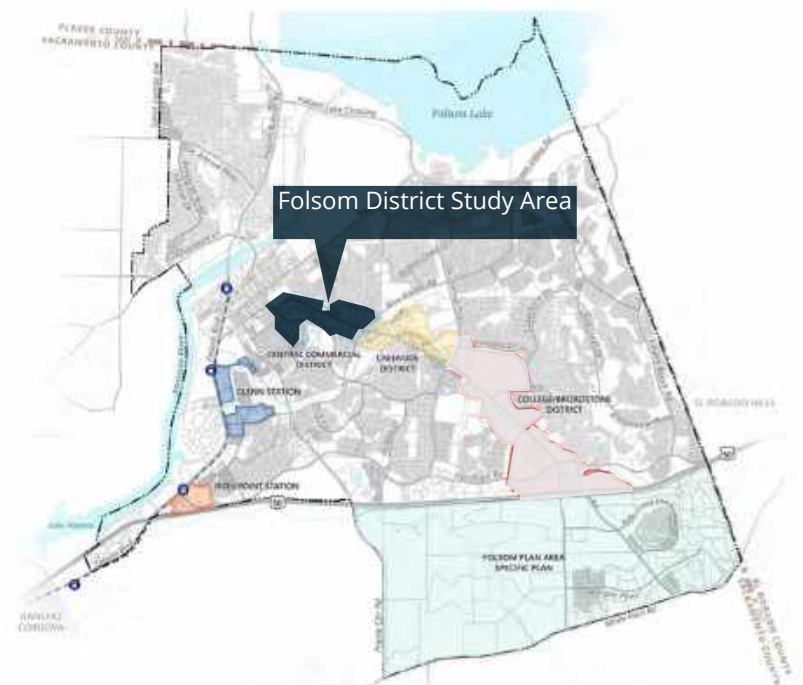


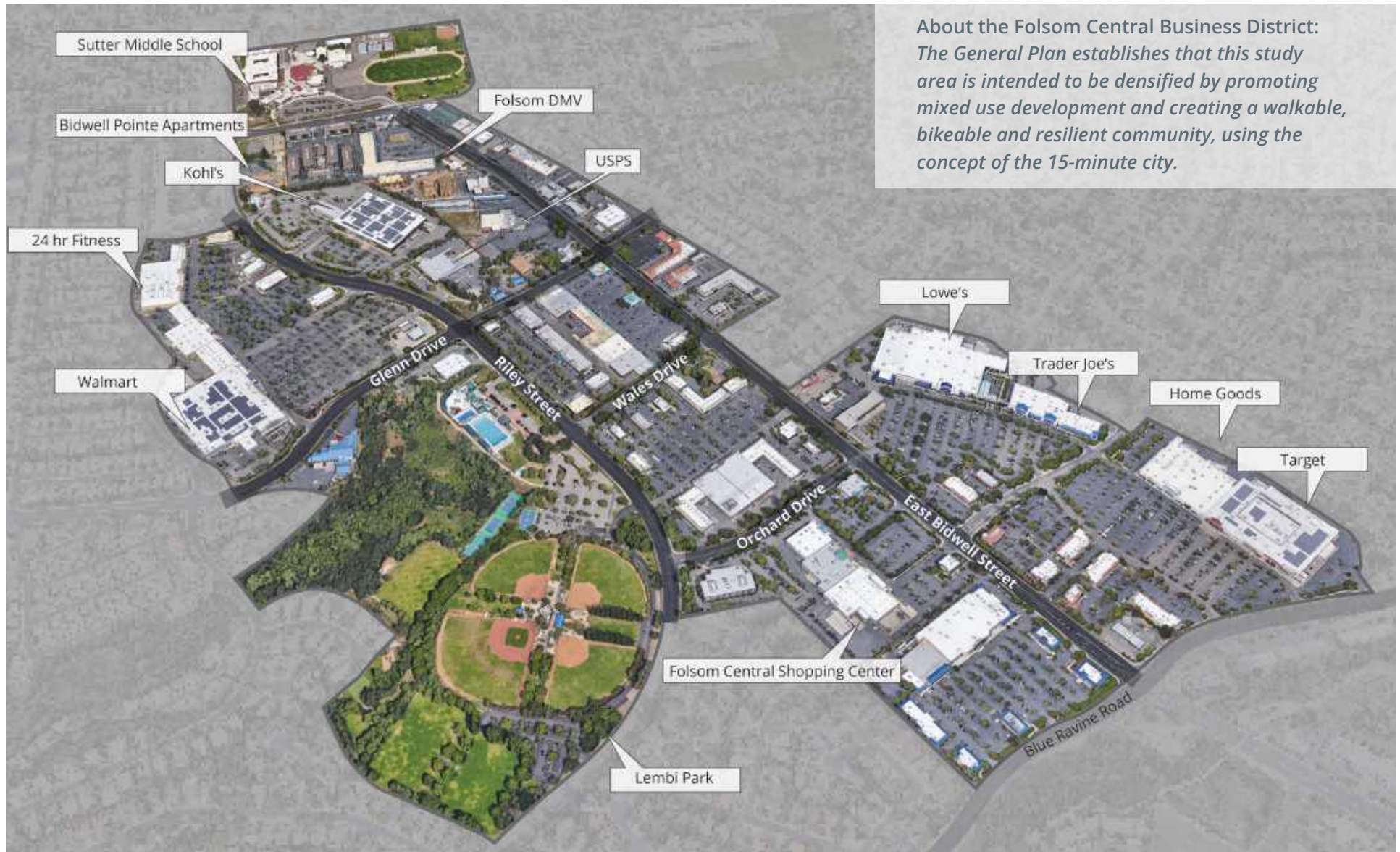
Figure 1 | City of Folsom - District area focus zones

### East Bidwell Mixed-Use Overlay Zone

- Central Commercial/Business District
- Creekside District
- College/Broadstone District TOD
- Glenn Station District
- Iron Point District
- Folsom Plan Area Specific Plan
- Parcels
- Folsom City Limits
- Light Rail Station
- Light Rail Line
- County Line

## Community Context

The Folsom Central Business District stands as the economic heart of the city of Folsom, playing a crucial role in fostering local commerce and community development. As a commercial hub, it serves as a focal point for businesses, cultural activities, and social interactions, contributing significantly to the vibrancy and identity of both Folsom and its immediate surroundings.



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

Figure 2 | Aerial photograph with study area designated

## 1.2 Project Purpose

The primary goal of the Central Business District Vision Plan is intended to activate the business district with new economic development strategies, encourage infill housing, and identify community based needs, design ideas and solutions. The Central Business District Vision Plan is intended to create a vision and key principles with actionable steps to better guide and inform future actions and priorities within the District.

The goal of the planning process is to conclude with a vision for the District that will stimulate and guide future land use decisions, create for increased commercial and housing opportunities, increase transportation and alternate mobility (pedestrian and bicycle) access, and create a cohesive identity for the study area.

The Vision Plan should be used as a guide for City Staff, elected and appointed officials, property owners, tenants, developers and community members, when considering future capital improvements, public and private investment in the development and redevelopment of property within the District, and programming of events and activities.

The City has been open to exploring the most effective process and products that will result in a plan that implements both near and far-term projects to achieve the General Plan's goals for the area. Key policies to achieve that result are as follows:

- **Policy LU 3.1.5-** Encourage new development along East Bidwell Street by creating a stronger mixed-use development pattern, both horizontal and vertical, with an emphasis on medium- and higher-density housing, while also addressing local and citywide demand for retail and services.
- **Policy LU 3.1.6-** Encourage development of mixed-use projects that create a walkable, vibrant District along East Bidwell Street between Coloma Street and Blue Ravine Road.
- **Policy LU 7.1.2-** Encourage development of underutilized and vacant parcels in commercial zones to improve the aesthetic appearance and enhance the vitality of commercial areas.
- **Policy LU 9.1.7-** Encourage efforts to establish and promote District identities (e.g., urban centers, East Bidwell Street) through the use of signage, wayfinding signage, streetscape and building design standards, advertising, and site-specific historic themes.

### 1.2.1 General Plan's Guiding Principles

The City's General Plan Guiding Principles should also be considered important building blocks of future development in the District:

1. Promote mixed-use, walkable districts that serve as social gathering places for the community.
2. Encourage pedestrian-oriented infill and redevelopment of Folsom's aging commercial corridors.
3. Promote healthy lifestyles by enhancing opportunities for physical activity, healthy eating, and sustainable living.
4. Support transportation improvements that allow and encourage more residents, workers, and visitors to walk, bike, or use transit.
5. Build a thriving innovation-based economy that creates new jobs and welcomes businesses and entrepreneurship.
6. Provide a range of housing choices to ensure Folsom is a community for all generations, where children can grow, raise families, and age in place.
7. Signify arrival into Folsom by enhancing the major entryways into the community with context-appropriate solutions including landscaping, public art, and design that strengthens Folsom's unique identity.
8. Commit to high-quality design.
9. Preserve and enhance Folsom's small-town charm by ensuring Folsom remains a safe, attractive, family-friendly community with social gathering places where neighbors can meet and interact.

### 1.2.2 Community Advisory Committee

The City Council appointed and sanctioned a Citizen's Advisory Committee (CAC) on August 22, 2023. It was comprised of 19 stakeholders representing economic development, local business, property owners, residents, recreation, transportation, mobility, tourism, and education/ student advisors to review, comment, and make recommendations to city staff, the consultant team and the City Council regarding the Vision Plan priorities, concepts, designs, etc. The CAC was an integral part of the vision planning effort and played an important advisory role to the planning team through the vision planning process; this included working with the CAC at key milestones i.e. CAC Meetings for which they met seven times from October 2023 with final recommendations in October 2024.

Key recommendations from the CAC are summarized below:

## Land Use

- Consider one or more strategies for hospitality/hotel.
- Encourage food hall, incubator restaurants, rooftop bars, beer gardens or distilleries. Zoning Code may need to be amended.
- Post office should be relocated and DMV center is ripe for redevelopment.
- Expansion of sports amenities, temporary or permanent improvements to Lembi such as street soccer and/or sand volleyball.
- Consider district-wide mid century theme, “retro” like South Congress Austin or Santa Barbara’s Funk Zone.
- Support conversion of large parking areas for housing and to accommodate people for events. Consider farmers market in large parking areas.
- Allow retro pylon signs and consider developing a sign park as a tourist attraction. Vision Plan can direct change to the zoning code to allow neon/retro signs which may not currently be allowed in the city.
- Provide a transition between future multifamily and existing residential uses.

## Placemaking

- Consider ways to reduce scale and improve circulation within large blocks.
- In considering public gathering spaces think of teens to college students who need a place to gather with free wifi.
- For roundabout median features, consider a community art project or competitions to create interest and lower costs. Landscaping should be drought tolerant and low maintenance.
- For landscaping in the district green and shade are important with continuity throughout the district and not disconnected. Improve landscape in both right of way and frontages of private property.
- Include both grants and incentives for property owners.
- Lighting standards should be unique in the district to improve aesthetics, allow for banners, improve safety, but also pay attention to light pollution so that light is not directed up.

- For distinct district lighting to be impactful, it must be part of a comprehensive landscape plan.
- Gateways should be at three major locations (East Bidwell/Riley, overcrossing at Blue Ravine, south entry at Glenn Drive).
- Public art - like placing a heart of Folsom.

## Mobility

- Riley Street needs to be improved between the Middle School past Lembi Park for safety purposes.
- Safety of kids crossing busy intersections is critical. Provide enhanced cross walks.
- Incentives for streetscape, bike racks.
- Improve pedestrian and bicycle environment.
- Like idea of breaking up large block between Sutter Middle and Glenn Drive with pedestrian and/or future vehicle connection.
- For roundabouts make sure accessibility improvements are considered for safe pedestrian and bicycle crossing.
- Potential pedestrian paseo to provide connection between E. Bidwell Street and Riley Street.
- Reciprocal access agreements should happen sooner rather than later, consolidation of driveways, improve flow. Help with circulation between businesses.
- Beautification is critical for sidewalks, landscaping and pedestrians
- East Bidwell needs better traffic flow, connected sidewalks, landscaping and lighting for pedestrian safety and access.
- Consider reduction of width of lanes to allow bike lanes.
- Remove obstructions in sidewalks (utility boxes/poles in the middle of the sidewalk).
- Install pedestrian safety measures flashing lights, signage.
- During construction of roadway and intersection improvements, small business accessibility should be taken into consideration.

## Wayfinding

- Consider themed banners, themed light poles, cohesive colors/ logos so folks know when they are entering the District.

# 1.3 List of Previous Plans / Studies / Documents

A number of studies have been conducted in the past decade to aid the overall planning and development of the City of Folsom. These include:

	Study	Date Published
1	Folsom Strategic Plan	March 28, 2023
2	Folsom General Plan 2035	Adopted August 28; Amended August, 2021
3	East Bidwell Street Complete Street Corridor Plan by Kimley Horn	February 13, 2015
4	Active Transportation Plan	Spring, 2022, by the City of Folsom
5	Framework for Objective Standards, by Opticos Design Inc.	September 2023
7	ULI Advisory Services Panel Report - Folsom and Sacramento County, California	November, 2022
8	2035 General Plan Amendments for Increased Residential Capacity Draft Supplemental EIR	April, 2024

Table 1 | List of previous studies

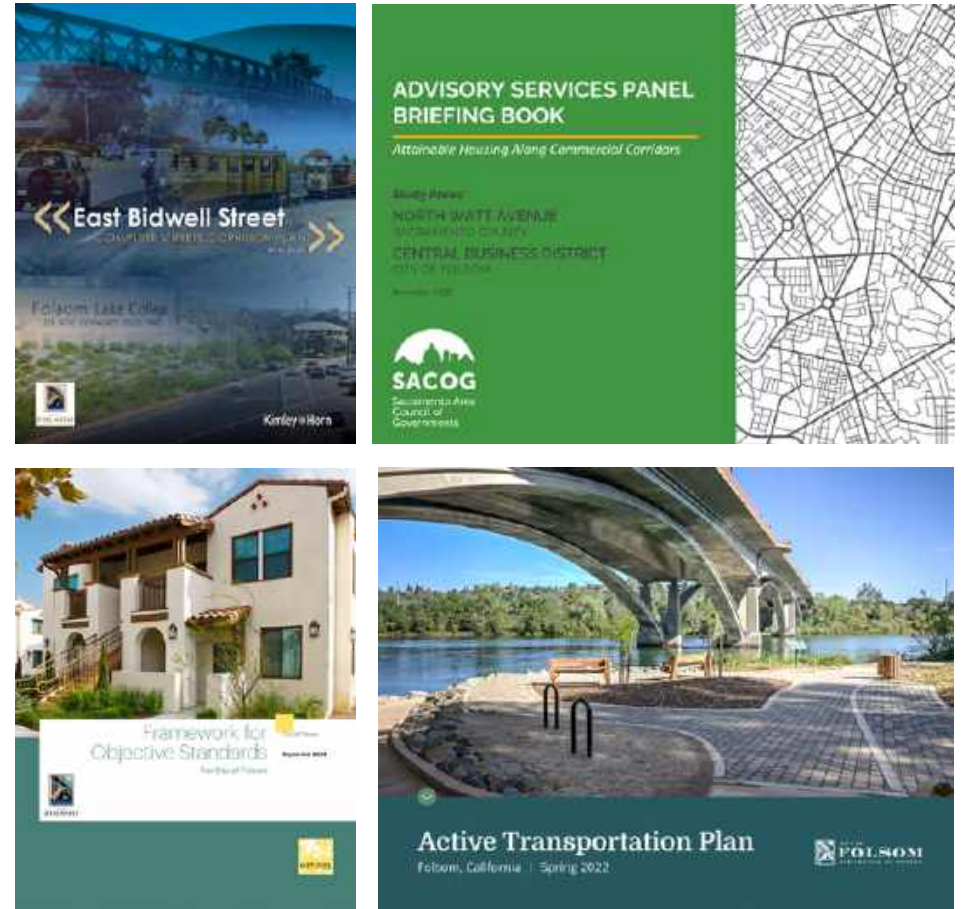


Figure 3 | Previous studies - collage

# 1.4 Community Outreach

## 1.4.1 Community Outreach Overview

The consultant team hosted various public engagement events and activities online and in person. These outreach efforts informed the community about the plan and gathered community input on a variety of topics focused on the existing conditions and revitalization efforts of the Folsom Business District. The community engagement methods consisted of an online questionnaire, social media posts, Constant Contact email blasts, flyers with QR codes, City weekly newsletter articles, project website updates, and pop-up activities/ tabling events at various businesses in the area.

**CITY OF FOLSOM**  
DISTINCTIVE BY NATURE

### TAKE OUR COMMUNITY QUESTIONNAIRE

On Folsom's Central Business District

The City of Folsom wants to hear from you regarding the Central Business District revitalization efforts.

Take the questionnaire today.  
Your opinion matters!

Project Website: <https://bit.ly/Folsom-Central-Business-District>

[bit.ly/FolsomCBDSurvey](https://bit.ly/FolsomCBDSurvey)

Figure 4 | Advertisement Questionnaire



Figure 5 | Building Community Awareness: Interactions with the community

### SURVEY STATISTICS

#### The City of Folsom Central Business District Revitalization Survey

December 12 to December 31st, 2023

- 821** participants
- 90%** live in Folsom
- 39%** work in Folsom

## Pop-Up Events

The consultant team organized numerous tabling events at prominent locations throughout the project area. On the morning of December 16, 2023, the team hosted two pop up events. One was located outside Karen’s Bakery and another at the Historic Folsom Farmers Market. The purpose of these was to raise awareness about the Folsom Business District vision planning effort, to encourage participation with the online community questionnaire, receive feedback on the uses/amenities desired for the area and gather ideas on creating a unique identity or sense of place for the District. At the events, the team members talked with community members about the study and encouraged them to take the online survey and interact with project sticker boards. There were two interactive boards with questions from the survey. Participants answered questions by placing sticker dots on their preferred amenities. The consultant team members interacted with approximately 125 members of the community and 113 stickers were placed on the boards.



Figure 6 | Building Community Awareness: Interactions with the community

## What uses/ amenities would you like to see expanded or created in the project area?

Preferred Amenities	No. of input stickers
Entertainment	4
Restaurants	13
Public gathering spaces	14
Public art	11
Play areas for children	3
Housing options	4
Landscaping and green spaces	10
Mixed-use buildings	5
Special events	2

Table 2 | Community Survey Table 1

### Targeted Social Posts

A social media post was distributed through several platforms, targeting people living in the City of Folsom. It provided information on the project and link to the survey. The post ran for a week during the survey activation, reaching 5,228 Facebook users and engaging 712 people with the post.



**What ideas could support the area as a ‘destination’ with a unique identity and ‘sense of place’?**

Preferred Destinations	No. of input stickers
Create Civic Center or “heart” of the area	2
Enhance public art	5
Themed urban landscape	13
Community events	10
Local artisan/craft establishments	7
Classic car shows	1
Flea Markets	6
Pop-up food courts	3
Tournaments	0

Table 3 | Community Survey Table 2

**Flyer Delivery**

*As part of the effort to educate and inform business owners and employees about the project goals, the consultant visited 50 businesses within the Central Business District project area. At each location, the team members gave an overview of the project to business representatives, leaving behind survey flyers and comment cards. The site visit aimed to get constituents who directly work in or own a business in the Central Business District to participate in the questionnaire and provide input.*

**Online Questionnaire**

One of the first community outreach activities consisted of an online community questionnaire, hosted on the City’s project website in December of 2023. The questionnaire was made available to the community from December 12<sup>th</sup> to December 31<sup>st</sup>, and had a total of 821 participants. 90% of participants were residents of Folsom, and every age demographic was represented in the input collected and consisted of 14 questions exploring desired improvements within the Central Business District, as well as specific concepts related to housing, mobility, and other amenities.

**1.4.2 What does the Community want?**

The community weighed in on various topics including what they liked most about the project area, the uses and amenities they would like to see and what they would like to see changed or removed. Some of the findings included mobility improvements, creating a sense of identity in the area, and adding more landscaped green spaces. Participants were also asked the main reasons they visit the Central Business District. The top three reasons, were for dining and shopping, personal services (bank, salon, etc,) and recreation. Similarly, the top three things they most liked about the area were retail shopping, indoor entertainment and outdoor recreation/entertainment. There are some gaps in the amenities that the community wanted to improve. These included enhanced landscaping, additional restaurants, and more opportunities and variety of entertainment. The community also voted on what housing options appealed most to them. Townhouses, single-family housing, condominiums and senior housing were among the top types of housing most wanted in the area. Mobility improvements were also a popular topic among the participants and included continuous sidewalks, enhanced traffic calming reduced cut-through traffic, and better street and pathway lighting. Last of all, the community gave their input on what ideas could support the area as a destination with a unique identity. The top choices were to create a themed urban landscape that celebrates Folsom’s identity, create a civic center or ‘heart’ of the area, and create more community events for all ages.





# District Vision and Guiding Principles

## 2.1 Vision Statement for the District

Consistent with the General Plan, the vision for the District is:

**A unique and vibrant destination District that is economically sustainable with events, entertainment, art, and mix of uses including mobility enhancements to support safety, traffic flow, and all modes of travel.**

Key areas of focus include:

- Retain existing businesses and provide space for new enterprises within the District;
- Provide safe, accessible and efficient traffic flow through the area by integrating proven and innovative traffic management strategies;
- Consider planning strategies to provide equity/ equality/ accessibility to a wide range of visitors, guests, and residents;
- Make the area safe and inclusive for public activities throughout the day (and night) by providing best-in-class public space design through landscape, lighting and wayfinding and signage.



## 2.2 Guiding Principles for the District

### **Sustainable Revitalization:**

Support the redevelopment, revitalization, and economic activation of the District.

- Promote development and redevelopment of vacant and underutilized space, including a vibrant mix of residential, retail, entertainment, office, civic, and mixed uses.
- Support business retention, entrepreneurship, and attract new innovative business opportunities to create jobs, support the local economy and increase the tax base.
- Enhance and create partnerships and collaboration between residents, property and business owners, City officials, policy makers and developers to ensure a collective vision for the growth of the District is carried out.

### **Destination Oriented:**

Develop the District into a thriving destination for living, working, shopping, and recreation.

- Promote the creation of a variety of unique, attractive, and vibrant memorable social destinations for all (civic events, plazas, sports fields, amphitheater, parks) while enhancing the existing attractions.
- Promote a variety of well-designed public and private open spaces that will encourage the local community and visitors to stay and explore the District.
- Broaden and enhance the mix of services, shopping, dining, and entertainment opportunities and experiences.



## Multimodal Connectivity:

Expand and advance accessible transportation for all residents and visitors.

- Establish a family-friendly, pedestrian and bicycle-oriented district that provides a convenient and safe mobility network for all ages and abilities.
- Encourage a transportation network with more connections throughout the District with dedicated and integrated facilities for pedestrians, bicycles, vehicles, micro-mobility, and transit (such as a trolley).
- Design a transportation network that incorporates traffic calming techniques prioritizing pedestrian and bicycle safety.



## Identity/Placemaking:

Create public spaces that support a vibrant social life and foster a sense of community.

- Design a district that reflects the heritage/ culture of Folsom embracing its diverse population and creates the 'heart of the community'.
- Incorporate placemaking done in collaboration with residents that includes gateway monuments, public art, and wayfinding to create a sense of arrival in the District.
- Create an attractive and appealing aesthetic environment with landscaping and well-designed architecture that offers residents and visitors an enjoyable experience.





## Housing:

Encourage high quality housing that supports a variety of incomes, market preferences, households, and ages.

- Meet the residential needs with an attractive mix of residential types and attract new residents that can support sustainable economic and social benefits.
- Support a wide variety of affordable housing products for young professionals, young families, aging seniors, empty nesters, and members of the local workforce.
- Encourage development of new infill housing to include amenities such as well shaded shared use paths and private open space.









# District Revitalization and Economic Conditions

# 3.1 Existing Conditions

## 3.1.1 Study Purpose

BAE (Bay Area Economics) prepared a market analysis in July 2024. The analysis indicates that E-commerce has disrupted the retail sector, resulting in the need for less physical space and more efficient use of existing space. The Central Business District retains large parking fields and reliance on the automobile; a retail model of the past. The BAE report indicates that only the most compelling sites will be attractive to retail developers and tenants. Therefore, it will be initially important to define how and where to build new retail space in the District.

This study includes an evaluation of potential demand for new residential, retail, office, and hotel uses. Key findings from the market study and the resulting implications for the Vision Plan are as follows.

## 3.1.2 Key Findings and Implications

### Demographic and Economic Findings and Implications

- The City of Folsom added approximately 16,000 residents between 2010 and 2023, growing to a total of 88,139 people. This growth outpaced the rate of growth in Sacramento County and the Sacramento MSA overall, which both grew moderately over the same time period.
- Household size across Folsom, Sacramento County, and the MSA remained mostly steady between 2010 and 2023. As of 2023, the average household size in Folsom was 2.64 persons per household, slightly smaller than the Sacramento County and MSA household sizes of 2.74 and 2.70 persons per household, respectively.
- Demographic experts expect the City and region to continue to grow in population. The City's estimation of its housing capacity in its Housing Element suggests that its population could grow by approximately 22,000 by 2029. Many forecasts for the City and county are problematic or unreliable due to reliance on top-down models or outdated base year data. The Folsom Plan Area will significantly contribute to this growth by establishing a new community on 3,520 acres south of U.S. Highway 50.

	2010	2023	Change, 2010-2023	
			Number	Percent
<b>Population</b>				
City of Folsom	72,163	88,139	15,976	22.1%
City of Folsom excluding group quarters (a)	65,203	82,117	16,914	25.9%
Sacramento County	1,418,788	1,814,771	195,983	13.8%
Sacramento MSA (b)	2,149,127	2,448,813	299,686	13.9%
<b>Households</b>				
City of Folsom	24,925	31,115	6,190	24.8%
Sacramento County	513,945	576,145	62,200	12.1%
Sacramento MSA (b)	787,667	890,070	102,403	11.5%
<b>Average Household Size</b>				
City of Folsom	2.62	2.64		
Sacramento County	2.71	2.74		
Sacramento MSA (b)	2.68	2.70		

Table 4 | Population and households (2010-2023)

- The City has a large population of parent-aged adults (35-64) and children (under age 18), comprising an estimated 65 percent of the total population of Folsom. Many families are raising children in Folsom, which can shape consumer preferences towards family-oriented retail and experiences.
- The City is predominantly Non-Hispanic White but has grown increasingly diverse over the last decade. Folsom's household population is 56 percent Non-Hispanic White, but since 2010 the Non-Hispanic Asian household population has more than doubled and the Hispanic/Latino population grew by over 60 percent.
- Overall, the City is home to an extremely well-educated labor force. In Folsom, 97 percent of the population over the age of 25 years graduated from high school, while 62 percent have at least a bachelor's degree and 27 percent have a graduate degree.
- The City's households have a higher median income compared to Sacramento County and the Sacramento MSA. Folsom's median household income was estimated to be just under \$138,000, compared to \$83,000 in Sacramento County and \$88,000 in the Sacramento MSA.
- The City has a high rate of homeownership that supports community stability and spending on home goods and services. Overall, the City has an estimated 71% of householders that own their home, higher than that in both Sacramento County and the Sacramento MSA.

- The Manufacturing, Retail Trade, and Professional, Scientific and Technical Services industry sectors play a large role in Folsom’s economy and together account for 45 percent of the total jobs in the City. The largest employers in the City are Intel, Mercy Hospital, Kaiser, the California State Prison, PowerSchool, Verizon Wireless, and the City of Folsom.
- The majority of those who work in the City of Folsom commute from outside the City. Folsom residents make up 38 percent of the City’s workers, while 62 percent commute from outside of Folsom, suggesting that any new residential development could be attractive to people seeking to live closer to work.
- Households in Folsom spend an average of \$50,000 a year in select retail categories, approximately 50 percent more than the average US household. There is a strong consumer base in the City, but the District retailers are competing with e-commerce and other commercial Districts for spending.
- According to Esri’s Tapestry system, 80 percent of households in Folsom are part of The “Affluent Estates,” “Upscale Avenues,” and “Family Landscape” LifeMode groups. These are generally higher-income and well-educated families with school-aged children that spend money on technology, cars, home goods, and family-oriented purchases.

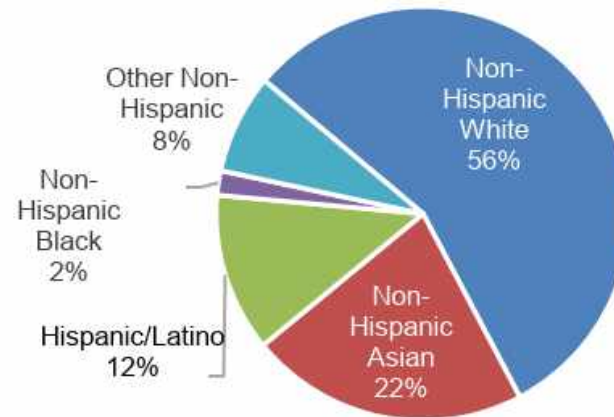


Figure 7 | Population by ethnicity in the City of Folsom, 2023

### Spending Patterns in Folsom

*Folsom households spend nearly \$50,000 annually on retail goods and services\**

- *Top 5 spending categories:*
- *#1: Food at Home = \$332M*
- *#2: Entertainment & Recreation = \$192M*
- *#3: Food Away from Home = \$190M*
- *#4: Household Furnishings & Equipment = \$92M*
- *#5: Housekeeping Supplies = \$46M*

*\*Excludes spending on housing, health care, insurance, transportation & travel, financial services.*

### 3.1.3 Retail Market Findings and Implications

- Population growth in general will generate new retail spending power that can potentially be captured in the District. Each new affluent household will generate approximately \$50,000 in retail spending power. Attracting additional residents to the District may be critical for attracting new retailers to the site, and therefore early phases of implementation of the Vision Plan should actively consider residential development.
- E-commerce is disrupting the retail sector, resulting in the need for less physical space and more efficient use of existing space. Given this environment, only the most compelling sites will be attractive to retail developers or retail tenants. As such, it is critically important to refine how and where to build new retail space within the District. Future initiatives should also explore how the City's zoning code and development standards can be revised to better support the flexible demands of today's retailers.
- The proposed new retail in the Folsom Plan Area includes "town center"-style retail development and a "Community Commercial" zoning designation intended to serve nearby residents. This new development could compete with the District redevelopment to attract shoppers and visitors. The District Vision Plan should take this into account and consider how to differentiate the District in a positive manner from the Folsom Plan Area.



Figure 8 | Urban Retail

### 3.1.4 Office Market Findings and Implications

- Office tenants prefer physical settings that offer an ‘urban’ feel, even if situated in a suburban location. The completion of a walkable and amenity-rich mixed-use development project in the District will greatly improve the area’s attractiveness as a potential office location.
- Currently, much of the existing large office space in Folsom is directly adjacent to or near Highway 50, while the District is further from the highway and doesn’t offer the same level of regional visibility. Instead, the District could be home to local-serving businesses and co-working spaces for self-employed and remote workers.
- The office vacancy rate in the District is lower than that of the City as a whole, indicating that there could be demand for additional office space in the redeveloped District.
- The proposed large-scale development in the Folsom Plan Area includes retail, industrial park and office, adding almost 8,000 jobs to the area. This new development could compete with the District redevelopment to attract new employers. The District Vision Plan should take this into account and consider how to differentiate the District from the Folsom Plan Area.



Figure 9 | Office Market findings and implications

### 3.1.5 Residential Market Findings and Implications

- Although the majority of all housing units in Folsom are single-family homes, the City also has a sizeable inventory of multifamily housing units. Of the 32,083 housing units in Folsom approximately 74 percent are single-family units while 26 percent are multifamily units.
- Median home sales prices in Folsom are significantly higher than in Sacramento County, indicating demand for living in the City as well as a strong consumer base.
- Providing a range of housing types in the District at a mix of price points, including multifamily rental housing, condominiums, and townhomes, could address demand from various segments of the community, including seniors seeking to downsize but desiring to stay in Folsom.
- Attracting market-rate residential development to the District is likely to require implementing placemaking strategies to complement residential uses, creating a sense of community, and provide dining and entertainment for new residents. Much of the planned development in Folsom is concentrated along Highway 50 and in the Folsom Plan Area, so the District Vision Plan should consider ways to create a distinct identity for the District.
- The District offers a large site with the potential for a mix of uses that can create a sense of place with a mix of complementary uses that will support demand for new residential development.

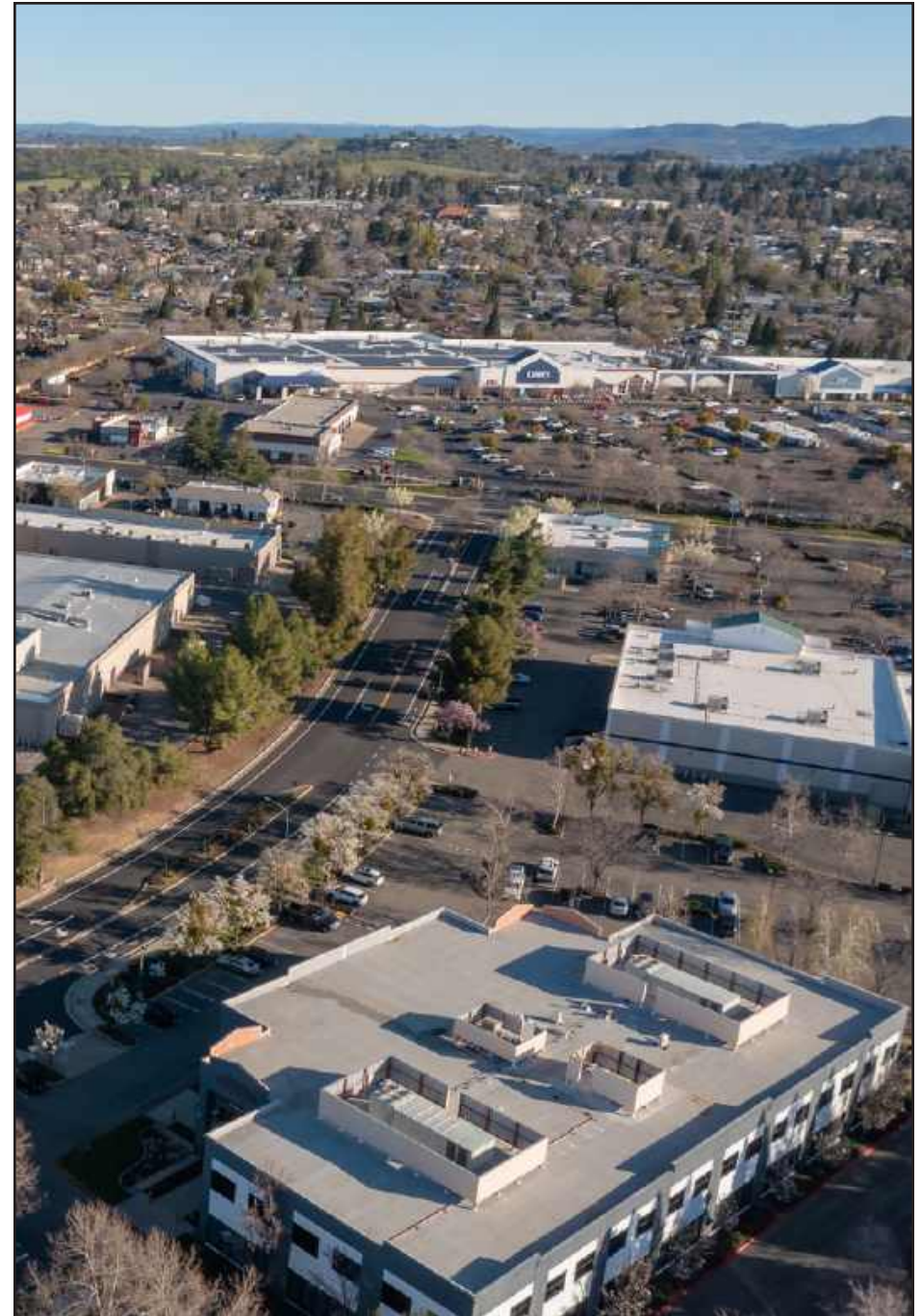


Figure 10 | Bird's eye view of some of the properties in the Central Business District

### 3.1.6 Hotel Market Findings and Implications

- Folsom currently serves primarily as an upscale hotel market with some business travel. Ensuring that the Central Business District includes a mix of uses and amenities could be critical to attracting new operators in the District.
- The redeveloped Central Business District could include leisure-focused hotel uses for travelers visiting residents.
- Hotels in Folsom may seek to increase leisure travel stays in part by enhancing connections with local and regional attractions and experience-focused stays.
- One market with potential would be families and teams participating in regional sports events in Lembi Park. A hotel would support sports tourism for both current activities and potential expanded activities in the park.



Figure 11 | Boutique Hotel with architectural character

## 3.2 Transformative Ideas/Key Opportunities for Improvement

Folsom's Central Business District ("District") is a business community, offering a broad and diverse range of restaurants, small businesses, and regional and national retailers. Its central location makes it convenient for Folsom residents. With a highly educated and affluent trade area, the District has enjoyed low vacancy rates and strong demand for retail space.

However, along with its many successes, the District faces challenges. The City's overall inflation-adjusted taxable retail sales have been flat over the past few years, and the retail sector has experienced disruption due to the rise of e-commerce and the recent COVID-19 pandemic.

The District lacks a cohesive sense of place and many of its retail centers, while occupied and active, do not offer a unique experience or reason to linger. The Folsom Historic District and Palladio compete for consumers. Potential new retail competition is likely with the development of new community and regional commercial uses in the Folsom Plan Area (south of Highway 50).

Inspired by Folsom's 5-Year Strategic Plan, this section of the Vision Plan presents a set of ideas and a roadmap to realize five primary revitalization and economic development goals for the District, as shown in Figure 12. First, it identifies strategies and actions designed to support existing businesses. Second, it sets forth strategic actions to help promote the District as an attractive place to shop and do business. The third goal is to engage in place-making and enhance quality of life –what it takes to retain and attract new business and talented employees in today's competitive economy which in turn creates new business opportunities. The fourth goal is creating new business opportunities in the District, and the fifth is enhancing fiscal sustainability.

These transformative ideas are discussed in subsequent chapters of the vision plan with corresponding strategies and actions.



Figure 12 | District Revitalization and Economic Development Goals



## 3.3 Implementation Strategies/Recommended Actions

This section of the Vision Plan presents initiatives and direct actions the City can take to transform the District's image and economic performance to benefit businesses, property owners, and the City's residents, workers, and visitors. Several additional actions related to the economic development goals are listed in the land use, mobility and access, and placemaking chapters of this plan.

### ▶ 3.3.1 Partners with Economic Development Organizations

Continue partnerships with regional and local economic development organizations to keep them informed of potential new business opportunities.

### ▶ 3.3.2 Partner to Market and Promote the District

Collaborate with commercial real estate brokers to prepare marketing materials focused on the District's brand, amenities, trade area, and City incentives to promote the District to new retail, entertainment and hospitality businesses.

### ▶ 3.3.3 Encourage Encourage/Incentivize Strategic Transformation

Encourage acquisitions, land assembly, partnerships, incentives, and/or investments in improvements to public and private property in the District to enhance key assets/opportunities.

### ▶ 3.3.4 Encourage Develop an Action Plan to Ensure Implementation of the Vision Plan

The Action Plan should identify measurable goals and milestones, establish annual review/monitoring and reporting by dedicated staff, and engage City Council in setting funding priorities as appropriate.





# Land Use Concepts and Design



## 4.1 Existing Conditions

### Landuse

Existing land use designations provide the framework for development that regulates the types, location, and level of development. Land uses are established by the General Plan and Zoning Code. Nothing in this Vision Plan changes the land use designations and no specific development is proposed at this time. The purpose of the Vision Plan is to ensure future development and public investment support the vitality and vision of the District. As development is proposed in the future, this document will be a tool to help guide the development community, businesses and city. Concepts introduced may require flexibility and refinement moving forward as part of land use entitlements and environmental review.

This Vision Plan will be implemented through a combination of public and private investment, with many components potentially eligible for grant funding. Funding will be required for both capital improvements and ongoing operation and maintenance. Roadway and utility improvements will be funded by the City's Capital Improvement Program (CIP). District improvements could be funded by private development, or funding mechanisms such as a lighting and landscape district or Business Improvement District (B.I.D), etc.

### City of Folsom's 2035 General Plan and Folsom Plan Area Specific Plan (FPASP) Amendments

In response to state housing requirements and consistent with City Council direction, the city recently made amendments to the City of Folsom 2035 General Plan and Zoning Code. To increase housing capacity for mixed-use, multi-family, and affordable development in three targeted areas of the city. These areas include the East Bidwell Street corridor (includes Central Business District), the transit priority areas around the Glenn and Iron Point light rail stations, and the Folsom Town Center area.

The amendments create capacity for up to 6,046 additional residential units in the city to meet the goals for the state's housing element requirements. By increasing capacity in targeted areas, the city will maintain an adequate supply of land for multi-family housing without rezoning land in established residential neighborhoods. The types of housing that are identified as multi-family housing are any housing with more than two units including apartments, condominiums, and townhomes. Residential mixed-use development is office space or retail with housing located above, adjacent to, or attached to it.

The initial impetus for these General Plan amendments came from the Targeted Mixed-use and Multi-family Housing Study prepared by Opticos Design, Inc., which focused on a market feasibility analysis of and appropriate designs for higher density residential and residential mixed-use development in the identified targeted areas. Based on these recommendations, community input, and City Council direction, results from the study formed the basis in identifying the development assumptions and determining the appropriate development standards associated with the amendments to the City's 2035 General Plan, FPASP, and Zoning Code.

## 4.2 Transformative Ideas/Key Opportunities for Improvement

### District Development Strategies

The transformation of Folsom's Central Business District from a car-centric series of large strip malls to a pedestrian and bike-friendly live-work-play destination will be a process of incremental change that will take place over many years. The first signs of transformation will likely occur in the public realm on City-owned property and public rights of way.

Private development will follow and could vary widely in both its form and location within the District. The City will need to be strategic in how it incentivizes private investment such that all new development contributes to a comprehensive, long-term vision for the District. The following sections provide a more detailed description of this sequenced approach.



Figure 13 | The District, as it exists today

## 4.2.1 Capitalize on Lembi Park

Lembi Park is the single largest city-owned asset within the Central Business District. It is approximately 36-acres of public open space at the heart of the Riley Street/East Bidwell Street corridor. If leveraged properly, the park's scale and location could dramatically impact the character of the District.

Lembi park is also the City's most heavily used park and is used by a large number of people with informal and formal programmed activities including soccer, baseball, softball and pickleball, as well as aquatics. These uses host local/regional and national tournaments and swim meets at this location. In addition, community events occur at the park. While these uses bring folks to Folsom in the thousands each year, the Central Business District is not necessarily maximizing capture of tourist dollars. The City in conjunction with appropriate consultant experts should look for ways to improve connectivity and marketing to take advantage of this important resource and draw visitors into the Central Business District.

Some of the most iconic public parks in cities across the country have become successful urban spaces due to their effective management (often by a local non-profit or third party), diverse programming, and community engagement.



Figure 14 | Lembi Park as it is today



## 4.2.2 Improve Connectivity between Lembi Park and the District

The next most important city-owned asset(s) within the District are the public streets and intersections. The intersections along Riley Street at Glenn Drive, Wales Drive, and Orchard Drive should be considered vital links between a more vibrant Lembi Park and the future destination retail experiences within the Central Business District. The connection between the park and the District should be so seamless and effortless that one could not imagine visiting one and not the other. Placemaking solutions such as district-specific gateways, unique crosswalk markings, and branded lighting/wayfinding would all reinforce the identity of the District as well as enhance pedestrian connectivity to the park.

Similarly, the public streets Glenn Drive, Wales Drive, and Orchard Drive are important links between Lembi Park and the surrounding neighborhoods on either side of the Riley Street/ East Bidwell Street corridor. These streets should be so bicycle and family-friendly that residents prefer to walk and bike than drive to the District. A modest reduction in vehicular travel lane widths has been proven to significantly reduce automobile accidents. By simply re-allocating space within existing right of ways at Glenn Drive, Wales Drive, and Orchard Drive from wide vehicular lanes to dedicated bike lanes and/ or more generous parkways/sidewalks, the City could dramatically change the character and quality of life within the District.

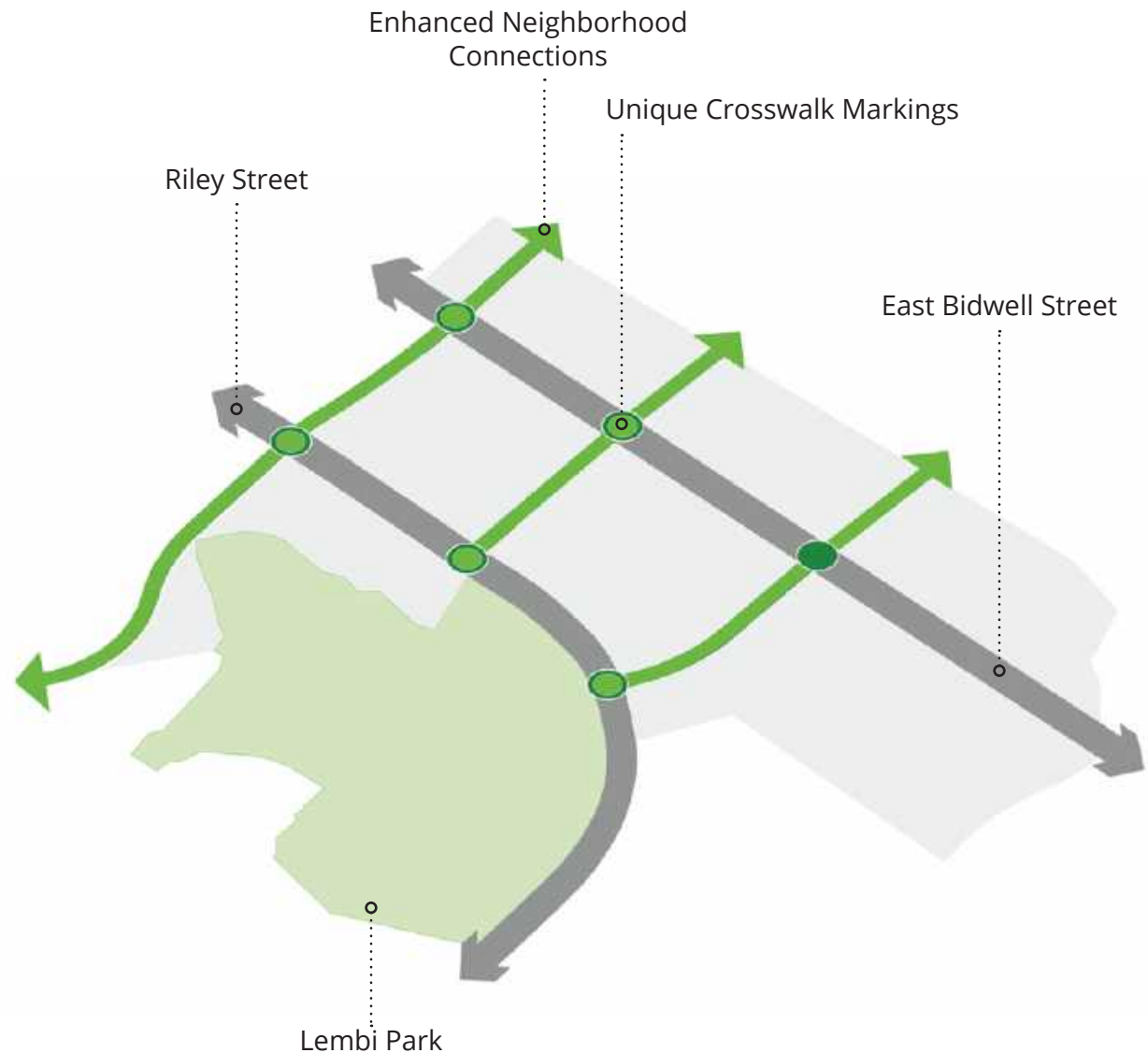


Figure 15 | Strategy to improve connection between Lembi Park and the District

## 4.2.3 Incentivize Strategic Private Re/Development

The traditional strip malls that comprise the current Central Business District present a uniform and uninspired retail experience. The linear layouts, extensive parking lots, lack of pedestrian-friendly features or public gathering spaces fail to create the memorable destination experience necessary to compete with the nearby lifestyle centers and the convenience of online shopping.

However, by enhancing design aesthetics, improving walkability, incorporating mixed-use elements, upgrading amenities, and fostering community engagement, these strip malls can evolve into vibrant environments that benefit both businesses and visitors. To incentivize property owners to invest in placemaking and mixed-use redevelopment, a city can employ a variety of strategies:

1. Financial Incentives such as tax credits/deductions, grants/subsidies, low-interest loans, and reduced fees.
2. Regulatory Incentives such as expedited permitting and design/planning assistance.
3. Partnership and Support Programs such as public-private partnerships and marketing/branding support.
4. Community and Design Incentives such as placemaking grants and recognition programs.
5. Long-term Benefits Support such as economic development incentives and long-term lease and revenue sharing.

### Streamlining Permitting

*Overly restrictive permitted uses in the zoning code, inflexible development standards, and uncertain building permitting process can often discourage investment by existing and new businesses. Folsom has a streamlined permitting process for outdoor dining on City-owned property, but retail uses on such as bars, taverns, breweries, wineries, live entertainment incidental to a bar or restaurant, ballrooms, and alcohol sales are subject to minor conditional use permits or conditional use permits, processing fees, depending on specific use, location, and the commercial/mixed use zoning designation.*

*Much of the District is within 500 feet of residential zones or 1,000 feet from the Sutter Middle School which means that new businesses in these categories would be subject to a conditional use permit that goes before the Planning Commission. The purpose of these regulations is well justified; they protect children and limit noise and traffic impacts to the adjacent neighborhoods. However, they can work against revitalizing the District by effectively limiting the range of retailers and discouraging outdoor uses that are critical for sustaining and revitalizing the District's retail centers.*



## 4.2.4 Near-term Private Re/Development Strategy

All new private development within the District will require careful consideration of the City's long-term vision and goals. As previously mentioned, transforming the very large, single-purpose, car-centric developments into smaller, more dynamic, pedestrian and bike-friendly environments that integrate residential, commercial, and public open space will be an incremental process.

The addition of modest amounts of new outdoor seating and small public gathering spaces will enhance existing retail frontages tremendously.

Further re/development of retail frontages from single-sided strip malls to double-sided open-air pedestrian malls or potentially new internal streets would significantly improve the walkability of these extremely large parcels. The challenge and the goal will be to concentrate retail storefronts along dense, amenity-rich shopping streets rather than parking lots at the core of the parcels while consolidating parking in shared lots and introducing housing at the edges of parcels.



Figure 16 | Strategy for near-term private re/development for the District

## 4.2.5 Long-term Private Re/Development Strategy

Concentrating retail and proposed public realm along dense pedestrian malls and/or new internal streets and strategically locating shared parking lots at parcel edges will also achieve two other important outcomes.

First, disadvantaged retail spaces further from the retail core and underutilized surface parking lots become prime opportunity zones for new residential developments.

Second, over time, as a thriving horizontal mixed-use development emerges, property values should increase to the point where structured parking becomes feasible. If carefully planned, this would set the stage for long-term vertical mixed-use development to occur precisely where it makes the most sense – along East Bidwell Street.

The higher traffic volumes supported by East Bidwell Street and Riley Street make adjacent parcels the ideal choice for the densest mixed-use developments within the District.



Figure 17 | Strategy for long-term private Re/Development for the District

## 4.2.6 Big Box Retail Redevelopment

While incremental infill and selective redevelopment may be the most feasible approach to transformation of smaller parcels within the District, the larger big-box parcels present a very different opportunity.

For the past decade, big box retailers have suffered dwindling sales, bankruptcies, and store closures. Demolished square footage of vacant big box stores and malls continues to climb at an unprecedented rate. These large parcels, covered mostly in surface parking lots and relatively inexpensive buildings, lend themselves to larger, more comprehensive live-work-play neighborhood developments.

Each of the big box retail parcels within the Central Business District holds this potential. Any one of them could be completely re-imagined as a thoughtfully branded mixed-use development arranged around a central public open space with low-rise residential at parcel edges adjacent to existing single-family residential and denser mid-rise residential over retail/structured parking at parcel edges adjacent to high-volume arterial streets.

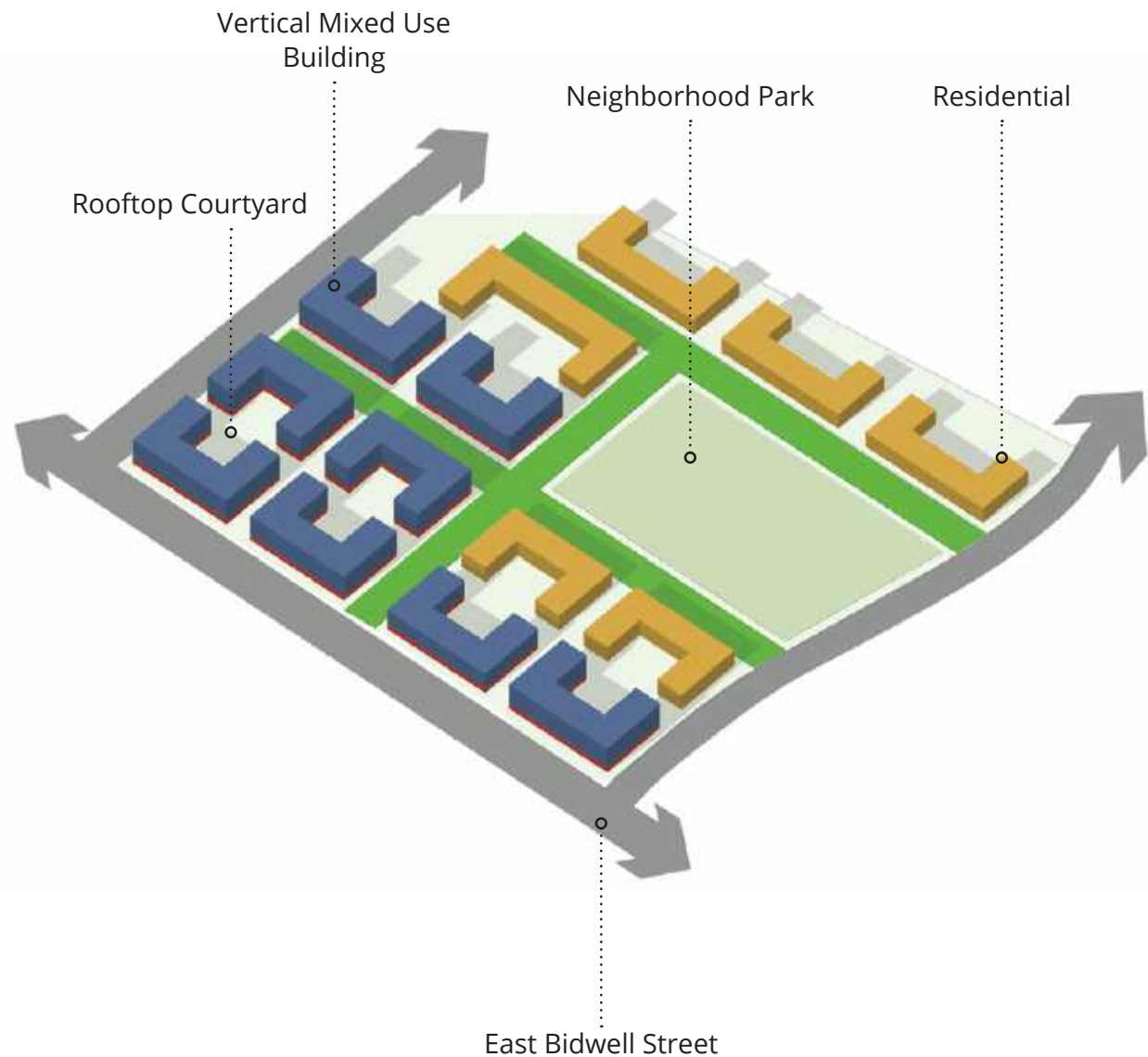


Figure 18 | Strategy for Big-box Retail Redevelopment

## 4.3 Examples/Successful Case Studies/Transformative Ideas

Several project case studies and scale comparisons from the following three development typologies were discussed in CAC meeting #2.

- Open-Air Pedestrian Mall
- Horizontal Mixed-Use
- Vertical Mixed-Use

Below is a recap of the material presented.

### 4.3.1 Open Air Pedestrian Environment

An open-air pedestrian mall is a designated area within a commercial district where the streets are closed to vehicular traffic and designed for pedestrian use only. These malls are lined with shops, restaurants, and other commercial establishments, and they include amenities such as benches, landscaping, public art, and entertainment spaces to create a welcoming environment for visitors. They offer a much more vibrant, attractive, and community-oriented alternative to traditional single-sided strip malls, benefiting both businesses and visitors through increased foot traffic, aesthetic appeal, environmental benefits, economic gains, and enhanced cultural engagement.

- Modest renovations at retail frontage can transform a traditional strip mall into a vibrant destination
- Amenities and small gathering spaces build community and create a sense of place



Figure 19 | Open-air pedestrian environments with abundant green space and retail opportunities

### 4.3.1.1 Vineyards at Porter Ranch



Figure 20 | Variety of spaces and placemaking elements make up a very engaging outdoor pedestrian environment at Vineyards at Porter Ranch

## Plan - Vineyards at Porter Ranch



Figure 21 | Illustrative Plan



# Scale Comparison - Vineyards at Porter Ranch

## Case Study



## Folsom Project Site



Figure 22 | Scale Comparison

## 4.3.2 Horizontal Mixed Use

Horizontal mixed-use development refers to a type of urban planning where different types of land uses – in this case commercial and residential, are arranged adjacent to each other rather than stacked vertically within a single building. Many of the parcels that make up the Folsom Central Business District are currently very large and inefficient. A pattern of horizontal mixed use will take shape by concentrating retail and public realm along dense pedestrian malls and/or new internal streets at the core and replacing disadvantaged retail spaces and underutilized surface parking lots with residential development at the edges. This development pattern will provide economic diversity, increased foot traffic, enhanced quality of life, environmental benefits.

- New residential development addresses the need for additional housing and increases foot traffic
- Dense retail cores and shared parking lots improve land use and enhance the pedestrian experience



Figure 23 | Horizontal mixed use

### 4.3.2.1 Fourth Street in Berkeley, CA



Figure 24 | Outdoor seating for eateries, plaza, rich sidewalk life at Fourth Street, Berkeley, CA



Figure 25 | Integration of landscape and urban life on sidewalks and outdoor spaces

# Plan: Fourth Street, Berkeley, CA



Figure 26 | Site Plan

# Scale Comparison: Fourth Street in Berkeley, CA

## Case Study



## Folsom Project Site



Figure 27 | Scale Comparison

### 4.3.2.2 Main Street Cupertino in Cupertino, CA



Figure 28 | Variety of outdoor spaces, with different textures and landscape treatments at Main Street, Cupertino, CA



# Plan: Main Street, Cupertino, CA

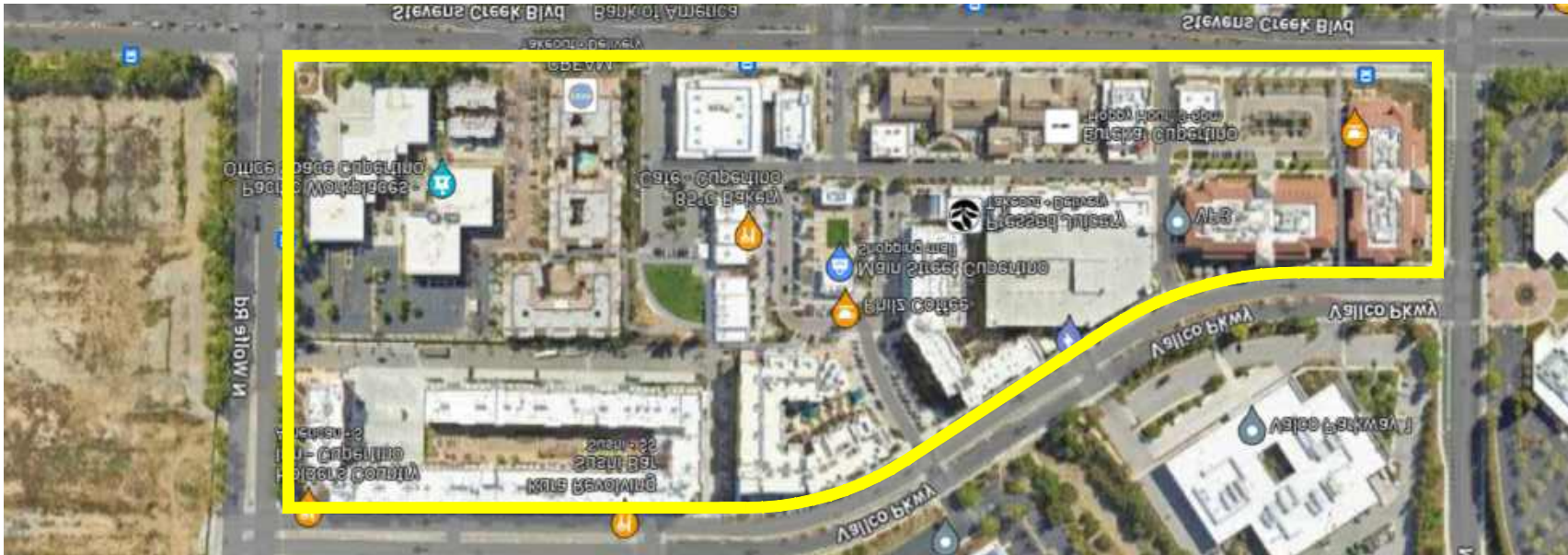


Figure 29 | Illustrative Plan



# Scale Comparison: Main Street, Cupertino, CA

## Case Study



## Folsom Project Site



Figure 30 | Scale Comparison

### 4.3.3 Vertical Mixed Use

Vertical mixed-use development refers to a type of urban planning where different land uses – in this case commercial, office, and residential - are integrated within a single building, typically stacked on different floors. For example, a building might have retail stores on the ground floor, offices on the middle floors, and residential apartments or condominiums on the upper floors. Vertical mixed-use developments also often rely on structured parking. Over time, as a thriving horizontal mixed-use development raises property values to the point where structured parking becomes feasible, vertical mixed-use development becomes possible. Benefits of this development pattern include efficient use of land, increased convenience, economic vitality, aesthetic appeal, sustainability, and social benefits.

- Structured parking wrapped housing over retail maximizes land use and builds economic resilience
- Vertical mixed-use supports larger public open spaces



Figure 31 | Examples of Vertical Mixed-Use development

### 4.3.3.1 Woodin Creek Village in Woodinville, WA



Figure 32 | Residential building with ground floor retail/commercial and outdoor public art, landscape elements at Woodin Creek Village, Woodinville, WA

Plan: Woodin Creek Village, Woodville, CA



Figure 33 | Illustrative Plan

# Scale Comparison: Woodin Creek Village, Woodville, CA

## Case Study



## Folsom Project Site



Figure 34 | Scale Comparison

## 4.4 Implementation Strategies/Recommended Actions

### Implementation Strategies

To ensure the continued growth and vitality of the Central Business District, it is essential to implement strategic land use and concept design initiatives. These strategies will focus on enhancing the retail environment, supporting co-working spaces, and integrating new residential developments.

Folsom should build upon its existing retail diversity by retaining, expanding, and attracting new enterprises. A well-branded, physically refreshed, and improved District will serve as a magnet for additional businesses.

To create a more dynamic and appealing environment, the City can take proactive steps to facilitate permitting for tenant improvements, including outdoor seating and event venues, streamlined permitting processes to reduce bureaucratic hurdles to make it easier for businesses to make necessary improvements.

With the rise of remote work, many employees seek flexible co-working spaces that provide professional meeting areas and opportunities for interaction. Strategies to support co-working spaces include, integrating multifamily residential developments. Adding new multifamily residential units in the District will bolster market support for co-working spaces and contribute to the area's overall vibrancy.

By implementing these strategic land use and concept design initiatives, Folsom can ensure the Central Business District remains a thriving, dynamic area. Enhancing retail offerings, facilitating tenant improvements, supporting co-working spaces, and integrating new residential developments will create a vibrant, sustainable community that attracts businesses and residents alike.

### Recommendations

#### ▶ 4.4.1 Monitor vision plan progress/implementation.

Implement the Vision Plan and monitor investment and revitalization progress annually.

#### ▶ 4.4.2 Amend zoning standards and progress.

Consider establishing a District-wide overlay zone or special zoning standards applicable in the District for outdoor dining, events, and music with a streamlined permitting process for applicants with proposed activities in conformance with these standards. Once the overall standards are approved by the Planning Commission, then individual projects can be approved administratively. Additionally consider zoning amendments to allow food hall, incubator restaurants, rooftop bars, beer gardens, or distilleries and hospitality/hotel uses in support of sports tourism. This could include a beer garden on public park site with flexible outdoor space for temporary recreational amenities (corn hole, portable pickle ball, skate area etc.) and/or semi-permanent areas for event space in large parking areas.

#### ▶ 4.4.3 Pursue funding opportunities.

Work with District stakeholders and property owners to identify potential funding sources and incentives for revitalization and redevelopment.

#### ▶ 4.4.4 Consider Business Improvement District.

If there is sufficient stakeholder interest in a BID (Business Improvement District), commission a BID feasibility study to fully engage District businesses and property owners and determine an initial scope of services. A BID is a defined area within which businesses would pay an additional tax or fee in order to fund projects within the District's boundaries. It would allow local stakeholders to oversee and fund the maintenance, improvement and promotion of the commercial District in order to provide enhancements outside normal city maintenance activities. This could include things such as lighting, landscaping, banners, uniform light poles and seasonal banners, wayfinding, etc.

#### ▶ 4.4.5 Pursue additional sporting events.

Partner with the Visit Folsom to work with sports event organizers and sponsors to explore potential for partnerships with District businesses for post-game events. Expansion of sports amenities, temporary or permanent improvements to Lembi Park - such as street soccer, or sand volleyball or other measures particularly in off-season times of year to further bring folks into the District.

#### ▶ 4.4.6 Create a District landscape plan/guide.

The City should commission a landscape and open space plan or guiding document for the District to guide and enhance the aesthetic beauty and branded experience of being in the District. The plan should establish standards for public realm areas including streets, sidewalks, plazas, pathways, trails, pocket parks and rights of way. The plan can offer by example how private property owners can follow the city and apply brand supporting landscaping within their properties.

#### ▶ 4.4.7 Create new art installations in the District.

The City should work with the Arts Commission to explore art opportunities within the District. The art should play up a "Retro" theme and branding themes developed that are further defined by a Design/Branding firm or study. Possible funding of art could include a requirement for financial contributions from development led projects. The City should support initiatives to integrate public art within public open spaces.

#### ▶ 4.4.8 Celebrate District history.

The City should leverage its existing historic resources and organizations to create a District History Telling initiative to feature education-oriented installations. Use these elements to support placemaking, branding and 'tell the story' of the District. Depictions may be in the form of murals for iconic city/District elements, history walls with milestone events, city founder commemorations, expressions of traditional annual/ seasonal events, etc.

#### ▶ 4.4.9 Pursue relocation of the Post Office.

The City should consider opportunities to redevelop the Post Office site and other prime opportunity sites centrally located in the District.







# Mobility and Access

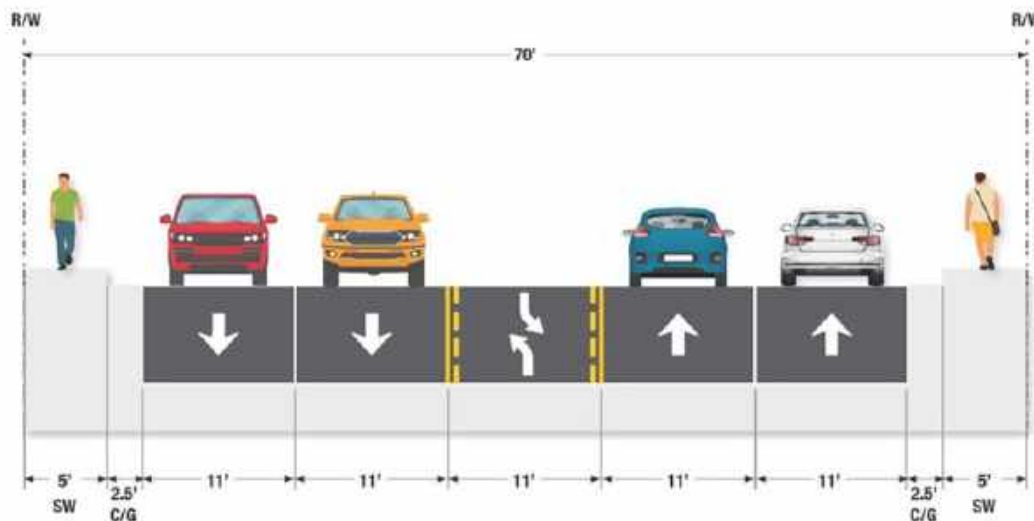
## 5.1 Existing Conditions

The circulation system of the Central Business District (the District) is defined by two primary north-south transportation corridors (East Bidwell Street and Riley Street) and three secondary, east-west corridors (Glenn Drive, Wales Drive and Orchard Drive). Each of these corridors represent opportunities to enhance walkability, access to transit and a safe environment for all transportation modes (vehicles, bicycles, pedestrians). Most transformational opportunities could occur within the public right-of-way but some frontage improvements and intersection traffic controls could require modifications to, or acquisition of, some limited amounts of private property, either along property frontages or at the corners of controlled intersections.

Transportation Corridors. Mobility in the District is provided by five transportation corridors. These corridors are depicted and described in detail below.

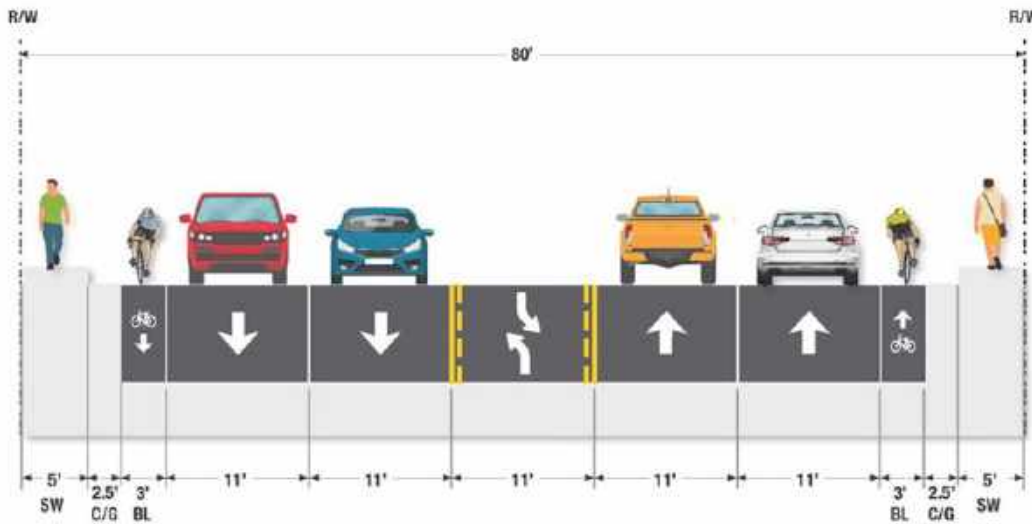
### 5.1.1 Typical Street Sections

#### East Bidwell Street



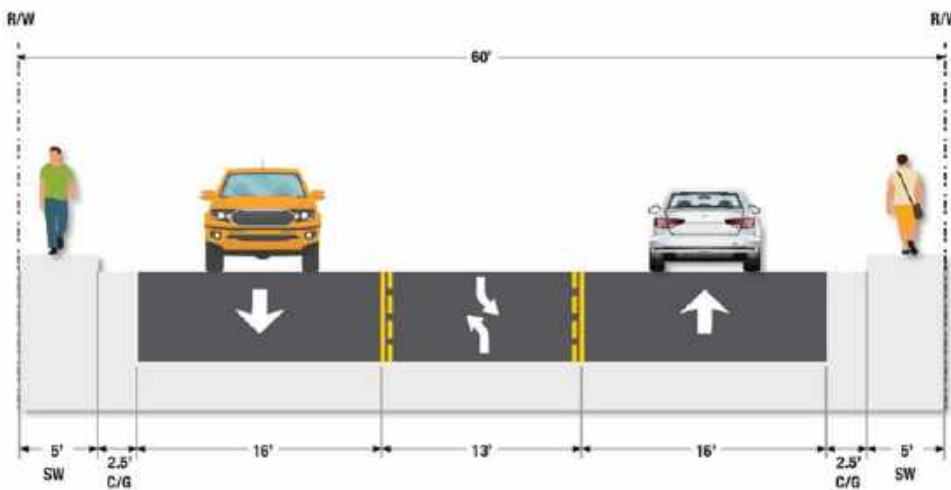
East Bidwell Street is a major arterial street that extends generally southward from Riley Street and links the District to residential and commercial centers further to the south, and ultimately intersects with US Highway 50 and terminates at the Capital Southeast Connector expressway. Within the District, East Bidwell Street typically has four travel lanes and a center turn lane, along with curb/gutter/sidewalk improvements within its 70 foot-wide right-of-way. It carries approximately 18,500 vehicles daily with a posted speed limit of 35 miles per hour (MPH) and 85th percentile speeds of 38 mph.

## Riley Street



Riley Street is a major arterial street that extends southward from the Rainbow Bridge in Folsom’s Historic District and continues southward until it terminates at Oak Avenue Parkway. Within the District, Riley Street has four travel lanes, a center turn lane, on-street bicycle lanes and curb/gutter/sidewalk improvements within its 80-foot-wide right-of-way. It carries approximately 13,000 vehicles daily with a posted speed limit of 35 MPH and 85th percentile speeds of 39 MPH.

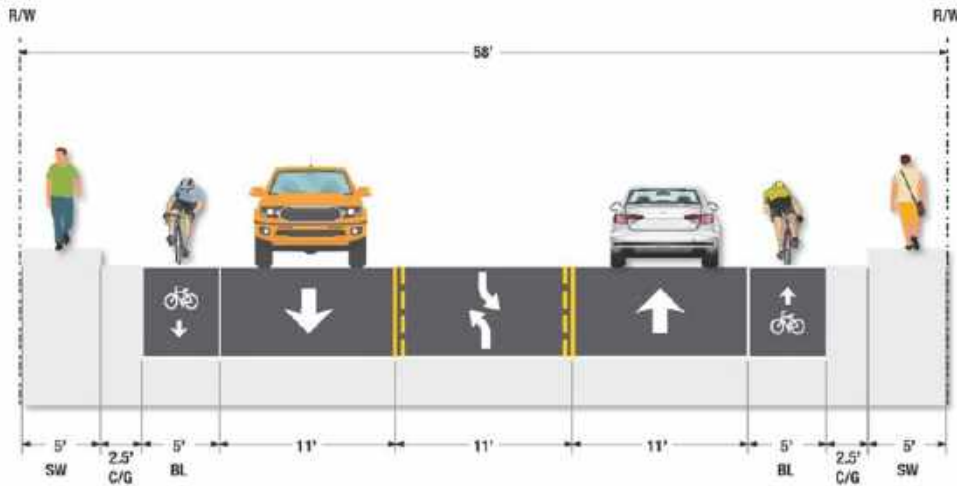
## Glenn Drive and Wales Drive



Glenn Drive extends eastward from Folsom Boulevard as a four-lane major arterial, but within the District it becomes a collector street comprised of one travel lane per direction, a center turn lane and curb/gutter/sidewalk improvements within a 60-foot-wide right-of-way. It carries approximately 10,000 vehicles daily with a posted speed limit of 35 MPH and 85th percentile speeds of 34 MPH.

Wales Drive is a minor collector street that extends eastward from Riley Street to Natoma Street. Within the District it is comprised of two travel lanes, a center turn lane and curb/gutter/sidewalk improvements within a 60-foot-wide right-of-way. It carries approximately 5,500 vehicles daily with a posted speed of 25 MPH and 85th percentile speeds of 30 MPH.

## Orchard Drive



Orchard Drive is a minor collector street that extends from Riley Street to East Bidwell Street. It is comprised of two travel lanes, a center turn lane, on-street bike lanes, and curb/gutter/sidewalk improvements within a 58-foot-wide right-of-way. It carries approximately 4,000 vehicles daily with a posted speed of 30 MPH and 85th percentile speeds of 32 MPH.

Existing vehicle lane widths on all five corridors range from 11 feet to 16 feet. Vehicle lane widths on arterial and collector streets should ideally be no less than 11 feet due to higher vehicle speeds and the presence of larger vehicles such as commercial delivery trucks.

## 5.1.2 Bicycle/Pedestrian Facilities

### Existing Sidewalks and Pedestrian Barriers


The City of Folsom’s Active Transportation Plan (ATP) includes an assessment of all existing bicycle and pedestrian facilities citywide, as well as recommended improvements to add new facilities or close gaps in existing facilities. Figure 36 depicts existing sidewalk and bicycle facilities.


All five of the District’s transportation corridors include sidewalks that range in width from four to six feet, which is the City standard for a commercial development. There are two gaps in the sidewalk system, both located on the east side of East Bidwell Street, between Market Street and Price Way, and between Coloma Street and Price Way. In addition to sidewalk gaps, the District includes additional barriers to pedestrian safety and comfort including long blocks, stretches of narrow sidewalks adjacent to heavy vehicle traffic with no barriers, and lack of shade and lighting.

#### Pedestrian Barriers

FOLSOM ATP

#### Existing Pedestrian Barriers

 Sidewalk Missing (Both sides)

 Sidewalk Missing (One side)


 Arterial Roadway

#### Existing Pedestrian Network

 Trail (paved)

 Full Sidewalk

#### Destinations + Boundaries

 City Hall

 Community Center

 School

 Light Rail Station

 City Boundary

 Park

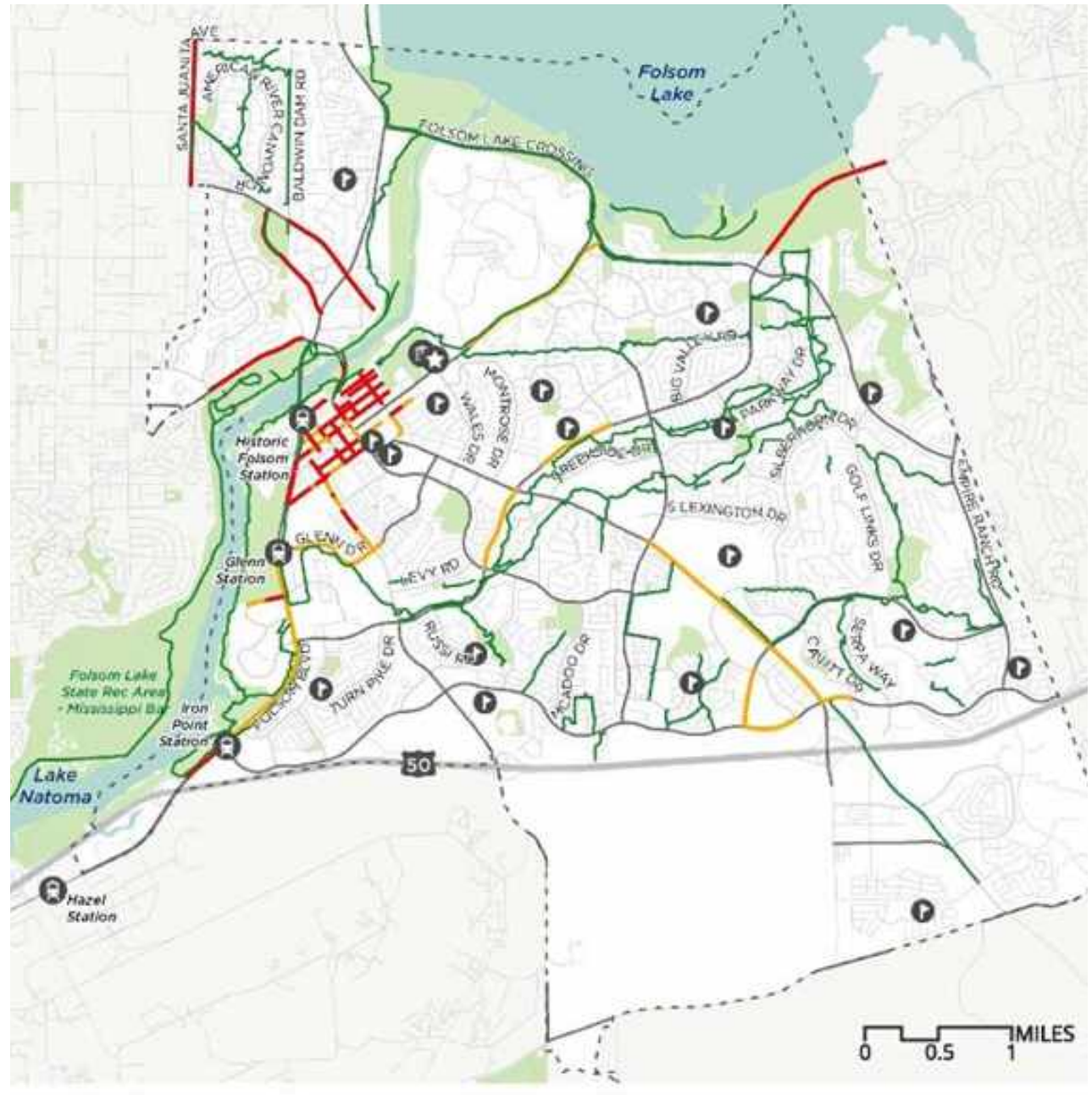


Figure 35 | Existing Pedestrian Barriers and Existing Sidewalks

## Existing Bikeways

Two of the five transportation corridors (Riley Street and Orchard Drive) include on-street, Class II bicycle lanes; the other three corridors currently do not have any bicycle facilities. Existing conditions for bike facilities in the District (e.g., discontinuous segments, speed and volume of traffic on Riley and East Bidwell Street, sight distance, driveway curb cuts) are not conducive to a bicycle-friendly environment in the District.

### Existing Bikeways

- Class I  
Paved Shared Use Path
- Class II  
Bicycle Lane
- Class IIB  
Buffered Bicycle Lane
- Class III  
Bicycle Route
- Class IV  
Separated Bikeway

### Destinations + Boundaries

-  City Hall
-  Community Center
-  School
-  Light Rail Station
-  City Boundary
-  Park

Data provided by the City of Folsom, SACOG

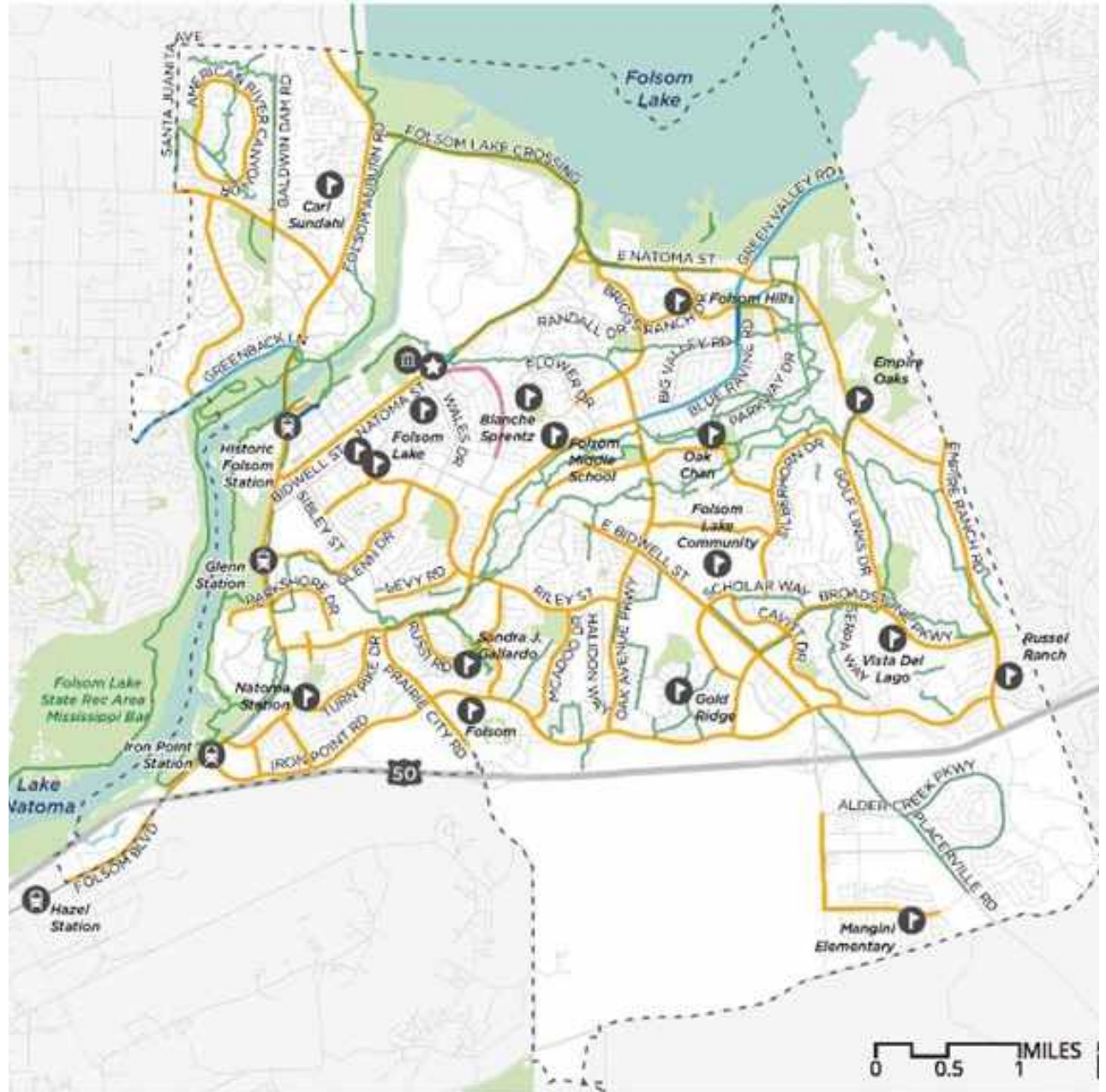


Figure 36 | Existing Bikeways

## Traffic Safety

The City of Folsom's Local Road Safety Plan (LRSP) is a State-mandated assessment of recent severe collisions to determine if corrective safety measures are available to reduce future severity, or to prevent future collisions. The LRSP is updated regularly to analyze the most recent collision history and is critical to obtaining Highway Safety Improvement Program grant funding to implement corrective safety measures. The current LRSP identified the intersection of East Bidwell Street at Wales Drive as experiencing a higher than average rate of severe collisions, and this intersection is being evaluated to determine if corrective safety measures exist to reduce that severity.

## Transit

Access to public transportation is provided to the District by Sacramento Regional Transit. Bus Route 10 provides weekday service with one-hour headways. The Gold Line light rail corridor is located west of the District along the Folsom Boulevard corridor, providing 15 to 30-minute headway service, with stations located at Historic Folsom Station (0.5 miles to the north) and Glenn Station (approximately 1.5 miles to the west). Demand responsive transit, such as SacRT GO and SmART Ride, are also available.

## Intersection Traffic Control

The City of Folsom currently relies on a network of interconnected traffic signals to provide intersection traffic control and corridor traffic progression. Within the District, the following intersections are traffic signal controlled:

- Riley Street at East Bidwell;
- Riley Street at Glenn Drive;
- Riley Street at Wales Drive;
- East Bidwell Street at Coloma Street;
- East Bidwell Street at Glenn Drive;
- East Bidwell Street at Wales Drive;
- East Bidwell Street at Montrose Drive.

All other public street intersections along the District's five transportation corridors are controlled by minor street stop sign control.

In 2021, the City undertook a study of roundabouts as an alternative to traffic signals for intersection traffic control. In general terms, roundabouts have been found to be safer, better at managing traffic flow, and have little to no ongoing maintenance costs. However, roundabouts also cost significantly more to construct than a signal, and create challenges for large vehicles, bicyclists and visually impaired pedestrians that must be accounted for in their design. The City has established a General Plan policy that requires that roundabouts be evaluated first when intersection traffic control is under consideration, and that roundabouts must be ruled out as infeasible before traffic signalization can be considered.

The City is currently evaluating thirteen, signal-controlled intersections citywide to determine if roundabouts are feasible from a cost and construction impact standpoint. Five of the thirteen intersections are located within the District:

- Riley Street at East Bidwell Street;
- East Bidwell Street at Coloma Street;
- East Bidwell Street at Glenn Drive;
- Riley Street at Glenn Drive;
- Riley Street at Kohl's/Walmart driveways.

The feasibility study is currently underway and the findings should be presented to City Council later this year at which time the Council will determine which roundabouts should be prioritized for further evaluation, funding, and eventual construction.

### 5.1.3 Crash Data



Figure 37 | Crash Data and Trends in Folsom



## 5.2 Transformative Ideas/Key Opportunities for Improvement

### Modern Roundabouts

The application of roundabout intersection traffic control is rapidly gaining popularity across the country, including California and the greater Sacramento region. In fact, neighboring local agencies (e.g., Lincoln, Rocklin, Roseville, Rancho Cordova, and Elk Grove) all either have recently constructed or are broadly considering roundabout policies that will ensure this traffic control strategy is considered as part of the expansion of their transportation networks and as part of development mitigation strategies. To this end, the City of Folsom is concurrently completing a Roundabout Feasibility Study in which General Plan policy language and design standards are being developed, along with engineering concepts for thirteen locations throughout the City.



Figure 38 | Potential locations for introducing roundabouts

The above-noted (Figure 39) five of the thirteen Feasibility Study intersections located within the District are logical areas for considering initial roundabout applications. Five of these locations are overlap intersections with the Feasibility Study, and the other five locations are logical to accomplish corridor-wide treatments and a more even distribution

of this traffic control strategy throughout the District.

Roundabouts have broad appeal in varying settings as they enjoy a long history and documented performance metrics in which safety for all modes of travel is improved and sustained. By requiring vehicles to yield, at a predetermined lower speed, there is no longer the need for rapid vehicle deceleration or acceleration. This change to the vehicles' operating profile thereby enhances a pedestrian-focused environment by improving the balance of how the various modes occupy the public right of way.

An often overlooked benefit of roundabout applications is their dramatic affect on transportation noise. Unlike traditional traffic signals and stop control, roundabouts have a natural calming effect on the vehicles in that they are able to more smoothly and without extremes decelerate and accelerate. This operating profile often creates inviting spaces near intersections that were once polluted with excessive and sometimes extreme vehicle noise.

When used in series, roundabouts can truly transform corridors. By providing natural "U-turn" opportunities for vehicles to easily and safely return in the opposite direction, it is common for the roadway segments connecting roundabouts to be alleviated of their need to provide left-turn ingress or egress. Once this dynamic is achieved, these "roundabout corridors" have the ability to reclaim the public rights-of-way for truly meaningful multi-modal facilities and community enhancements by using this median space previously dominating by turn pockets for landscape, architectural, or pedestrian refuge areas.

The following four pages feature graphics showing preliminary feasibility analysis at the Glenn Drive and Riley Street intersection.

## 5.2.1 Intersection at Riley Street and Glenn Drive



Figure 39 | Existing intersection at Riley Street and Glenn Drive

## Feasibility Analysis: Overlay



Figure 40 | Outline to incorporate a roundabout at Riley Street and Glenn Drive

## Feasibility Analysis: Right of Way Expansion

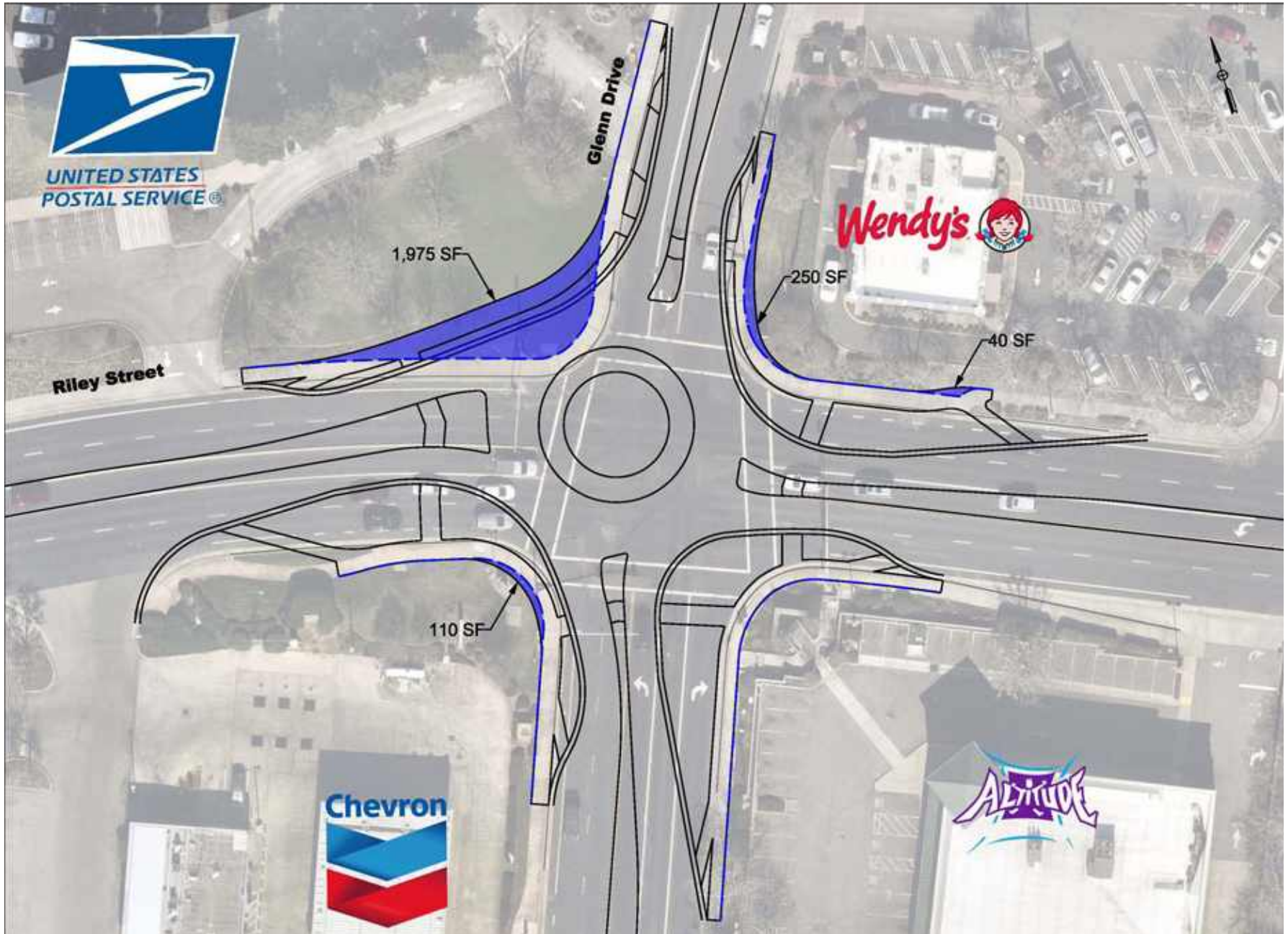


Figure 41 | Outline to incorporate a roundabout at Riley Street and Glenn Drive

# Feasibility Analysis: Illustrative Plan

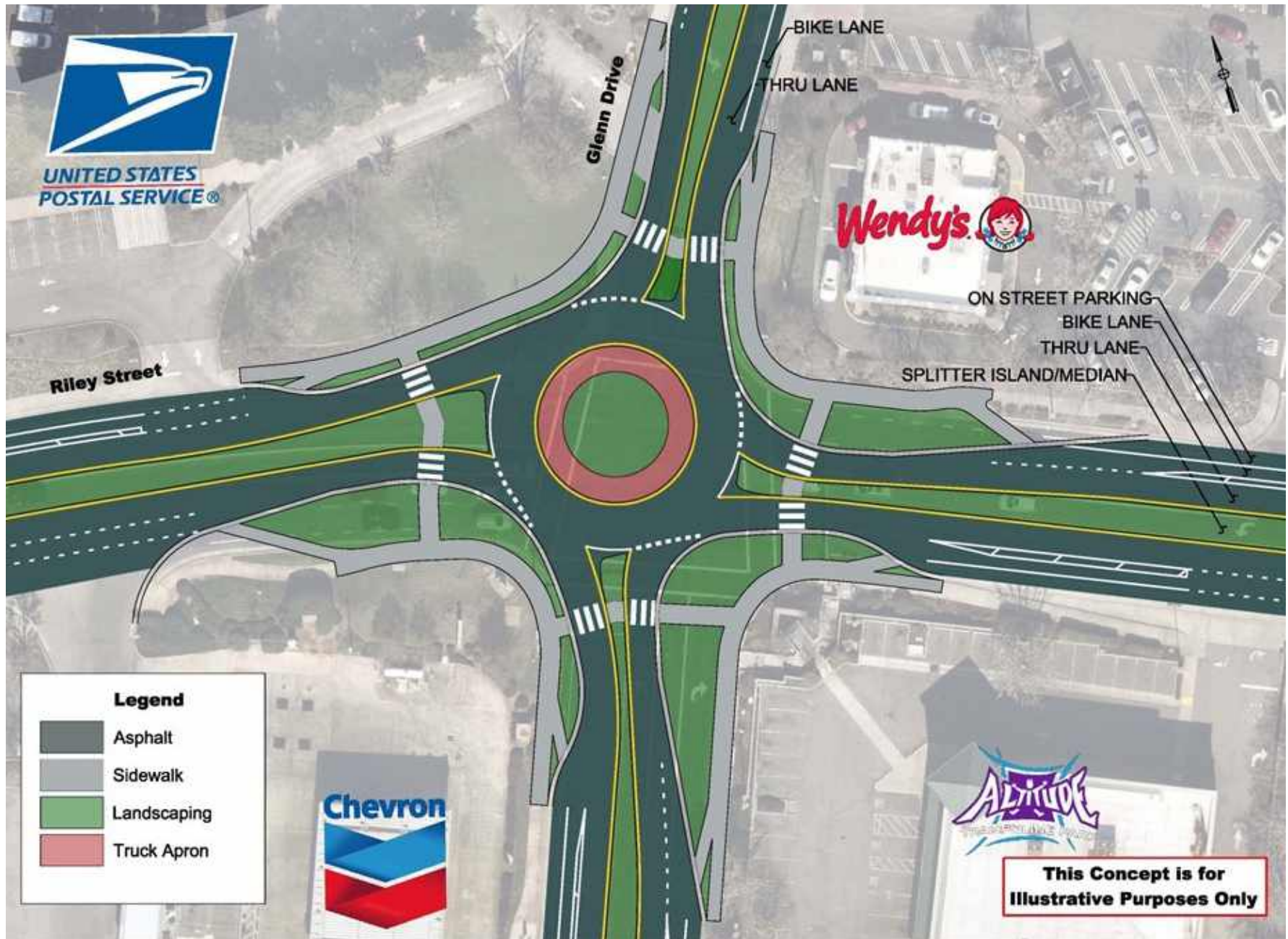


Figure 42 | Outline to incorporate a roundabout at Riley Street and Glenn Drive

## Opportunities within Existing Rights-of-Way

The District's primary transportation corridors present a variety of opportunities for multi-modal transportation enhancements. Both intersection-focused and corridor-wide treatments should be considered individually and collectively to effectively plan for the District's transportation future.

- **Intersections**

As discussed above, consider modern roundabout applications at strategic intersections to support the desire to create a more balanced transportation environment. Along with intersection treatments, mid-block crossings should be considered based on known and anticipated pedestrian flowlines. Considerations for mid-block crossings should be limited to roadway segments with one through lane in each direction, in a manner consistent with historic City application policy.

- **Roadway Segments**

Based on the findings of a District-wide traffic analysis, consider repurposing a portion of the public right-of-way from through lanes to auxiliary lanes or landscape/refuge areas.

East Bidwell Street, if supported by detailed traffic analyses, community outreach/engagement, and ultimately City Council direction, consider either restriping the roadway to include narrow lanes and on-street (Class II) bike lanes, or restriping to include one through lane in each direction. In the scenario where the through lanes are reduced, the remaining space could be used for median enhancements, auxiliary lanes, and/or installation of wide sidewalks and bicycle facilities.

Riley Street, if supported by detailed traffic analyses, consider restriping the corridor to one through lane in each direction. Similar to East Bidwell Street, the remaining space could be used for median enhancements, auxiliary lanes, and/or installation of wide sidewalks and bicycle facilities.

Glenn Drive and Wales Drive, consider restriping these facilities (between East Bidwell Street and Riley Street) to include three narrow lanes (one through lane in each direction and a continuous two-way left-turn lane) to allow for striped on-street bike lanes (Class II).

- **"Through Route" Designation**

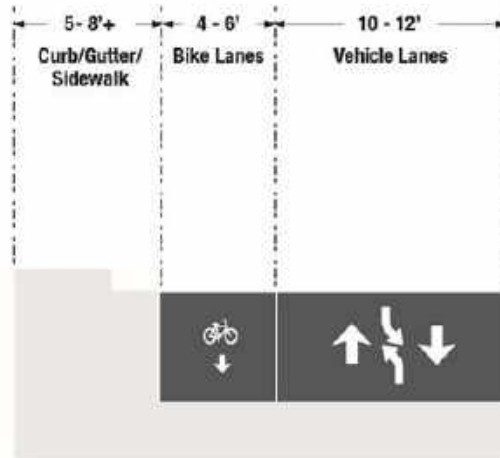
If supported by detailed traffic analyses, community outreach/engagement, and ultimately City Council direction, consider using the Orchard Drive connection to facilitate a meaningful connection between East Bidwell Street and Riley Street to serve as the "through" route for longer trips traveling between the Historic District (and beyond) and areas to the south (including US-50).

The enhancement of this route would create the opportunity to repurpose the remainder of the East Bidwell Street Corridor north of Orchard Drive, and would reassign the background trips (those not destined for the District's uses) to the Riley Street corridor which is better structured (fewer driveways and conflicts) to accept additional volume.

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## 5.2.2 Proposed Street Cross-Sections/Segments

### Element Ranges (Vehicle Lanes and Bike Lanes)



### East Bidwell Street: Improvement Concept

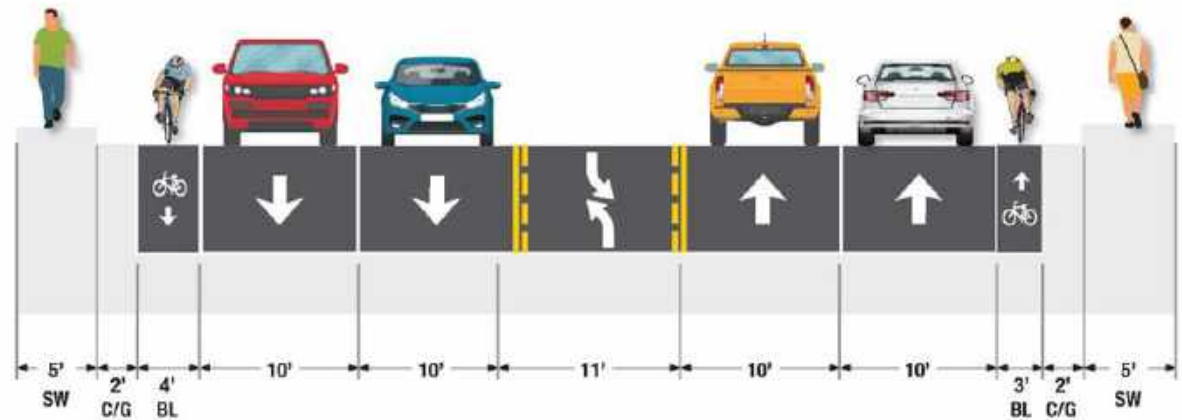
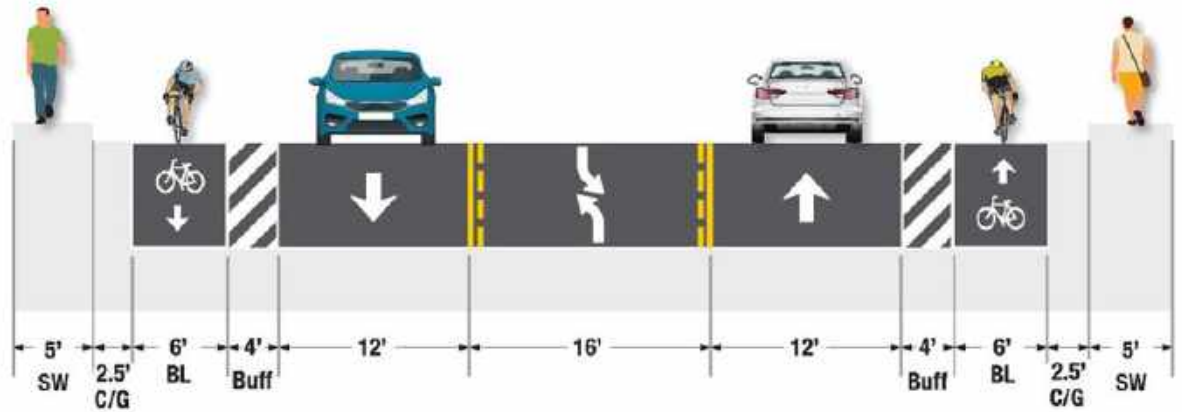


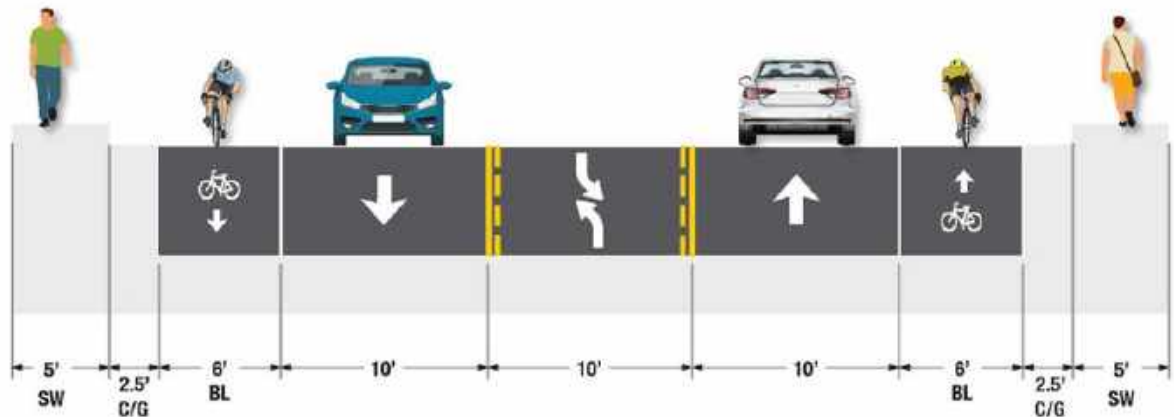
Figure 43 | Proposed street sections for East Bidwell Street, Riley Street, Glenn Street and Wales Drive.



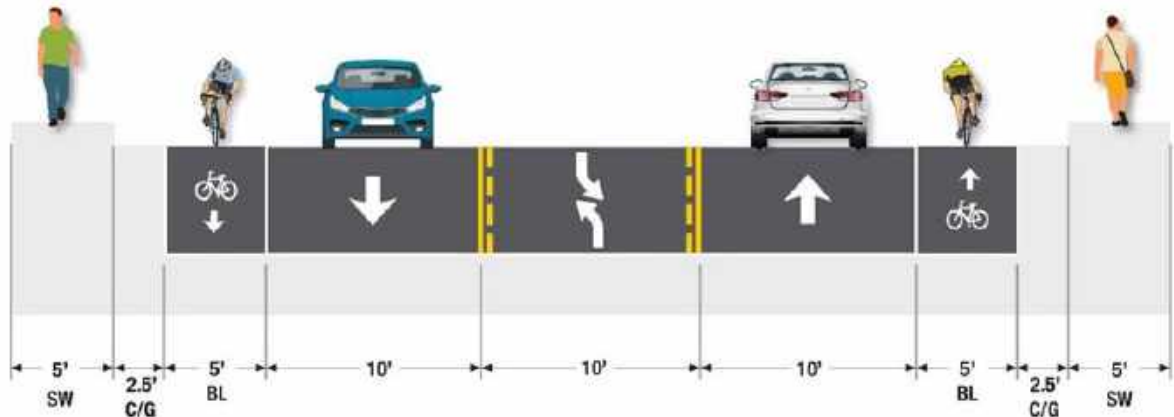
Riley Street: Improvement Concept



Glenn Drive: Improvement Concept



Wales Drive: Improvement Concept



## 5.3 Examples/Successful Case Studies

### 5.3.1 Kings Beach (State Route 28), California



Figure 44 | Successful Case Study - Roundabouts at Bird Rock, La Jolla Boulevard, San Diego, CA

### 5.3.2 Before: Rocklin Road at Pacific Street



Figure 45 | Before: Rocklin Road at Pacific Street, April 2024

## 5.4 Implementation Strategies

### Implementation Strategies

The District is served with numerous streets and intersections that have been evaluated through the development of this vision plan study. The main high-volume vehicular access is provided via East Bidwell and Riley Streets and secondary access is provided with core area cross streets including Wales, Glenn and Orchard streets. The hierarchy and functionality of these streets is distinct and further study is warranted to bring them in alignment with the City's goals for safety, accessibility, and connectivity.

The community outreach questionnaire's 821 responses indicated a high preference to increase mobility for walking and using bicycles as compared to vehicular uses. It reinforced the need for traffic calming/ reduced speeds as well as to correct intersections with irregular alignments, complete missing sidewalks, eliminate 'cut through' traffic, reduce large parking lots and enhance overall safety for pedestrians in general and specifically for students in and around Sutter Middle School.

The District's roadways play a key role in not only the movement of patrons, visitors and residents, but also in the aesthetics and overall wayfinding needs of retailers, tourists, guests and residents. Cross streets such as Wales Drive, Glenn Drive and Orchard Drive can play a critical role in connecting existing neighborhoods and Lembi Park to the District. Enhancing these streets with branded signage and wayfinding, complete sidewalks and bicycle lanes, and proper lighting will transform the experience of the users and encourage them to be less dependent on the automobile in lieu of more healthy mobility options.

The City should take actions related to the responses in the questionnaire, but also to reinforce guiding principals expressed in prior sections of this document. The following Action Items are recommended.

### Recommended Actions

#### ► 5.4.1 Where feasible, utilize roundabouts in lieu of traffic signals for intersection traffic control.

Building on the findings of the concurrent Roundabout Feasibility Study, advance preliminary engineering efforts at City Council prioritized roundabout locations. This additional engineering should include more comprehensive corridor applications and traffic control and should resolve access considerations and multi-modal continuity and accessibility. As soon as feasible, the City should expand the roundabout feasibility assessment to include the intersections of East Bidwell/Wales, Riley/Wales, Riley/Orchard, and East Bidwell/Orchard. Consider phasing roundabout improvements on the Riley Street corridor first before the East Bidwell Street corridor."

#### ► 5.4.2 Conduct a District-wide traffic operations analysis.

Conduct a focused analysis of all five District transportation corridors, inclusive of the concurrent Roundabout Feasibility Study's findings, to identify opportunities for potential travel lane repurposing to allow for delineation of meaningful on-street bike lanes, on-street parking and/or gateway features/pedestrian refuge areas.

#### ► 5.4.3 Re-stripe Wales Drive and Glenn Drive to add on-street bicycle lanes.

Regardless of the implementation of Strategy 5.4.2, Wales Drive and Glenn Drive can be re-striped to accommodate on-street bicycle lanes. Currently Wales Drive and Glenn Drive are striped as two, 16-foot-wide travel lanes and 13-foot-wide center turn lane, between Riley Street and East Bidwell Street. Re-striping these roadways to 11-foot-wide travel lanes and an 11-foot-wide center turn lane would allow for the addition of 5-foot-wide Class II bicycle lanes, which would enhance bicycle mobility, potentially reduce vehicle speeds, and create a safer pedestrian environment. Orchard Drive is already striped in the configuration.

#### ▶ 5.4.4 Enhance District Walkability by closing sidewalk gaps, reducing curb cuts and enhancing roadside landscaping.

All of the District streets include sidewalk facilities with the exception of East Bidwell Street between Market Street and Coloma Street, where there are two notable gaps on the east side of the street. As the properties along these frontages undergo future redevelopment, these sidewalk gaps should be closed to create a safe, continuous pedestrian path. The City should also pursue opportunities to close the gaps with capital projects and/or grant funding.

#### ▶ 5.4.5 Enhance access to public transit.

Working with Sacramento Regional Transit, the City should strive for a District that is properly served by regularly scheduled fixed-route bus service and demand responsive (micro) transit, which also includes service between the District and nearby Gold Line light rail stations at Glenn Drive and Historic Folsom Station. Enhanced transit stops, located throughout the District, should be incorporated into future transportation and development projects.

#### ▶ 5.4.6 Address documented traffic safety hazards through the City's Local Roads Safety Plan (LRSP).

Using the outcomes of the latest LRSP, continue to seek safety grant funding to address district locations with above average crash rates, and those with a propensity for bicycle/pedestrian-involved collisions.

#### ▶ 5.4.7 Create a safe and inviting atmosphere

that promotes and encourages walking and cycling. Utilize decorative street light poles with street lighting intensity that is consistent with City safety standards but creates a comfortable atmosphere. Incorporate landscape strips between sidewalks and travel lanes where feasible, including street trees, benches, shade structures, planters and community art.

#### ▶ 5.4.8 Re-evaluate parking supply and standards.

Conduct a comprehensive parking study to determine the amount and location of surplus parking. Consider amending the zoning code to establish lower parking standards and encourage shared parking between adjacent properties.

#### ▶ 5.4.9 Evaluate middle school pedestrian safety and access.

Evaluate pedestrian crossing safety at controlled intersections, and the feasibility of mid-block pedestrian crossings. It should be noted that City staff does not advise the use of uncontrolled mid-block crossings on multi-lane, high-speed roads (30 MPH and above), but they can be considered on roadways with only one travel lane per direction, particularly if there is an opportunity for a center refuge area.

#### ► 5.4.10 Design mid-block pedestrian crossings on roadways that cross a potential paseo between Riley Street and East Bidwell Street.

One land use strategy that has been identified is the creation of a paseo, or pedestrian promenade that would be located between East Bidwell Street and Riley Street, extending southward from Sutter Middle School to Orchard Drive. Three transportation corridors would cross the paseo: Glenn Drive, Wales Drive and Orchard Drive. Each of these paseo crossings should be designed to enhance pedestrian safety and should function primarily as an extension of the paseo by incorporating raised pedestrian features, decorative pavement treatments, and traffic control devices that assign right of way to non-motorized traffic.

#### ► 5.4.11 Consider establishing a merchant-funded trolley system.

Similar to the successful weekend trolley that serves Folsom's Historic District, the District should evaluate the cost and feasibility of a trolley to provide short trips within the District. The shuttle could be funded through a property-business improvement district (PBID) as well as merchant advertising space on the trolley itself.

#### ► 5.4.12 Improve access to Lembi Park/connectivity to the District.

The City should consider additional opportunities to improve access and connectivity between Lembi Park and the rest of the District. As part of District traffic analysis, capital improvement projects qualification, or grant opportunities evaluate the frontages along Lembi Park to on Riley and Glenn to establish additional controlled crossings for bicycles and pedestrians.

#### ► 5.4.13 Building on the findings of the concurrent Roundabout Policy Grant project,

advance roundabout preliminary engineering efforts at the City Council prioritized locations. This additional engineering should include more comprehensive corridor applications and traffic control, and should resolve access considerations and multi-modal facilities' continuity and accessibility.

#### ► 5.4.14 Coordinate focused traffic operations analyses for all five District transportation corridors,

inclusive of the concurrent Roundabout Policy Grant project's findings, to identify opportunities for potential travel lane repurposing to allow for delineation of meaningful on-street bike lanes, on-street parking, and/or gateway features/pedestrian refuge areas.

#### ► 5.4.15 Continue to seek grant opportunities to address the District locations

with above average crash rates and those with a propensity for bicycle/pedestrian crashes.

#### ► 5.4.16 Coordinate all street improvements with Action 4.4.6

Commission a landscape and open space plan or a guiding document for the District.

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# Placemaking

## 6.1 Existing Conditions

The city of Folsom's Central Business District has plateaued. How did we get here? What has changed? And how might the placemaking of the District adapt to these changes?

After World War II, there was a significant movement of people from cities to suburbs, driven by affordable housing, the availability of cars, and the development of interstate highways. Strip malls were designed to cater to this new suburban lifestyle, where driving was the primary mode of transportation. As such, these developments feature large parking lots in front of the stores that make them easily accessible by car but not pedestrian-friendly. Strip malls were also often built quickly and inexpensively, with a focus on maximizing retail space. This led to the uniform, boxy architectural style that is common throughout the District, with little attention paid to aesthetics or community integration. And finally, urban planning policies at the time favored single-use zoning, where commercial, residential, and industrial areas were separated. Strip malls were purely commercial spaces, disconnected from residential areas and other amenities.

These car-centric strip malls may have been a staple of suburban development during the mid to late 20th century, but they are increasingly failing due to changes in consumer behavior, urban planning priorities, and societal trends. Today's consumers are looking for more than just a place to shop; they want experiences. Strip malls, with their focus on convenience rather than experience, are losing out to mixed-use developments and lifestyle centers.

The rise of online shopping has also significantly impacted brick-and-mortar retail. In addition to these trends, there has been a resurgence of interest in urban living, with people preferring to live in walkable, vibrant neighborhoods over car-dependent suburbs. This has led to the decline of the District's suburban strip malls as urban centers.

Through careful placemaking, we envision a transformation of the District from a series of car-centric strip malls into a thriving mixed-use destination.

What is placemaking? Placemaking is a collaborative process that involves designing and managing public spaces to enhance a community's cultural, social, and economic life. It emphasizes creating places that people find meaningful and where they feel a sense of belonging. The concept revolves around the idea that public spaces should be designed not just to be aesthetically pleasing but to serve the needs and desires of the community.

## 6.2 Transformative Ideas

### 6.2.1 Key Elements for successful Placemaking

There are several key elements to successful placemaking:

#### 1. Community Engagement and Participation:

- a. Involvement of Local Stakeholders: Successful placemaking begins with involving the community in the planning and design process. This ensures that the space reflects the needs, desires, and cultural values of the people who will use it.
- b. Ongoing Feedback: Gathering and incorporating feedback from the community during the development and after the space is opened helps ensure the space remains relevant and well-used.

#### 2. Accessibility and Inclusivity:

- a. Universal Design: Public spaces should be designed to be accessible to everyone, including people with disabilities, the elderly, children, teens, and those with different socio-economic backgrounds. This includes features like ramps, tactile paving, wide pathways, and clear signage.
- b. Multilingual and Multicultural Considerations: Signage, public art, and programming should reflect the diversity of the community, with multilingual options and culturally inclusive events.

#### 3. Safety and Comfort:

- a. Lighting and Visibility: Adequate lighting and clear sightlines enhance safety and make the space feel welcoming at all times of the day.
- b. Comfortable Seating and Shelter: Providing a variety of seating options, shaded areas, and shelter from the elements encourages people to spend more time in the space.



Figure 46 | Placemaking involves end user input to identify their needs and desires

#### 4. Flexibility and Adaptability:

- a. Multi-Use Design: Spaces should be adaptable to different activities and events, from farmers' markets to outdoor concerts, allowing for a range of uses that can engage diverse groups.
- b. Temporary Installations and Pop-Ups: Flexibility in design allows for temporary uses, such as pop-up shops or art installations, which can keep the space dynamic and responsive to community needs.



#### 5. Connectivity and Accessibility:

- a. Integration with Public Transportation: Public spaces should be easily accessible by public transit, walking, and cycling to ensure that they are available to the widest possible audience.
- b. Physical and Visual Connectivity: The space should be well-connected to surrounding areas, with clear pathways and visual cues that invite people to explore and use the space.



#### 6. Social and Cultural Programming:

- a. Regular Events and Activities: Organizing events, workshops, and performances that cater to various interests and age groups can draw people to the space and foster a sense of community.
- b. Celebration of Local Culture: Highlighting local culture through public art, festivals, and cultural programming can strengthen community identity and pride.



Figure 47 | Placemaking considers a variety of activities and end users and spaces designed with flexibility

## 7. Sustainability and Green Space:

- a. Incorporation of Nature: Green spaces, such as parks, gardens, and tree-lined pathways, contribute to the environmental health of the community and provide a place for relaxation and recreation.
- b. Eco-Friendly Practices: Using sustainable materials, promoting biodiversity, and implementing green infrastructure (e.g. rain gardens or solar lighting) can enhance the environmental benefits of the space.

## 8. Branding and Identity:

A successful commercial district has a developed brand which attracts shoppers and visitors, while fostering economic development. A well-defined brand creates a unique identity and experience that distinguishes the district from competitors, making it a preferred destination for consumers. More frequent visits and longer stays drive sales for local businesses, reduces vacancy rates, and enhances the area's overall economic vitality. Additionally, a strong brand can attract new businesses and investments, further stimulating economic growth and contributing to the community's prosperity.

- a. Public Art and Design: Incorporating public art, unique architectural features, and thoughtful landscaping can give the space a distinct character that resonates with the community.
- b. Maintenance and Upkeep: Regular maintenance ensures the space remains clean, safe, and attractive, which encourages continued use.
- c. Wayfinding and Signage:



Figure 48 | Placemaking benefits from integrating landscaped spaces and branded elements

A comprehensive approach to the design of wayfinding and signage can significantly enhance placemaking by improving the usability, accessibility, and overall experience of public spaces. Thoughtful wayfinding and signage contribute to successful placemaking and facilitate meaningful interactions among users by:

- Creating a sense of place and unique identity.
- Enhancing navigation and accessibility.
- Supporting safety and comfort.
- Encouraging exploration and engagement.
- Facilitating social interaction and community building.

d. Branding and Identity

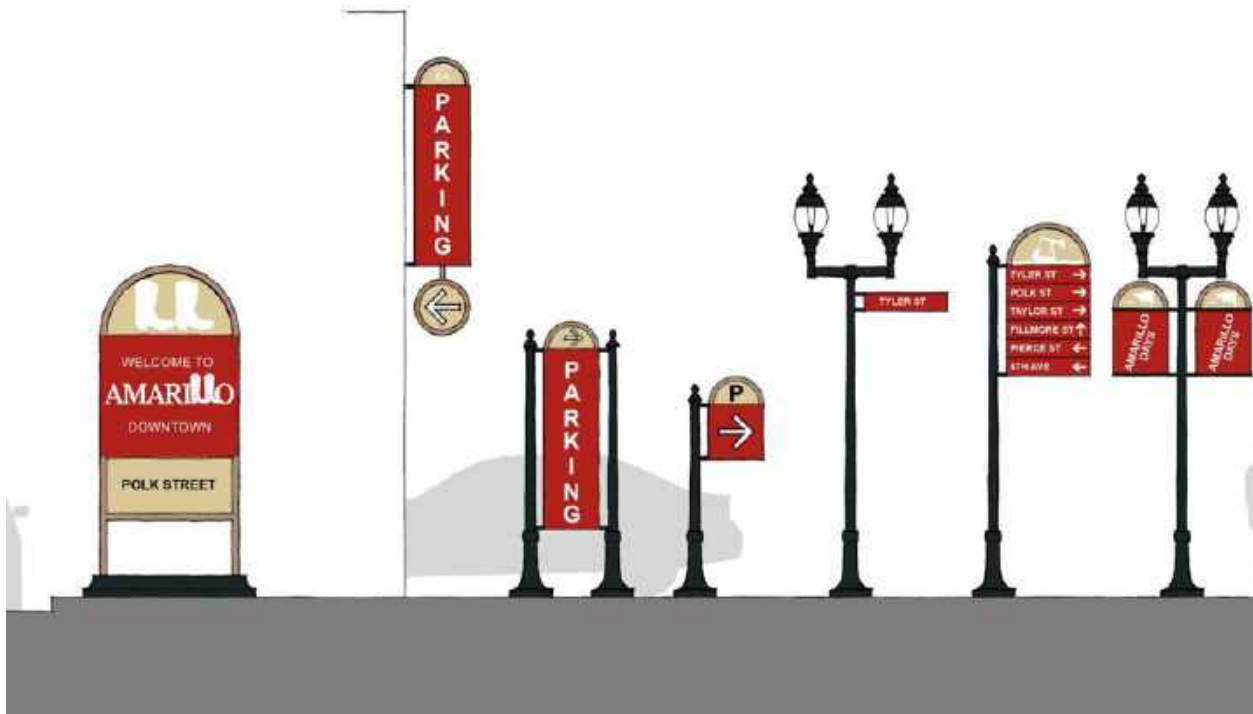


Figure 49 | Gateway/Portals, creative street signage, destination markers as well as digital wayfinding tools can enhance the urban experience



○ Potential locations for Portals      ▲ Potential locations for Gateways

Figure 50 | Potential locations for Portals/Gateways

One example of a unique identity the City might consider is a Mid century retro theme. This theme could be expressed through the use of retro pylon signs or a sign graveyard park. The City could direct change to the zoning code to allow neon/retro signs which may not currently be allowed in the city.

Expansion of the Retro theme should be explored by hiring a consulting firm to assist the City in branding the area and identify how a retro theme could be implemented. This should include creative designs that would set the District apart including art, murals, signage, placemaking, etc. Two examples include the South Congress District in Austin Texas and the Funk Zone in Santa Barbara California which have successfully created a pedestrian scaled retro district.

Branding can lend a strong identity while also positively impact:

- Tourism and Increased Cultural and Historical Appeal.
- Supporting Local Business.
- Act as an Event Venue.
- Increase Community Engagement.
- Provide Creative and Artistic Expression.

e. Lighting



Figure 51 | Festive lighting in Cherry Creek, Denver, Colorado



Figure 52 | Creative and aesthetically enhancing techniques for lighting buildings, public art, streets as well as scope for additional lighting during festivals



A comprehensive approach to lighting design plays a crucial role in enhancing placemaking in both the public right-of-way and private property. Thoughtful integration of lighting and landscape elements can transform ordinary spaces into vibrant, welcoming, and sustainable environments that foster community interaction, support safety, and reflect the unique identity of a place.

- Creating a sense of place and unique identity
- Enhancing navigation and accessibility
- Supporting safety and comfort
- Encouraging exploration and engagement
- Facilitating social interaction and community building

f. Landscape



Figure 54 | Neon Sign Museum, Edmonton, Alberta, Canada



Figure 53 | Retro Neon sign park



Figure 55 | Neon Park Signage

Incorporating thoughtful landscape design greatly amplifies the quality of outdoor space in the public realm and private development. It is important to integrate local trees and plants that are drought tolerant and low maintenance. Well-designed landscapes can promote biodiversity by providing habitats for local flora and fauna. Landscapes can be further enriched by including public art at prominent locations.

**Roundabouts:** Landscaped roundabouts enhance the visual appeal of urban areas. They can feature greenery, flowers, and sculptures, these prominent and iconic landmarks improve wayfinding and create a unique sense of place. Beyond their functional role in traffic management, they contribute to a more pleasant urban environment.



Figure 56 | Various types of landscape elements, texture treatments and public art come together to form an enticing outdoor pedestrian environment and a pleasant overall feel



Figure 57 | Public realm areas including tree lined streets and roundabouts serve as landmarks and build an identity for the neighborhood

**Tree Canopy:** The city's tree canopy along roads, paths and bikeways provides significant benefits for residents and visitors alike. Trees lower air temperature through shade, encourage economic stability by increasing aesthetics and attracting businesses and encourage walking and biking.

A unified tree/landscaping approach will also help define the boundaries of the District. A well developed tree canopy, can reduce urban heat island effect, improve air quality and elevate the overall livability of the District.



Figure 58 | Tree canopy along arterial roads, bikeways and pedestrian paths will enhance the pedestrian experience

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## 6.3 Examples/Successful Case Studies

### 6.3.1 Types of Public Spaces

Ultimately, placemaking leads to public spaces and events. Types of public spaces and their unique contributions to civic life include, but are not limited to, the following:

#### 1. Parks and Green Spaces:

- a. **Contribution:** Parks provide essential green space for recreation, relaxation, and social interaction. They offer a natural retreat in urban environments and can host community events, sports, and family activities, fostering a sense of belonging and well-being.

#### 2. Plazas and Town Squares:

- a. **Contribution:** Plazas and squares serve as gathering points for social interaction, public events, and cultural activities. They often function as the "heart" of a community, where people meet, exchange ideas, and celebrate together.

#### 3. Streetscapes and Pedestrian Zones:

- a. **Contribution:** Well-designed streetscapes with wide sidewalks, trees, benches, lighting and pedestrian zones create vibrant public spaces that encourage walking, shopping, and socializing. They can enhance local businesses and reduce reliance on cars, promoting a healthier, more connected community.

#### 4. Community Gardens and Urban Farms:

- a. **Contribution:** These spaces promote local food production, environmental education, and social interaction. They provide a sense of ownership and responsibility to the community and can improve food security and sustainability.



Figure 59 | Placemaking offers opportunities to thoughtfully integrate public life and green spaces, landscape elements and tree canopy.

## 5. Cultural Centers and Public Art Installations:

- a. **Contribution:** Cultural centers and public art installations celebrate local history, diversity, and creativity. They provide spaces for learning, expression, and cultural exchange, enriching the community's cultural life and fostering inclusivity.

## 6. Playgrounds and Sports Facilities:

- a. **Contribution:** Playgrounds and sports facilities offer spaces for physical activity, which is crucial for health and well-being. They encourage children and adults alike to engage in active play and sports, fostering teamwork, discipline, and social bonds.

## 7. Public Libraries and Civic Buildings:

- a. **Contribution:** Libraries and civic buildings are hubs of knowledge, learning, and civic engagement. They provide access to information, resources, and community programs, supporting education, literacy, and civic participation.

## 8. Marketplaces and Farmers' Markets:

- a. **Contribution:** These spaces support local economies by providing a venue for small businesses, farmers, and artisans to sell their goods. They also serve as social gathering spots, promoting local culture and sustainable consumption.

## 9. Transit Hubs and Mobility Centers:

- a. **Contribution:** Transit hubs connect different parts of the city and make it easier for people to access public transportation. By integrating amenities like shops, cafes, and public art, they can become vibrant public spaces that enhance the overall transit experience.



Figure 60 | Placemaking promotes social interaction and community culture as well as a vital commercial enterprises

## 10. Pocket Parks and Parklets:

- a. **Contribution:** These small green spaces provide a place for rest and relaxation in dense urban areas. They can transform underused spaces into valuable community assets, offering a quick and accessible respite from the urban environment.

## 11. Urban Trails and Greenways:

- a. **Contribution:** Urban trails and greenways provide safe and scenic routes for walking, cycling, and jogging, connecting different parts of the city and encouraging active transportation. They promote health, well-being, and environmental stewardship.

The hallmark of successful placemaking is the design and management of public spaces that welcome the greatest variety of users and host the greatest variety of uses possible. On the following pages are images and examples of spaces of different sizes and the programs and events they support.



Figure 61 | Connected green spaces, trails and pathways support Placemaking



GATHERING SIZE		SPACE	EVENT
SMALL	0-50 People	<ul style="list-style-type: none"> <li>• Pocket Park</li> <li>• Curbside terrace</li> <li>• Dining sheds</li> <li>• Streeteries</li> <li>• Playground</li> </ul>	<ul style="list-style-type: none"> <li>• Painting glass</li> <li>• Robotic workshops</li> <li>• Kids cooking class.</li> <li>• Family paint parties</li> </ul>
MEDIUM	50-100 People	<ul style="list-style-type: none"> <li>• Townsquare</li> <li>• Plaza</li> <li>• Neighborhood Park</li> <li>• Alley</li> <li>• Food-truck Park</li> </ul>	<ul style="list-style-type: none"> <li>• Scavenger hunt for kids</li> <li>• Seasonal outdoor activity center</li> <li>• Seasonal Zoo</li> <li>• BMX Demo</li> </ul>
LARGE	100+ People	<ul style="list-style-type: none"> <li>• Street</li> <li>• Parking Area and/or plaza / park</li> </ul>	<ul style="list-style-type: none"> <li>• Car show</li> <li>• Holiday themed children's activities</li> </ul>

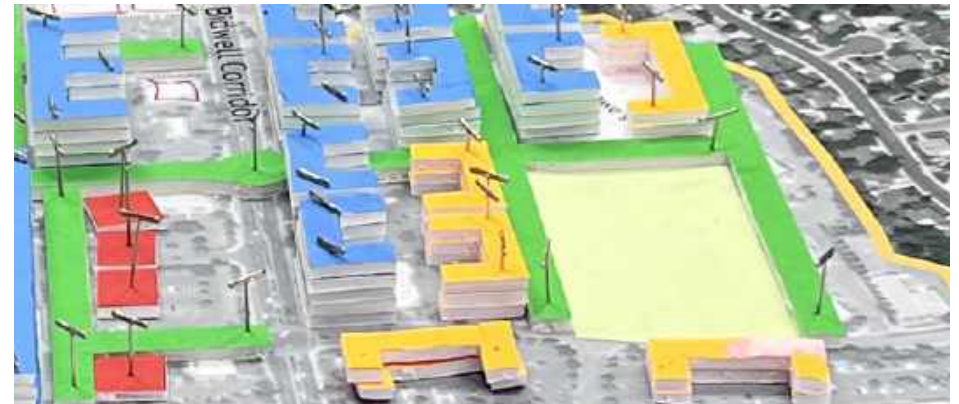
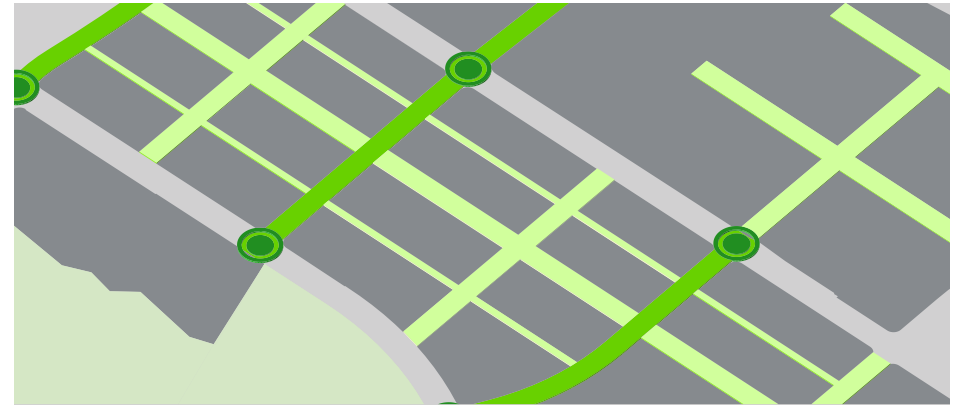


Table 6 | Public space classification by size and use

## Small Public Spaces



Figure 62 | Outdoor eateries, children's playground



Figure 63 | Outdoor eateries, children's playground, pocket parks along streets

## Medium Public Spaces



Figure 64 | Range of activities at medium scaled public spaces include foodtruck parks, outdoor movie screenings, incidental activities at a town plaza, outdoor eatery seating and public art



Figure 65 | Street concerts, innovative use of alleys and rich landscape design for medium scaled public spaces

## Large Public Spaces



Figure 66 | Park concerts, festivities and outdoor events at large scaled public spaces



Figure 67 | Large scaled gatherings at a public park

## 6.4 Implementation Strategies/Recommended Actions

### Implementation Strategies

The process of placemaking will be central to the long-term transformation of the District. An important first step in this process will be the branding and identity of the District. The vision established during this initiative will inform the design of everything from themed architecture, signage, and wayfinding to lighting and landscaping.

Public art and attractions will further define the new District. In addition to the aesthetic character of the place, it will also influence the programming of events, the traditions, and quality of life within the District.

The following implementation strategies will guide the city and the community in this process.



## Recommended Actions

### ▶ 6.4.1 Brand the District.

Engage a design firm specialized in branding, signage, and wayfinding to work with the City and its stakeholders to formulate a retro theme for the District to stand out from other areas of the city. The branding and signage program should specify costs and phasing. This initiative should also consider a new name for the District, a name that will resonate with residents and visitors alike.

### ▶ 6.4.2 Integrate the brand throughout the District.

Coordinate branding, signage and wayfinding programs with planning for street and landscape improvements, including any roundabouts.

### ▶ 6.4.3 District organization for marketing/promoting.

Poll District commercial property owners to gauge interest in forming and supporting a District-wide organization for promotion and events programming. This can take the form of a main street-like nonprofit organization, or business improvement District entity. Either organizational approach would require seed funding and ongoing funding from property owners.

### ▶ 6.4.4 Consider neon park attraction.

Explore the neon park concept by identifying a project champion and determining the scope of the sign project, potential locations, and preliminary costs and funding sources.

### ▶ 6.4.5 Incorporate public art into any future roundabouts.

As the City's roundabout improvement program proceeds, establish an ad hoc committee to formulate a public art component, engage the local and regional artist community, and pursue grant funding.





# Infrastructure

# 7.1 Existing Conditions

The Central Business District includes aging infrastructure. Some infrastructure improvements have been made incrementally over time and as needed for site-specific development and redevelopment. The two primary infrastructure constraints are wastewater capacity and storm drain conveyance. This chapter outlines existing conditions and analysis, along with identified improvements needed over time to realize the development potential of the District, especially for new housing and mixed-use development.

## 7.1.1 Wastewater Conveyance

As part of the General Plan Amendments to the Folsom General Plan 2035 for Increased Residential Capacity Project, an Environmental Impact Report was prepared by Ascent (State Clearinghouse No. 2023070470), which is being considered by the City Council August 27, 2024. 638491217582230000 (folsom.ca.us) The EIR provides information on utilities for the Central Business District which is one of the three areas proposed for additional mixed-use development to accommodate additional housing.

SacSewer is the wastewater conveyance and treatment utility for the greater Sacramento region. SacSewer operates the SRWWTP. Wastewater flows collected from the City of Folsom are ultimately transported into the SRWWTP. The City does not own or operate any wastewater treatment facilities. City flows are conveyed 30 miles and are treated at the SRWWTP which is located in the City of Elk Grove. The City collects wastewater within its service area and discharges all wastewater flows to SacSewer's conveyance facilities.

Wastewater generated by the Central Business Districts flow through two sewer sheds in the City: referred to as the 33-Inch Shed, and 27-Inch Shed.

Evaluation of potential impacts to wastewater facilities is based on review of the Wastewater Capacity Analysis prepared for the project by Water Works Engineers (Water Works 2024). The EIR identified that the existing wastewater conveyance infrastructure in the City of Folsom would not have sufficient capacity to accommodate the anticipated additional wastewater

from additional development if it exceeds the capacity analysis of the 2035 General Plan.

Most of the Central Business District is within a 27-inch line sewer shed. A 27-inch sewer line along Folsom Boulevard represents the major trunk in the 27-Inch Shed. The 27-inch sewer line in this sewer shed is currently at capacity.

A smaller portion of the Central Business District is within the 33-inch line sewer shed. A 33-inch sewer line along Blue Ravine Road represents the major trunk of the 33-Inch Shed. The simulation for project development in the 33-inch Shed indicated that the 33-inch sewer line would have capacity for the increased wastewater flow in general. However, development associated with the project would have the potential to reach the capacity of some localized sewer lines, specifically along Riley Street, Sibley Drive, and Glenn Drive.

In order to help support revitalization of the area the city should continue to explore grant opportunities or other funding sources to help with the retrofit and expansion of sewer capacity. Grant funding available could be through regional, state, federal, and nonprofit programs that could be used to make public infrastructure improvements, plant and maintain trees, and support compact housing development.

In addition, the General Plan EIR identifies the following two mitigation measures that would be implemented by the City in the future to address the capacity constraints. These two measures are located in the following section 7.3.

## 7.1.2 Storm Drainage Conveyance

In May 2024, the City completed a hydraulic analysis of the three main storm drain trunk lines that cross East Bidwell Street between Coloma Street and Montrose Drive. All three drainage networks are composed of underground storm drains in combination with valley gutters and traditional curb and gutter. The basins analyzed generally fall from the northeast to the southwest, and tributary areas range from 50 acres to 150 acres. Results of the hydraulic analyses indicate deficiencies in segments of all three storm drain trunklines.

## 7.2 Key Opportunities for Improvement

Upgrading both the wastewater and storm drain utilities will help ensure adequate conveyance of wastewater and stormwater and provide adequate capacity for additional mixed-use development and redevelopment within the Central Business District.

## 7.3 Implementation Strategies/ Recommended Actions

The City shall review its Capital Improvement Program on an ongoing basis and identify funding sources and grant opportunities to implement the following actions. Consistent with the East Bidwell Corridor Hydraulic Analysis report implement the following:

- Install new catch basins and associated storm drainpipe at the intersection of Rumsey Way and East Bidwell Street.
- Realigning the storm drain the runs from Market Street across East Bidwell Street from its current alignment on private property into the public right of way on East Bidwell Street.
- Provide a cured-in-place-pipe (CIPP) lining to segments of the existing storm drain along Glenn Drive near East Bidwell Street.
- Realigning a segment of storm drain from private property into the public right of way along Hoxsie Court.
- Upsize segments of storm drain near the intersection of Wales Drive and East Bidwell Street.

Improvements should be considered prior to future development or redevelopment of sites that are tributary to the affected storm drain systems.

### ▶ 7.3.1 Implement Localized Improvements in the 33-Inch Shed:

Future development in the 33-inch shed at the Central Commercial District in the East Bidwell Mixed-Use Overlay Zone and Iron Point District Transit-Oriented Development overlay shall provide fees or construct localized wastewater improvements as conditions of approval to address capacity issues in the sewer shed. Localized capacity improvements, such as upsizing pipes, shall be constructed and completed prior to occupation of residential units.

### ▶ 7.3.2 Develop and Implement a Wastewater Conveyance Master Plan for the 27-Inch Shed:

To address capacity concerns in the City’s wastewater conveyance system the City shall develop a Wastewater Conveyance Master Plan that identifies the final anticipated extent of pipeline and pump station improvements as well as any phasing improvements tied to residential development timing and/or location in the 27-inch Shed. The Wastewater Conveyance Master Plan shall include mechanisms and improvements for addressing sewer capacity. The Wastewater Conveyance Master Plan shall contain the goals of the plan, a description of proposed upgrades and features that would be implemented, a long-term maintenance and operation strategy, and an approach for implementation of proposed improvements to the wastewater conveyance system. Potential improvements may include, but are not limited to: construction and operation of a new pump station near the intersection of Riley Street and East Bidwell Street, construction and operation of a new 8-inch force main from the pump station to high point at Glenn Drive and Sibley Street in order to divert flows from the 27-inch shed into the 33-inch shed, upsizing existing 8-inch pipelines on Glenn Drive and Sibley Street to 12-inch, and identification of addition localized sewer improvements. Upon completion of the Wastewater Conveyance Master Plan, the City shall secure any required permits for implementation of identified improvement strategies. Improvements identified in the Wastewater Conveyance Master Plan shall be implemented prior to issuance of grading permits for future projects that would add wastewater to the 27-inch Shed.







# Appendix

# 8.1 Grant Opportunity Table

Possible Grant Funding for the Central Business District					
Source	Source Type	Funding Type	Project Type	Timing	Match Requirements
Local transportation Funds (LTF)	Local and Regional	Transportation	Planning, Transit Operations, Construction, Maintenance	Annually	No
Community Development Block Grant Program (CDBG)	Local and Regional	Community Development, Economic Development	Acquisition, relocation, demolition, rehabilitation, construction, public services, energy conservation, job creation, planning and technical assistance	Semi-annual: Typical timeline: NOFA (April), Development Competitive Programs Application (June), Economic Development Application (July)	No
Active Transportation (ATP)	State and Regional	Transportation	Plan, Non-infrastructure, (small, medium, large)	Every 2 years, spring/summer 2025 ATP (Cycle 7)	No
Affordable Housing and Sustainable Communities Program (AHSC)	State	Land Use, housing, transportation, land preservation	Feasibility study, design, environmental clearance, construction and maintenance	Annual, guidelines (Dec), NOFA (Jan), Application (mar/April) Awards (Aug)	No
Highway Safety Improvement Program (SHIP)	Federal	Transportation	Preliminary Engineering, Right of way (<10% construction), construction	Semi-annual projects to be programmed in FTIP/FSTIP	Yes, 11.47 for off federal aid system projects
Sustainable Transportation Planning Grants	Federal	Transportation	Planning, Study, Design	Annual; typical call for application (Jan), Application (Mar), Grant announcements (summer)	Yes 11.7% local
Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grants	Federal	Transportation, Sustainability	Planning, Preparation, design, construction, equipment and materials, technical assistance, workforce development and training	Annual, Application (Feb)	Possible up to 20%

<b>Possible Grant Funding for the Central Business District</b>					
<b>Source</b>	<b>Source Type</b>	<b>Funding Type</b>	<b>Project Type</b>	<b>Timing</b>	<b>Match Requirements</b>
Congestion Management and Air Quality Improvement Program (CMAQ)	Federal	Transportation and Air Quality	Infrastructure, Non-infrastructure	Annually	Possible, federal share payable up to 100%
Carbon Reduction Program (CRP)	Federal	Air Quality	Planning Preparation, design construction, infrastructure, non-infrastructure	Annual	Up to 20%
Safe Streets and Roads for All (SS4A)	Federal	Transportation	Planning, non-infrastructure, infrastructure	Annual	20% non-federal match
Reconnecting Communities Pilot Program (RCP) Planning Grants and Capital Construction Grants	Federal	Transportation	Planning and Technical Assistance, construction	Most recent cycle 2022	Yes, 20% non-federal match
Local Transportation Climate Adaptation Program (LTCAP)/Promoting Resilient Operations for Transformative Efficient and Cost Saving Transportation (PROTECT) Grants	State and Federal	Transportation	ROW and Construction	Most recent cycle 2023 Call for projects (May) Adoption (Dec)	Yes, 20% non federal match

<b>Possible Grant Funding for the Central Business District</b>					
<b>Source</b>	<b>Source Type</b>	<b>Funding Type</b>	<b>Project Type</b>	<b>Timing</b>	<b>Match Requirements</b>
Our Town Grants	Federal	Public art and Placemaking	Design, preparation, installation, planning	Annual in late summer/early fall	Yes, 100% match
Clean California Local Grant Program	State	Transportation, Placemaking, public art	Infrastructure	Quarterly	No
Paul Bruhn Revitalization Grants Program	Federal	Historic preservation, economic development	Architectural and engineering services	Annual	No
AARP Community Challenge	Nonprofit	Transportation and Placemaking	Infrastructure and non-infrastructure	Annual	No

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## 8.4 Implementation/Action Plan

The Central Business District Vision Plan will be implemented over time through a combination of City actions, partnerships, public and private initiatives and investments, grant funding, and infrastructure plans and improvements. City Staff will partner with Choose Folsom, business partners, property owners, and other stakeholders to advance the implementation strategies and recommended actions in this Vision Plan. At a minimum, City Staff will prepare annual review of the Action Plan for City Council consideration and direction as part of the annual fiscal year budget, capital improvement plans, park master planning, infrastructure master planning, and grant funding opportunities.

Chapters 3 through 7 of the Vision Plan include implementation strategies and recommended actions to improve and transform the District over time. Those implementation strategies are summarized below and the specific recommended actions in each chapter are included in the table that follows, along with lead responsibility and potential funding sources.

### **Chapter 3 District Revitalization and Economic Development**

Strategic initiatives for district revitalization include supporting existing businesses and promoting the District as an attractive place to shop and do business. Moving forward, it will be important to boost placemaking to retain and attract new business and talented employees in today's competitive economy which in turn creates new business opportunities and enhances fiscal sustainability of the District.

### **Chapter 4 Land Use Concepts and Design**

Strategic land use and concept design initiatives focus on enhancing the retail environment, supporting co-working spaces, and integrating new residential developments. Folsom should build upon its existing retail diversity by retaining, expanding, and attracting new enterprises. A well-branded, physically refreshed, and improved District will serve as a magnet for additional businesses.

To create a more dynamic and appealing environment, the City can take proactive steps to facilitate permitting for tenant improvements, including outdoor seating and event venues, streamlined permitting processes to reduce hurdles to make it easier for businesses to make necessary improvements.

With the rise of remote work, many employees seek flexible co-working spaces that provide professional meeting areas and opportunities for interaction. Strategies to support co-working spaces include integrating multifamily residential developments. Adding new multifamily residential units in the District will bolster market support for co-working spaces and contribute to the area's overall vibrancy.

### **Chapter 5 Mobility and Access**

The District is served with numerous streets and intersections that have been evaluated through the development of this Vision Plan study. The main high-volume vehicular access is provided via East Bidwell and Riley Streets and secondary access is provided with core area cross streets including Wales, Glenn and Orchard streets. The hierarchy and functionality of these streets is distinct and further study is warranted to bring them in alignment with the City's goals for safety, accessibility, and connectivity.

Robust community outreach for the Vision Plan indicated a high preference to increase mobility for walking and using bicycles as compared to vehicular uses. It reinforced the need for traffic calming/ reduced speeds as well as to correct intersections with irregular alignments, complete missing sidewalks, eliminate 'cut through' traffic, reduce large parking lots and enhance overall safety for pedestrians in general and specifically for students in and around Sutter Middle School.

The District's roadways play a key role in not only the movement of patrons, visitors and residents, but also in the aesthetics and overall wayfinding needs of retailers, tourists, guests and residents. Cross streets such as Wales Drive, Glenn Drive and Orchard Drive can play a critical role in connecting existing neighborhoods and Lembi Park to the District. Enhancing these streets with branded signage and wayfinding, complete sidewalks and bicycle lanes, and proper lighting will transform the experience of the users and encourage them to be less dependent on the automobile in lieu of more healthy mobility options.



## **Chapter 6 Placemaking**

The process of placemaking will be central to the long-term transformation of the District. An important first step in this process will be the branding and identity of the District. The vision established during this initiative will inform the design of everything from themed architecture, signage, and wayfinding to lighting and landscaping.

Public art and attractions will further define the new District. In addition to the aesthetic character of the place, it will also influence the programming of events, the traditions, and quality of life within the District.

## **Chapter 7 Infrastructure**

Upgrading both the wastewater and storm drain utilities will help ensure adequate conveyance of wastewater and stormwater and provide adequate capacity for additional mixed-use development and redevelopment within the Central Business District

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Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
<b>Chapter 3. District Revitalization/Economic Development</b>				
<b>3.3.1 Partner with economic development organizations.</b> Continue partnerships with regional and local economic development organizations to keep them informed of potential new business opportunities.	City, ED, property Interest	Public/private partnerships, CIP, grant funding		
<b>3.3.2 Partner to market and promote the District.</b> Collaborate with commercial real estate brokers to prepare marketing materials focused on the District’s brand, amenities, trade area, and City incentives to promote the District to new retail, entertainment and hospitality businesses.	ED, property Interest	Private funding, BID/business association, City incentives, grant funding		
<b>3.3.3 Encourage/incentivize strategic transformation.</b> Encourage acquisitions, land assembly, partnerships, incentives, and/or investments in improvements to public and private property in the District to enhance key assets/opportunities.	City, ED, property interest	Private funding, City investment/ incentives, grant funding		
<b>3.3.4 Develop an Action Plan to ensure implementation of the Vision Plan.</b> The Action Plan should identify measurable goals and milestones, establish annual review/monitoring and reporting by dedicated staff, and engage City Council in setting funding priorities as appropriate.	City, ED, property interest	Dedicated staff resource(s)	Annual review	
<b>Chapter 4. Land Use Concepts and Design</b>				
<b>4.4.1 Monitor Vision Plan progress/implementation.</b> Implement the Vision Plan and monitor investment and revitalization progress annually.	City, ED, property interest	Dedicated staff resource(s)	Annual review	
<b>4.4.2 Amend zoning standards and process.</b> Consider establishing a District-wide overlay zone or special zoning standards applicable in the District for outdoor dining, events, and music with a streamlined permitting process for applicants with proposed activities in conformance with these standards. Once the overall standards are approved by the Planning Commission, then individual projects can be approved administratively. Additionally	City (CDD, PR)	Staff resources, City incentives, grant funding	2025	

Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
consider zoning amendments to allow food hall, incubator restaurants, rooftop bars, beer gardens, or distilleries and hospitality/ hotel uses in support of sports tourism. This could include a beer garden on public park site with flexible outdoor space for temporary recreational amenities (corn hole, portable pickle ball, skate area etc.) and/or semi-permanent areas for event space in large parking areas.				
<b>4.4.3 Pursue funding opportunities.</b> Work with District stakeholders and property owners to identify potential funding sources and incentives for revitalization and redevelopment.	City, ED, private interests	City, ED, private investment, grant funding	Annual	
<b>4.4.4 Consider Business Improvement District.</b> If there is sufficient stakeholder interest in a BID (Business Improvement District), commission a BID feasibility study to fully engage District businesses and property owners and determine an initial scope of services. A BID is a defined area within which businesses would pay an additional tax or fee in order to fund projects within the District’s boundaries. It would allow local stakeholders to oversee and fund the maintenance, improvement and promotion of the commercial District in order to provide enhancements outside normal city maintenance activities. This could include things such as lighting, landscaping, banners, uniform light poles and seasonal banners, wayfinding, etc.	Private interests	City staff resources, ED, business interests, private investment		
<b>4.4.5 Pursue additional sporting events.</b> Partner with Visit Folsom to work with sports event organizers and sponsors to explore potential for partnerships with District businesses for post-game events. Expansion of sports amenities, temporary or permanent improvements to Lembi Park - such as street soccer or sand volleyball or other measures particularly in off-season times of year to further bring folks into the District.	City (PR), ED, private interests	City staff resources, ED, private/ business investment	Annual	

Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
<p><b>4.4.6 Create a district landscape plan/guide.</b> The City should commission a landscape and open space plan or guiding document for the District to guide and enhance the aesthetic beauty and branded experience of being in the District. The plan should establish standards for public realm areas including streets, sidewalks, plazas, pathways, trails, pocket parks and rights of way. The plan can offer by example how private property owners can follow the city and apply brand supporting landscaping within their properties.</p>	City (CDD, PR), consultant	City, grant funding		
<p><b>4.4.7 Create new art installations in the District.</b> The City should work with the Arts Commission to explore art opportunities within the District. The art should play up a “Retro” theme and branding themes developed that are further defined by a Design/Branding firm or study. Possible funding of art could include a requirement for financial contributions from development-leading projects. The City should support initiatives to integrate public art within public open spaces.</p>	City (CDD, PR), ED, private interests	Public/private partnership, private investment, BID/ business association, grant funding		
<p><b>4.4.8 Celebrate District history.</b> The City should leverage its existing historic resources and organizations to create a District History Telling initiative to feature education-oriented installations. Use these elements to support placemaking, branding and ‘tell the story’ of the District. Depictions may be in the form of murals for iconic city/District elements, history walls with milestone events, city founder commemorations, expressions of traditional annual/ seasonal events, etc.</p>	City, ED, private interests	Public/private partnership, private investment, BID/ business association, grant funding		
<p><b>4.4.9 Pursue relation of the Post Office.</b> The City should consider opportunities to redevelop the Post Office site and other prime opportunity sites centrally located in the District.</p>	City, ED, private interests	City, ED, private investment, developer interest		

Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
<b>Chapter 5. Mobility and Access</b>				
<p><b>5.4.1 Where feasible, utilize roundabouts in lieu of traffic signals for intersection traffic control.</b> Building on the findings of the concurrent Roundabout Feasibility Study, advance preliminary engineering efforts at City Council prioritized roundabout locations. This additional engineering should include more comprehensive corridor applications and traffic control and should resolve access considerations and multi-modal continuity and accessibility. As soon as feasible, the City should expand the roundabout feasibility assessment to include the intersections of East Bidwell/Wales, Riley/Wales, Riley/Orchard, and East Bidwell/Orchard. Consider phasing roundabout improvements on the Riley Street corridor first before the East Bidwell Street corridor.</p>	City (PW, PR, CDD)	City budget, transportation fees, capital improvements, grant funding	Near term analysis and ongoing	
<p><b>5.4.2 Conduct a District-wide traffic operations analysis.</b> Conduct a focused analysis of all five District transportation corridors, inclusive of the concurrent Roundabout Feasibility Study’s findings, to identify opportunities for potential travel lane repurposing to allow for delineation of meaningful on-street bike lanes, on-street parking and/or gateway features/pedestrian refuge areas.</p>	City (PW, PR, CDD)	City budget, transportation fees, capital improvements, grant funding		
<p><b>5.4.3 Re-stripe Wales Drive and Glenn Drive to add on-street bicycle lanes.</b> Regardless of the implementation of Strategy 5.4.2, Wales Drive and Glenn Drive can be re-striped to accommodate on-street bicycle lanes. Currently Wales Drive and Glenn Drive are striped as two, 16-foot-wide travel lanes and 13-foot-wide center turn lane, between Riley Street and East Bidwell Street. Re-striping these roadways to 11-foot-wide travel lanes and an 11-foot-wide center turn lane would allow for the addition of 5-foot-wide Class II bicycle lanes, which would enhance bicycle mobility, potentially</p>	City (PW, PR, CDD)	City budget, transportation fees, capital improvements, grant funding		

Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
reduce vehicle speeds, and create a safer pedestrian environment. Orchard Drive is already striped in the configuration.				
<b>5.4.4 Enhance District Walkability by closing sidewalk gaps, reducing curb cuts and enhancing roadside landscaping.</b> All of the District streets include sidewalk facilities with the exception of East Bidwell Street between Market Street and Coloma Street, where there are two notable gaps on the east side of the street. As the properties along these frontages undergo future redevelopment, these sidewalk gaps should be closed to create a safe, continuous pedestrian path. The City should also pursue opportunities to close the gaps with capital projects and/or grant funding.	City (PW, PR, CDD)	City budget, transportation fees, capital improvements, grant funding		
<b>5.4.5 Enhance access to public transit.</b> Working with Sacramento Regional Transit, the City should strive for a District that is properly served by regularly scheduled fixed-route bus service and demand responsive (micro) transit, which also includes service between the District and nearby Gold Line light rail stations at Glenn Drive and Historic Folsom Station. Enhanced transit stops, located throughout the District, should be incorporated into future transportation and development projects.	City (PW), Regional Transit	Staff resources, transportation fees, capital improvements, grant funding		
<b>5.4.6 Address documented traffic safety hazards through the City’s Local Roads Safety Plan (LRSP).</b> Using the outcomes of the latest LRSP, continue to seek safety grant funding to address district locations with above average crash rates, and those with a propensity for bicycle/pedestrian-involved collisions.	City (PW, PR, CDD)	City budget, transportation fees, capital improvements, grant funding		
<b>5.4.7 Create a safe and inviting atmosphere that promotes and encourages walking and cycling.</b> Utilize decorative street light poles with street lighting intensity that is consistent with City safety standards but creates a comfortable atmosphere. Incorporate landscape strips between sidewalks and travel lanes where	City (PW, PR, CDD), ED, private interests	City budget, transportation fees, capital improvements, grant funding, BID/ business		

Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
feasible, including street trees, benches, shade structures, planters and community art.		association, private investment		
<b>5.4.8 Re-evaluate parking supply and standards.</b> Conduct a comprehensive parking study to determine the amount and location of surplus parking. Consider amending the zoning code to establish lower parking standards and encourage shared parking between adjacent properties.	City (CDD), consultant	City Staff resources, grant funding for consultant costs		
<b>5.4.9 Evaluate middle school pedestrian safety and access.</b> Evaluate pedestrian crossing safety at controlled intersections, and the feasibility of mid-block pedestrian crossings. It should be noted that City staff does not advise the use of uncontrolled mid-block crossings on multi-lane, high-speed roads (30 MPH and above), but they can be considered on roadways with only one travel lane per direction, particularly if there is an opportunity for a center refuge area.	City (PW, PR, CDD), School District, private interests	City Staff resources, capital improvements, grant funding, school district funding, BID/ business association		
<b>5.4.10 Design mid-block pedestrian crossings on roadways that cross a potential paseo between Riley Street and East Bidwell Street.</b> One land use strategy that has been identified is the creation of a paseo, or pedestrian promenade that would be located between East Bidwell Street and Riley Street, extending southward from Sutter Middle School to Orchard Drive. Three transportation corridors would cross the paseo: Glenn Drive, Wales Drive and Orchard Drive. Each of these paseo crossings should be designed to enhance pedestrian safety and should function primarily as an extension of the paseo by incorporating raised pedestrian features, decorative pavement treatments, and traffic control devices that assign right of way to non-motorized traffic.	City (PW, PR, CDD), ED, private interests, school district	Public private partnership, private investment, BID/ business association, grant funding		



Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
<p><b>5.4.11 Consider establishing a merchant-funded trolley system.</b> Similar to the successful weekend trolley that serves Folsom’s Historic District, the District should evaluate the cost and feasibility of a trolley to provide short trips within the District. The shuttle could be funded through a property-business improvement district (PBID) as well as merchant advertising space on the trolley itself.</p>	City, ED, private interests	BID/ business association, grant funding		
<p><b>5.4.12 Improve access to Lembi Park/connectivity to the District.</b> The City should consider additional opportunities to improve access and connectivity between Lembi Park and the rest of the District. As part of District traffic analysis, capital improvement projects qualification, or grant opportunities evaluate the frontages along Lembi Park to on Riley and Glenn to establish additional controlled crossings for bicycles and pedestrians.</p>	City (PW, PR, CDD), ED private interests	City budget, transportation fees, capital improvements, grant funding, BID/ business association		
<p><b>5.4.13 Building on the findings of the concurrent Roundabout Policy Grant project, advance roundabout preliminary engineering efforts at the City Council prioritized locations.</b> This additional engineering should include more comprehensive corridor applications and traffic control, and should resolve access considerations and multi-modal facilities’ continuity and accessibility.</p>	City (PW)	City budget, transportation fees, capital improvements, grant funding		
<p><b>5.4.14 Coordinate focused traffic operations analyses for all five District transportation corridors,</b> inclusive of the concurrent Roundabout Policy Grant project’s findings, to identify opportunities for potential travel lane repurposing to allow for delineation of meaningful on-street bike lanes, on-street parking, and/or gateway features/pedestrian refuge areas.</p>	City (PW)	City budget, transportation fees, capital improvements, grant funding,		
<p><b>5.4.15 Continue to seek grant opportunities to address the District locations</b> with above average crash rates and those with a propensity for bicycle/pedestrian crashes.</p>	City (PW, PR, CDD)	Grant funding	Annual	

Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
<b>5.4.16 Coordinate all street improvements with Action 4.4.6.</b> Commission a landscape and open space plan or a guiding document for the District.	City (PW, PR, CDD), private interests	Transportation funds, capital improvements, grant funding		
<b>Chapter 6. Placemaking</b>				
<b>6.4.1 Brand the District.</b> Engage a design firm specialized in branding, signage, and wayfinding to work with the City and its stakeholders to formulate a retro theme for the District to stand out from other areas of the city. The branding and signage program should specify costs and phasing. This initiative should also consider a new name for the District, a name that will resonate with residents and visitor alike.	City, ED, private interests	City budget, grant funding		
<b>6.4.2 Integrate the brand throughout the District.</b> Coordinate branding, signage and wayfinding programs with planning for street and landscape improvements, including any roundabouts.	City, ED, private interests	City budget, capital improvements, grant funding		
<b>6.4.3 District organization for marketing/promoting.</b> Poll District commercial property owners to gauge interest in forming and supporting a District-wide organization for promotion and events programming. This can take the form of a main streetlike nonprofit organization, or business improvement District entity. Either organizational approach would require seed funding and ongoing funding from property owners.	City, ED, private interests	City staff resources, City budget, public/private partnership, private investment		
<b>6.4.4 Consider neon park attraction.</b> Explore the neon park concept by identifying a project champion and determining the scope of the sign project, potential locations, and preliminary costs and funding sources.	City, ED, private interests	City staff resources, City budget, public/private partnerships and investment		

Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
<b>6.4.5 Incorporate public art into any future roundabouts.</b> As the City’s roundabout improvement program proceeds, establish an ad hoc committee to formulate a public art component, engage the local and regional artist community, and pursue grant funding.	City (PW, PR, CDD), ED, private interests	Public/ private partnerships, private investment, grant funding		
<b>Chapter 7. Infrastructure</b>				
<b>7.3.1 Implement Localized Improvements in the 33-Inch Shed.</b> Future development in the 33-inch shed at the Central Commercial District in the East Bidwell Mixed-Use Overlay Zone and Iron Point District Transit Oriented Development overlay shall provide fees or construct localized wastewater improvements as conditions of approval to address capacity issues in the sewer shed. Localized capacity improvements, such as upsizing pipes, shall be constructed and completed prior to occupation of residential units.	City (EWR)	Impact fees, enterprise funds, grant funding		
<b>7.3.2 Develop and Implement a Wastewater Conveyance Master Plan for the 27-Inch Shed.</b> To address capacity concerns in the City’s wastewater conveyance system the City shall develop a Wastewater Conveyance Master Plan that identifies the final anticipated extent of pipeline and pump station improvements as well as any phasing improvements tied to residential development timing and/or location in the 27-inch Shed. The Wastewater Conveyance Master Plan shall include mechanisms and improvements for addressing sewer capacity. The Wastewater Conveyance Master Plan shall contain the goals of the plan, a description of proposed upgrades and features that would be implemented, a long-term maintenance and operation strategy, and an approach for implementation of proposed improvements to the wastewater conveyance system. Potential improvements may include, but are not limited to: construction and operation of a new pump station near the intersection of Riley Street and East Bidwell	City (EWR)	Impact fees, enterprise funds, grant funding		

Central Business District Vision Plan Recommended Actions				
Action/Description	Lead	Potential Funding Sources	Timeline/ Priority	Annual Review Status
<p>Street, construction and operation of a new 8-inch force main from the pump station to high point at Glenn Drive and Sibley Street in order to divert flows from the 27-inch shed into the 33-inch shed, upsizing existing 8-inch pipelines on Glenn Drive and Sibley Street to 12-inch, and identification of addition localized sewer improvements. Upon completion of the Wastewater Conveyance Master Plan, the City shall secure any required permits for implementation of identified improvement strategies.</p> <p>Improvements identified in the Wastewater Conveyance Master Plan shall be implemented prior to issuance of grading permits for future projects that would add wastewater to the 27-inch Shed.</p>				