



Folsom City Council Staff Report

MEETING DATE:	8/22/2023
AGENDA SECTION:	Old Business
SUBJECT:	Resolution No. 11090 - A Resolution Authorizing the Formation of the Central Business District Master Plan Citizens Advisory Committee
FROM:	Community Development Department

RECOMMENDATION / CITY COUNCIL ACTION

Staff recommends the City Council approve Resolution No. 11090 Authorizing the Formation of the Central Business District Master Plan Citizens Advisory Committee, with direction to Community Development Department staff to integrate the Citizens Advisory Committee into the Central Business District Master Planning process to review, comment and make recommendations to City Staff, the Consultant team, the Planning Commission and the City Council regarding Master Plan priorities, concepts, designs, and other Central Business District issues.

BACKGROUND / ISSUE

The Central Business Master Plan is being prepared to meet the following General Plan policy direction.

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 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.

The Urban Land Institute (ULI) highly recommends the use of advisory committees or ad hoc committees for complex community planning issues. The purpose of the Central Business District Master Plan Citizens Advisory Committee (CAC) is to help inform, guide, and make recommendations on challenging subjects. At the January 24, 2023, meeting, the Council indicated that it favored the formation and use of an advisory committee for the Central Business District Master Plan process.

POLICY / RULE

Folsom Charter, Section 2.04.G – Duties of the Mayor, indicates the mayor may “Establish and dissolve ad hoc committees, subject to the approval of the Council, but no such committee shall exist for more than one year.”

Folsom Municipal Code, Section 2.35.040 – One Seat Limitation, states that “No person may hold more than one appointed commission, board, council or committee seat at a time. This one-seat limitation shall not apply to: (1) commission, board, council or committee members who are appointed to other commissions, boards, councils or committees as a result of, or by virtue of, their status as a member of a particular commission, committee, board or council; or (2) membership on ad hoc committees.”

ANALYSIS

Of key importance to the Central Business District Master Plan process and highlighted in the General Plan is “robust community and stakeholder engagement.” The selected consultant (Jacobs Engineering Group in conjunction with Aim Consulting) has proposed a scope of work that includes the following stakeholder and community engagement process:

- CAC meetings throughout the Master Plan Process
- Draft Engagement and Awareness Plan to highlight methods for building plan awareness, communicating the plan process to the community, and ways to encourage participation.
- Maintain a Stakeholder Database
- Field visit to informally interview community members and business owners.
- Use of pop-up engagement to get input within the district and at other neighborhood events.
- Community-wide Design Charette

Formation of a CAC is contemplated in both the Folsom Charter and the Folsom Municipal Code, as noted in the Policy/Rule section above. At the January 24th meeting, the City Council indicated an interest in using a CAC for this project. Goals of the Master Plan include economic development, increased mobility, interface with the Middle School and Lembi Park, and marketing and branding. The intent is to identify stakeholders that can provide input under the following categories: landowners and business owners, residents, transportation and mobility, recreation, arts, culture and tourism, housing, and education. Staff contacted each group to gauge participation interest, and all those listed have volunteered to participate in the process.

According to the Urban Land Institute (ULI), community advisory committees should be comprised of between eight and 14 members. While the recommended list below could result in 17 potential members of the CAC, staff is comfortable with the number and the broad stakeholder representation.

Draft Central Business District Citizen Advisory Committee Representatives

Stakeholder Category (designated representative)	Stakeholder Mission/Stated Areas of Interest and Engagement
Landowners/Business Owners in the District	
1. Resident (Edward Igoe)	Resident within CBD
2. Property Owner (Tom Econome)	Business Owner (Big 5), resident outside of CBD
3. Property Owner (Gary Eckhardt)	Handley’s Western Wear property, past Folsom Fire Department volunteer, construction industry
Residents At Large (outside the District)	
4. Resident adjacent CBD (Julie Lofgren)	Resident adjacent to the district, Community Engagement Manager Clutch
5. Resident outside CBD (Jen Lee)	Local realtor, active with Chamber and other organizations (Folsom’s Leading Young Professionals)
Transportation	
6. Transportation (Mark Johnson)	Transportation Engineer, 30-year resident in vicinity of CBD
7. Transportation (Anthony Powers)	Active transportation professional/advocate, worked on mobility study
8. ADA Access/Advocacy (Margie Donovan)	ADA Mobility Access
Recreation, Arts, Culture, Tourism	
9. Folsom Athletic Association (Tim Kuntz/Dean Williams - Alternate)	Building a Community through People, Parks, and Recreation, Interest in Lembi Park
10. Parks (Brian Wallace)	Parks Commissioner, Folsom Cordova Community partnership and artist
Economic Development/Developer	
11. Choose Folsom (Joe Gagliardi/Shannon Rob - Alternate)	Chamber of Commerce, Tourism Bureau and Economic Development Corporation. For nearly 80 years, the chamber has been a local business association advocating for businesses concerns, tourism and economic development within the city.
12. Meea Kang	Affordable Housing Developer. As Senior Vice President with Related California, Ms. Kang has extensive experience with infill housing development in the Sacramento region and beyond including several award winning projects.
13. Ardie Zahedani	Affordable Housing Developer. Passionate about Transit Oriented market rate and multifamily housing

14. Local Developer Representative (Kris Steward)	Land Use Planner, experienced at managing the entitlement process for large residential and commercial developments, represents local developers.
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Education and Student	
15. Education (Monica Flores Pactol)	Los Rios College District includes four colleges – including Folsom Lake College and serves nearly 70,000 students throughout the Sacramento region.
16. Student (Elija Tiglao)	Consumnes River College student, Architecture, urban planning, ULI volunteer
17. Student (Anuva Shekar)	UC Berkley, Architecture, Civil Engineering
Housing/Service Providers	
18. HART (Liz Ekenstedt)	Non-profit organization assisting those experiencing homelessness.

The City Council may make changes to the proposed CAC composition, or it may reduce the number of stakeholders; however, staff does not recommend increasing the number of participants above a maximum of 18 members to ensure a workable group where all members are engaged and have ample opportunity to provide needed perspectives on the plan and process.

In order to allow for the most flexibility and utilization of the CAC, staff recommends the formal appointment commence September 25, 2023, and in accordance with the Folsom Municipal Code, extend to September 25, 2024, for a maximum of one year.

ENVIRONMENTAL REVIEW

The recommended action of the City Council is not a project as defined by the CEQA and therefore does not require environmental review.

FISCAL IMPACT

There is no additional fiscal impact as a result of the proposed action. Funds for both project management and retained consultants have already been budgeted and appropriated. The source of the funds is from the City’s allocation of American Rescue Plan Act (ARPA) funds.

ATTACHMENTS

1. Resolution No. 11090 – A Resolution Authorizing the Formation of the Central Business District Master Plan Citizens Advisory Committee

Submitted,



PAM JOHNS
Community Development Director

RESOLUTION NO. 11090

A RESOLUTION AUTHORIZING THE FORMATION OF THE CENTRAL BUSINESS DISTRICT MASTER PLAN CITIZENS ADVISORY COMMITTEE

WHEREAS, the 2035 Folsom General Plan contains specific goals and corresponding objectives providing for the preparation of a Central Business District Master Plan; and,

WHEREAS, the Urban Land Institute (ULI) reviewed the Central Business District in the fall of 2022 and provided an Advisory Services Panel Report (November 2022) that recommends that the city use a citizens advisory committee to help inform, provide community buy-in and guide and make recommendations on challenging community planning issues; and,

WHEREAS, the Folsom Charter, section 2.04.G – Duties of the Mayor, indicates the mayor may “establish and dissolve ad hoc committees, subject to the approval of the Council, but no such committee shall exist for more than one year; and,

WHEREAS, the Folsom Municipal Code, section 2.35.040 – One Seat Limitation, indicates that it is permissible for councilmembers, commissioners, or other committee members to participate on ad hoc committees; and,

WHEREAS, at its January 24, 2023, meeting, the City Council directed staff to utilize a citizens advisory committee (CAC) during the Central Business District Master Plan process; and,

WHEREAS, there are a number of stakeholder organizations with various interests in Central Business District issues and opportunities; and,

WHEREAS, the City Council has selected and appointed certain stakeholders listed in Exhibit A, attached to this resolution.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Folsom hereby authorizes the creation of the Central Business District Master Plan Citizens Advisory Committee; and,

BE IT FURTHER RESOLVED that the Folsom Central Business District Citizens Advisory Committee will be established effective September 25, 2023, and shall be dissolved effective September 25, 2024, in accordance with the Folsom Municipal Code.

PASSED AND ADOPTED this 22nd day of August 2023, by the following roll-call vote:

AYES: Councilmember(s):
NOES: Councilmember(s):
ABSENT: Councilmember(s):
ABSTAIN: Councilmember(s):

Rosario Rodriguez, MAYOR

ATTEST:

Christa Freemantle, CITY CLERK

EXHIBIT A

Central Business District Master Plan Citizens Advisory Committee	
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13. Local Developer Representative (Kris Steward)	Land Use Planner, experience managing entitlement process for wide range of local development projects.
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