



# OPPORTUNITY SITES

## A. Introduction

As described in Chapter 2, the land use framework establishes an organizing structure for where and how growth within the plan area will occur. The land use framework identifies four sites with the greatest opportunity for new development and redevelopment. This chapter describes those areas as being vibrant destinations and hubs of activity along Folsom Boulevard. The opportunity sites designate locations where the City will concentrate resources (e.g., economic development incentives, public investment, facilities, outreach, coordination) and community assets (e.g., public gathering places, events, activities) with the goal of catalyzing significant private investment in these areas. The four opportunity sites are shown in Figure 5-1 and include:

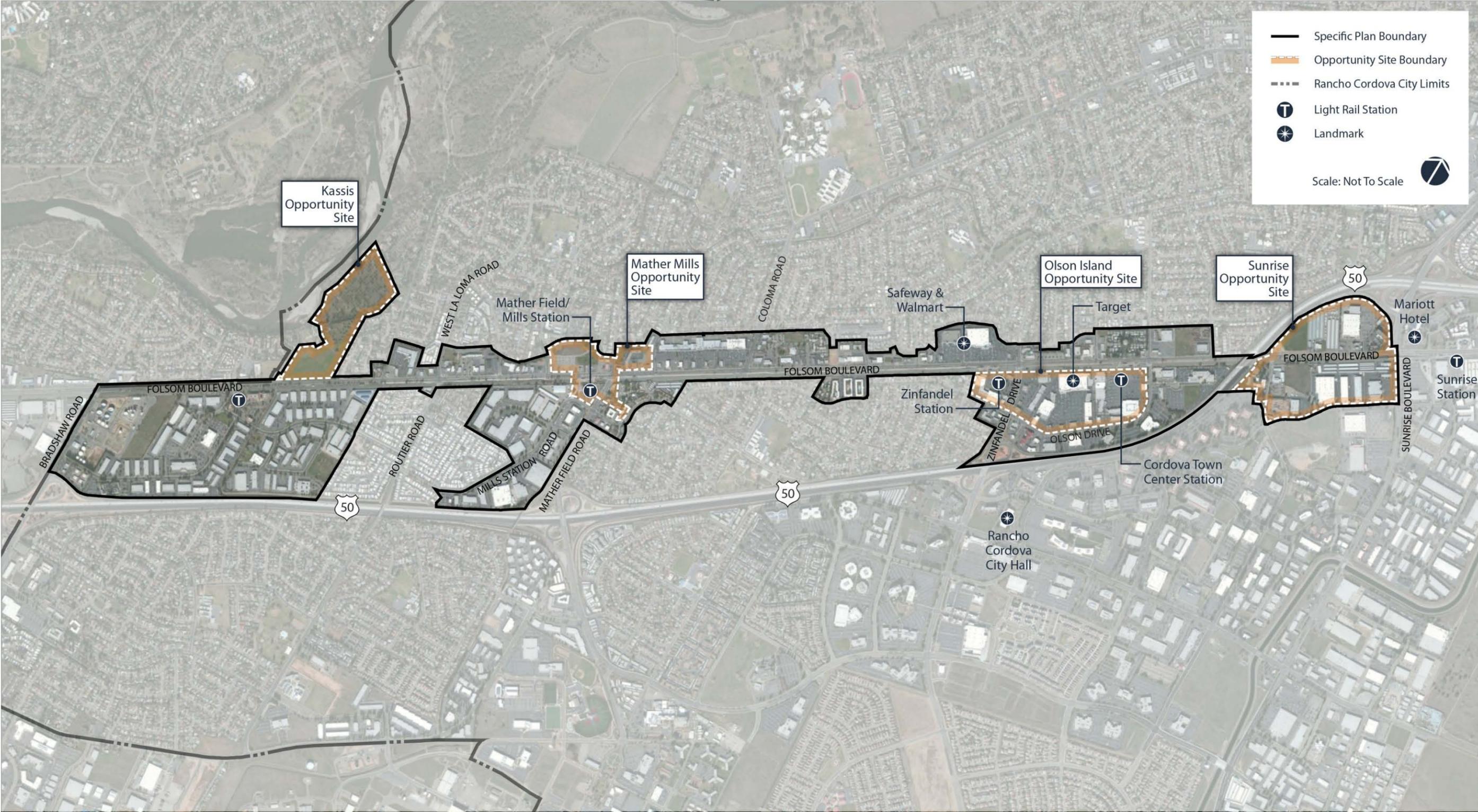
- 1) Kassis Opportunity Site
- 2) Mather Mills Opportunity Site
- 3) Olson Island Opportunity Site
- 4) Sunrise Opportunity Site

## Chapter 5

### Opportunity Sites

Each opportunity site shown in Figure 5-1 has a distinct character and unique mix of uses. This chapter describes and illustrates each opportunity site with text and a collection of inspired idea images to communicate the vision and desires for each site. To achieve the desired development and design character unique to each opportunity site, an additional set of customized development standards is established in this chapter for each of the four sites. These special standards supplement those standards for the land use districts identified in Chapter 4 (Development Standards) and apply only to major new development. If there are differences in the additional development standards for any opportunity site of this chapter and corresponding standards in Chapter 4 (Table 4-1) for each district, the additional development standards identified in this chapter prevail.

Figure 5-1 Opportunity Sites



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## B. Kassis Opportunity Site

### 1. Description

The Kassis property is designated Folsom Boulevard Residential Mixed Use in recognition of its suitability for residential development and its setting within a predominantly residential district. The site does have potential for employment oriented uses (both retail/commercial and office) that resulted in the flexible mixed use designation.

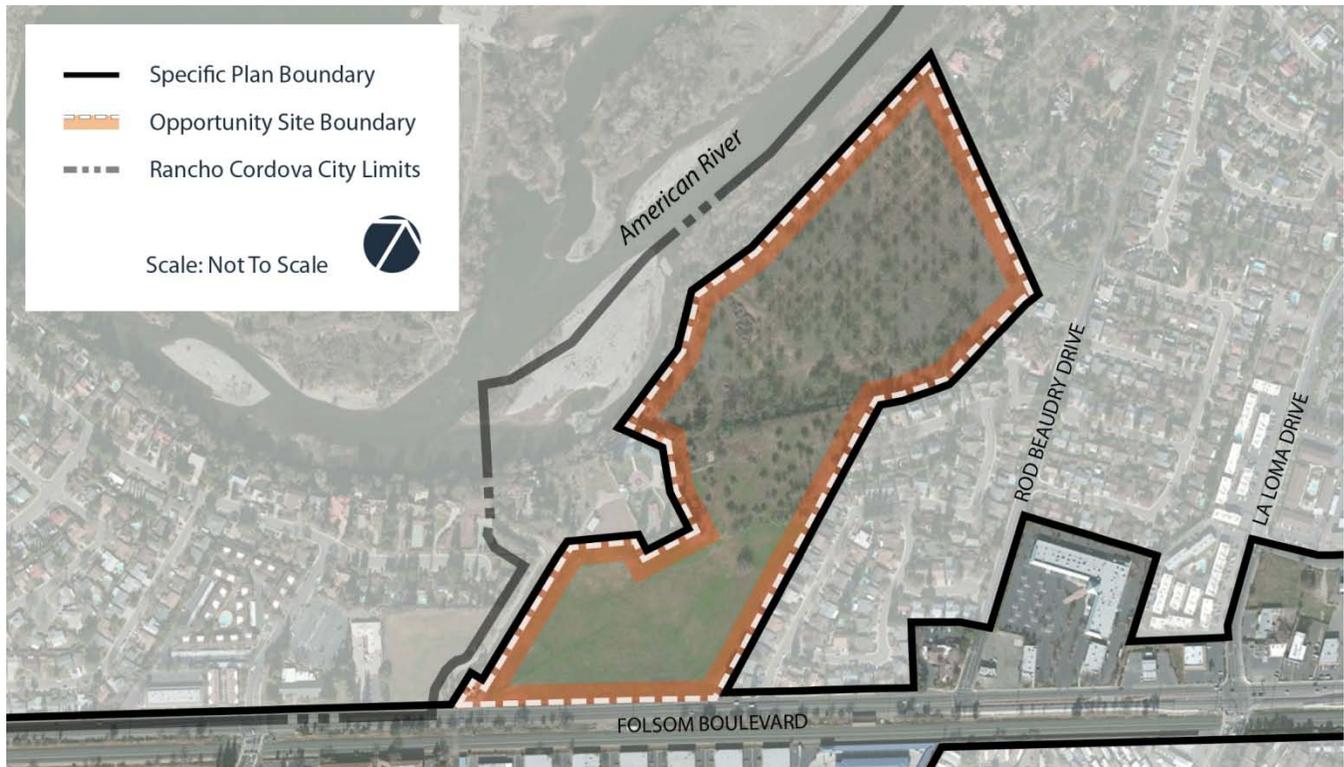
The total area of the Kassis property exceeds 42 acres, although a small portion of the property is excluded from the Folsom Boulevard Specific Plan. The area excluded does not fall along existing property lines. In the future, the boundary of the Specific Plan and open space may need to be adjusted to be consistent with the parcel map. This site is surrounded on three sides by residentially zoned lands (RD-20 and RD-5 to the west, RD-5 to the east and RD-2 to the north) and bordered by Folsom Boulevard on the south. A project with a substantial residential component would be complimentary to the surrounding existing uses.

Based upon the property size (it is among a very few parcels on Folsom Boulevard with a significant area of undeveloped land) and its proximity to the planned Horn Road Light Rail Station, this property was designated within the City's General Plan Housing Element to include at least 10 acres of High Density Residential.

Beyond the residential development potential for this site, a retail/commercial or office component could compliment neighboring residents by providing nearby retail and employment opportunities while taking advantage of direct access to Folsom Boulevard and close proximity to the future Light Rail Station.

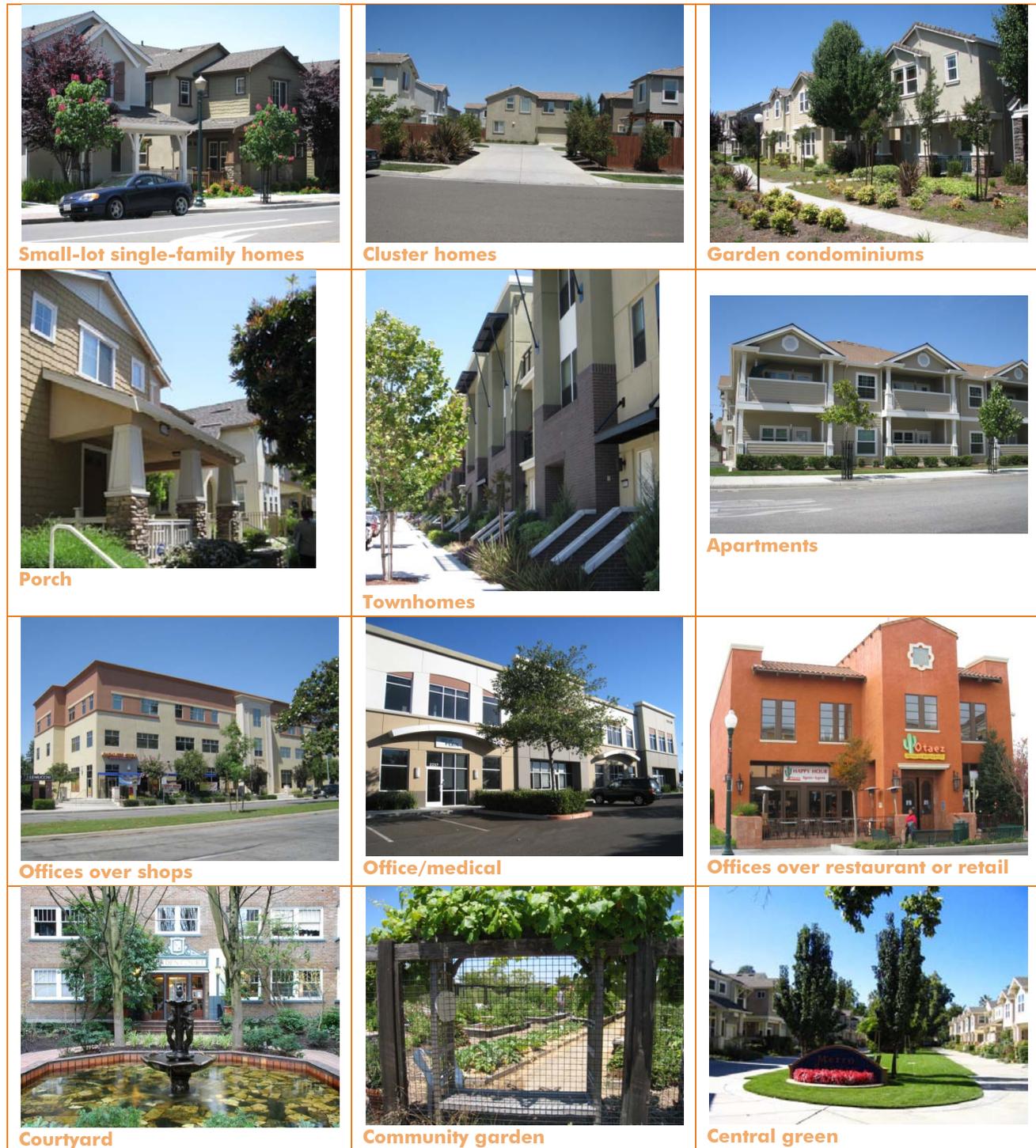
The Kassis Opportunity Site will be characterized by a suburban and primarily residential environment with limited nonresidential development along Folsom Boulevard. The site will feature a large residential component, including apartments, condominiums, townhouses, and compact single-family homes. At least 10 acres of the site will be developed at a minimum of 24 dwelling units per acre to meet the city's housing requirements. To the extent feasible, new residential streets and sidewalks will connect to the existing streets and cul-de-sacs as well as to the American River Parkway. Architectural features such as balconies, porches, and stoops will animate the interface between buildings and the sidewalk. Primarily neighborhood-serving retail shops and services, restaurants, sports and recreational uses, medical clinics, and/or offices will front the corridor, but not in a conventional strip form. Instead, nonresidential buildings will locate close to the street frontage (existing and future streets) to define, connect, and activate the sidewalk. Courtyards, community gardens, and central greens will provide opportunities for residents to congregate and socialize.

## 2. Site Location Map



### 3. Inspired Ideas Imagery for Kassis Opportunity Site

The following images represent the preferred land uses, development patterns, and public gathering places for the Kassis Opportunity Site. These images are intended to guide and inspire private developers to create quality development with a sense of place.

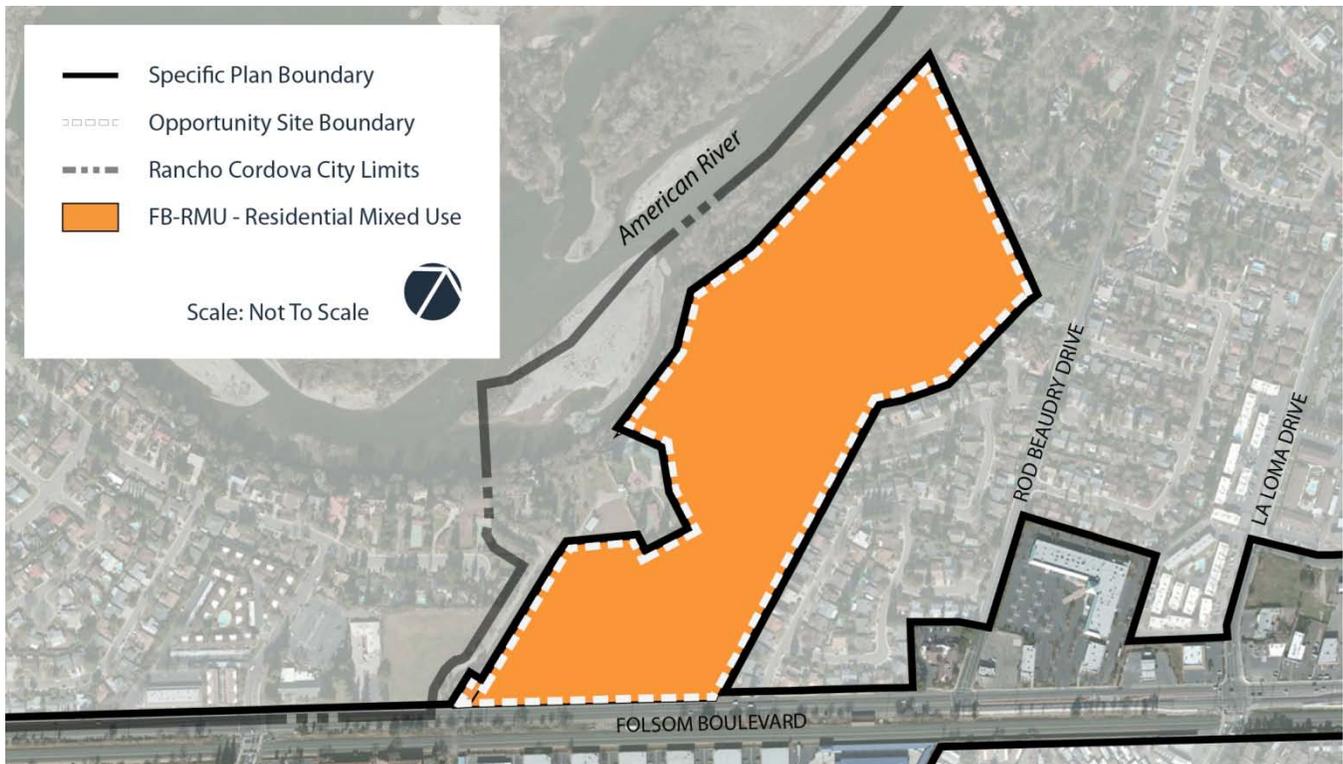


#### 4. Additional Development Standards for Kassis Opportunity Site

Additional development standards are established for major new development projects within the Kassis Opportunity Site. These additional standards address the unique potential of the location, implement relevant goals, policies, and provisions of the General Plan, and ensure consistency with other City-adopted plans. Specifically, additional development standards for this site include housing density, building orientation, public gathering places, parking, access, and site furnishings and wayfinding to implement or ensure consistency with the following plans:

- General Plan Land Use, Housing, and Urban Design elements
- Citywide Design Guidelines

These standards supplement the development standards for the underlying land use. Properties within the Kassis Opportunity Site are designated FB-RMU (residential mixed-use) to reflect the predominant surrounding residential land use and the future Horn Road light rail station. Where the development standards in Table 5-1 deviate from the development standards in Table 4-1, the standards in Table 5-1 apply.



**Table 5-1 Kassis Opportunity Site: Additional Development Standards**

| Standard                      | Site-wide (FB-RMU)   |
|-------------------------------|--|
| Density                       | 6.1–40 du/acre<br>At least 10 acres shall be developed at a minimum of 24 du/acre.   |
| Building Orientation          | All nonresidential primary building entrances must face a public street or public gathering place.   |
| Public Gathering Places       | All major projects shall contribute some form of public gathering place (or portion thereof) as shown in Table 5-5.  |
| Parking                       | For residential developments with over 20 residential units, commercial, and mixed-use developments, private surface parking lots are not permitted in the front setback. Locate on-site parking to the rear, side, or internal to the block and provide access to parking through alleys and driveways. |
| Access                        | To the greatest extent feasible, connect new development, via streets, sidewalks, and pathways, to existing cul-de-sacs and local streets and to the American River Parkway.   |
| Site Furnishings & Wayfinding | For integrated developments, the City encourages uniform site furnishings and wayfinding improvements throughout the project.  |

## C. Mather Mills Opportunity Site

### 1. Description

The Mather Mills Opportunity Site includes numerous parcels located in close proximity to the Mather Mills Light Rail Station. Proposed land use designations within this Site include Residential, Commercial and Office/Industrial Mixed Use districts. Located adjacent to the Mather Mills Station and at the intersection of Mather Field Road and Folsom Boulevard, this Site presents unique opportunities for future development. These geographic attributes were likely a significant factor in the decision to locate the planned Los Rios Community College Campus at Folsom Boulevard and Paseo Drive.

The majority of development potential within this Site is located on the north side of Folsom Boulevard, both to the west and to the east of Paseo Drive. West of Paseo Drive includes approximately 12 acres proposed as Commercial Mixed Use (FB-CMU) and Residential Mixed Use (FB-RMU). This area will contain the future Los Rios Community College campus (land designated as FB-CMU). The balance of this area is designated FB-RMU in recognition of the wide range of development potential presented by the site. As with other sites within the FBSP that are designated FB-RMU or Medium Density Residential (FB-MDR), the size of this site provides special opportunities to accommodate a well-designed high density residential project. While this site also presents opportunities for commercial development, existing uses along the northern boundary of the site are residential. It is anticipated that higher density residential development along the northern boundary of this site will provide an effective transition between existing residential and future commercial uses.

While the FB-RMU designation requires that a minimum of 50 percent of finished floor area of development on the site must be residential, the FB-RMU designation also allows a substantial non-residential component that will compliment both the on-site residential and the adjacent college campus. The City recognizes that the timing of various types of development can be unpredictable and has therefore modified requirements for the timing of development. Under previous regulations the residential component would have been required to be constructed before the commercial component could begin construction. This requirement has been modified to allow commercial development to proceed in an FB-RMU site as long as it can be demonstrated that the site retains available capacity to meet the FB- RMU residential requirements.

Lands within this Opportunity Site located to the east of Paseo Drive have been designated FB-CMU in recognition of several factors, including: the Los Rios Community College District has acquired a portion of these lands and will be developing parking required for the college along the northern boundary of this area; there are several existing and active commercial uses located in this area; and, the parcelization and fragmented ownership in this area will make developing a larger and well integrated project challenging.

The Mather Mills Opportunity Site will be characterized by a compact, urban, and walkable environment. This site possesses two key assets that will shape new development within this area: the Mather Mills Light Rail Station and the future Los Rios Community College. This opportunity site is envisioned to support transit-oriented uses, such as a mix of educational, residential, retail, and service

activities, both vertically and horizontally. Higher-density residential uses, including two- to four-story condominiums, townhomes, and student apartments, will locate here to provide housing in close proximity to the light rail station and the college. Small-scale retail and commercial services, such as bookstores, cafés, restaurants, pubs, entertainment venues, personal services, and office supply and reproduction services, will support the needs of residents and college students. Uses adjacent to the college will be designed to have a positive interface with the college. A safe and convenient pedestrian and bicycle network will connect destinations within the opportunity site. A variety of public spaces, such as outdoor dining and plazas, will invite residents, workers, and students to gather and participate in a vibrant community life. Social events will be organized in these public places, such as farmers markets and food truck fairs, to activate these spaces on weekends and evenings.

## 2. Site Location Map



### 3. Inspired Ideas Imagery for Mather Mills Opportunity Site

The following images represent the preferred land uses, development patterns, and public gathering places for the Mather Mills Opportunity Site. These images are intended to guide and inspire private developers to create active urban places within this opportunity site.



Illustration of Los Rios College



Residential units over commercial



Townhomes, apartments & condominiums



College-serving uses, such as a bookstore



Campus services



Restaurant



Student-serving uses, such as a bike hub and repair shop



Events, such as food truck fairs



Events, such as a farmers market



Public gathering spaces with seating



Outdoor dining/café seating



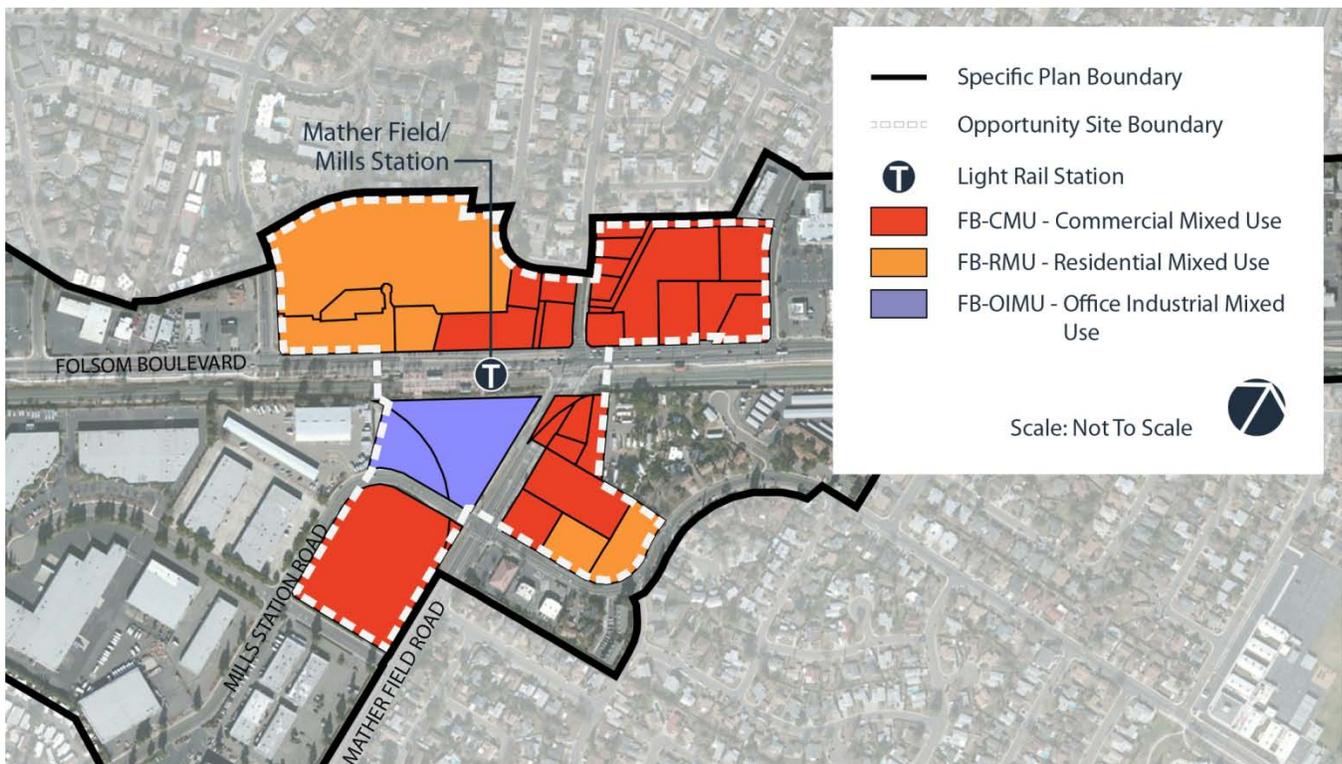
Plaza

## 4. Additional Development Standards for Mather Mills Opportunity Site

Additional development standards are established for major new development projects within the Mather Mills Opportunity Site. These standards address the unique attributes of the location, implement relevant goals, policies, and provisions of the General Plan, and ensure consistency with other City-adopted plans. Specifically, housing density, floor area ratio, building setbacks and height, pedestrian shelter, bicycle amenities, building orientation, drive-through design, public gathering places, parking, and site furnishings and wayfinding have been included to implement or ensure consistency with the following plans:

- General Plan Land Use, Housing, and Urban Design elements, including special provisions for transit-oriented development
- Citywide Design Guidelines

Properties within the Mather Mills Opportunity Site are designated FB-RMU (residential mixed-use), FB-CMU (commercial mixed-use), or FB-OIMU (office industrial mixed-use), to be compatible with existing surrounding uses while maximizing future potential uses. In addition, any properties (or portions thereof) located within a quarter mile of the light rail stop may develop consistent with the citywide TOD Overlay District standards in the Zoning Code. Where the development standards in Table 5-2 deviate from the development standards in Table 4-1, the standards in Table 5-2 apply to qualifying major projects.



**Table 5-2 Mather Mills Opportunity Site: Additional Development Standards**

| Standard                      | FB-RMU   | FB-CMU                    | FB-OIMU                    |
|-------------------------------|--|---------------------------|----------------------------|
| Density                       | 6.1–40 du/acre   | 10–40 du/acre             | n/a                        |
| Floor Area Ratio              | No minimum<br>No maximum   | 0.3 minimum<br>No maximum | 0.25 minimum<br>No maximum |
| Front Setback Standards       | Along the north side of Folsom Boulevard and along Paseo Drive, there is no minimum front setback. The maximum shall be no more than 10 feet, except where there is outdoor dining, a plaza, a building entry, or a courtyard between the building and the street. Exceptions can be granted for building façades with garage access.  |                           |                            |
| Primary Building Height       | 65 feet /4 stories maximum <sup>1</sup>  | No maximum <sup>2</sup>   | 65 feet/4 stories maximum  |
| Awnings/ Canopies             | Awnings, canopies, recesses, or similar pedestrian shelters shall be provided along at least 30% of the building's ground-floor level along the frontage with primary building entrance and where the building abuts a plaza or other public gathering space.  |                           |                            |
| Bicycle Amenities             | Establish common area bicycle facilities to encourage students to use alternative forms of transportation. For example, provide additional bike racks and lockers or other secured bicycle parking areas, shower facilities, and a bike repair kiosk.  |                           |                            |
| Building Orientation          | For properties fronting along Folsom Boulevard, primary building entrances shall be oriented to a public street, a private street designed as an on-site main street, or a public gathering place.   |                           |                            |
| Public Gathering Places       | All major projects shall contribute some form of public gathering place (or portion thereof) as shown in Table 5-5.  |                           |                            |
| Parking Access & Location     | For nonresidential or mixed-use developments, private surface parking lots are not permitted in the required front setback area. Additionally, parking shall not be located between the street and the building façade with the primary entrance. Rather, on-site parking shall be located to the rear, side, or internal to the block and provide access to parking through alleys and driveways. Finally, parking areas on corner lots shall not be located adjacent to intersections. |                           |                            |
| Parking Ratio                 | The number of vehicle parking spaces provided shall not exceed 150% of the minimum parking ratio.  |                           |                            |
| Site Furnishings & Wayfinding | For integrated developments, the City encourages uniform site furnishings and wayfinding improvements throughout the project.  |                           |                            |

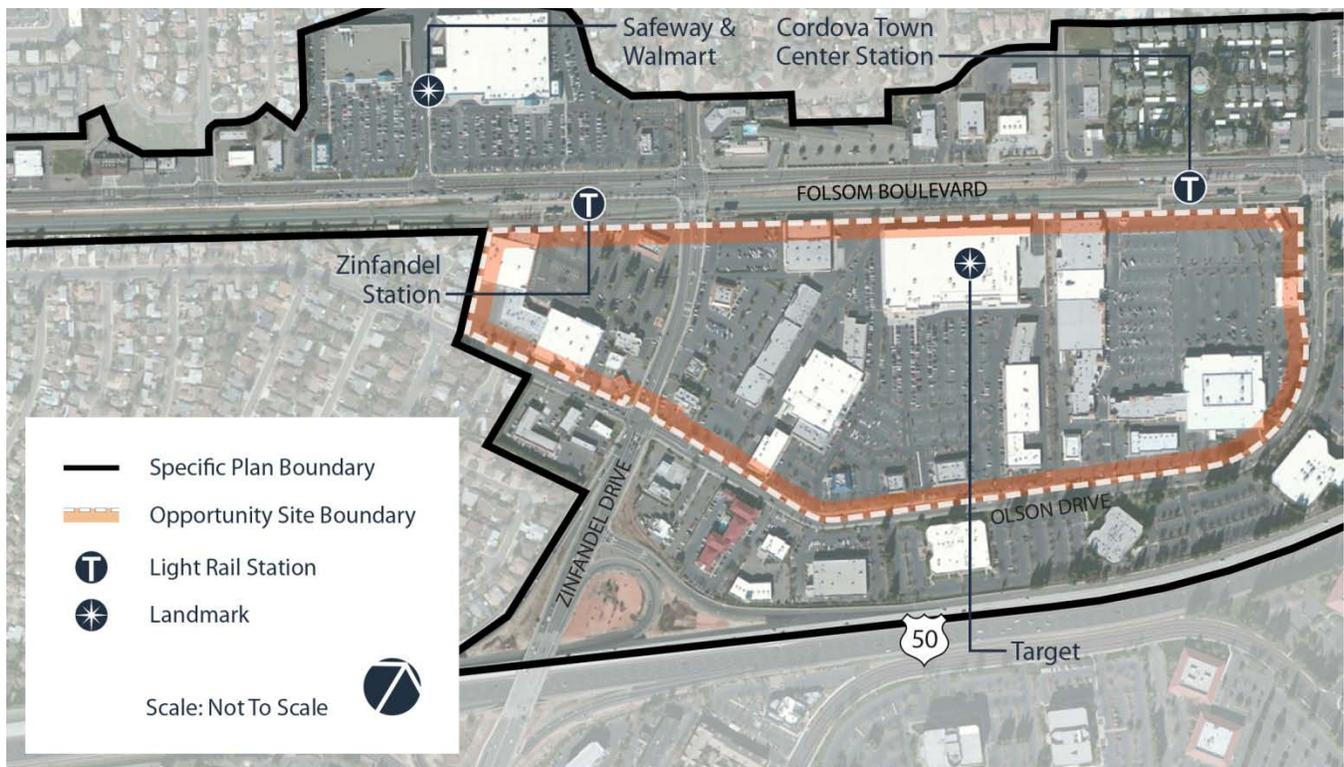
1. No maximum height or number of stories for vertical mixed-use integration where residential use is located above nonresidential. Note #2 below also applies. Defer to TOD Overlay if applicable.
2. While there is no height maximum, the regulations of the Federal Aviation Administration (FAA) limit the height of structures to between 150 and 350 feet based on location. See the Safety Element of the General Plan for more information. FAA approval is required for all structures over 150 feet in height. Defer to TOD Overlay if applicable.

## D. Olson Island Opportunity Site

### 1. Description

Olson Island is currently a retail commercial center serving the community and the region. It is a shopping destination where people come and have an extended stay to shop, eat, drink, and socialize. This area is envisioned to mature into an environment designed so that visitors can park once and then walk to a variety of different businesses and public gathering places. Access and circulation to and throughout the site needs to be improved with limited access driveways that resemble urban main streets, and better pedestrian access to and from the transit stop and throughout the entire commercial hub. A mix of new and expanded retail, office, and entertainment uses are encouraged, with both horizontal and vertical integration. The area will continue to be home to a wide range of large national retailers and small independent businesses. A future international marketplace will capitalize on the synergy of established uses that reflect the diversity of the community (for example, KP International Market). Small-scale civic uses such as a satellite library or community center could strengthen this area as a hub of activity for the entire city. Vibrant public seating or gathering spaces and a variety of social activities could bring residents, workers, and visitors to this central gathering place in the city.

### 2. Site Location Map



### 3. Inspired Ideas Imagery for Olson Island Opportunity Site

The following images represent the preferred land uses, development patterns, and public gathering places for the Olson Island Opportunity Site. These images are intended to guide and inspire private developers to create successful commercial projects and a variety of active public spaces.



Large retail



Restaurants & outdoor dining



Large retail



Offices over shops and restaurants



On-site main street



Small civic/institutional use



International marketplace



International marketplace



International marketplace



Plaza



Outdoor dining/café seating



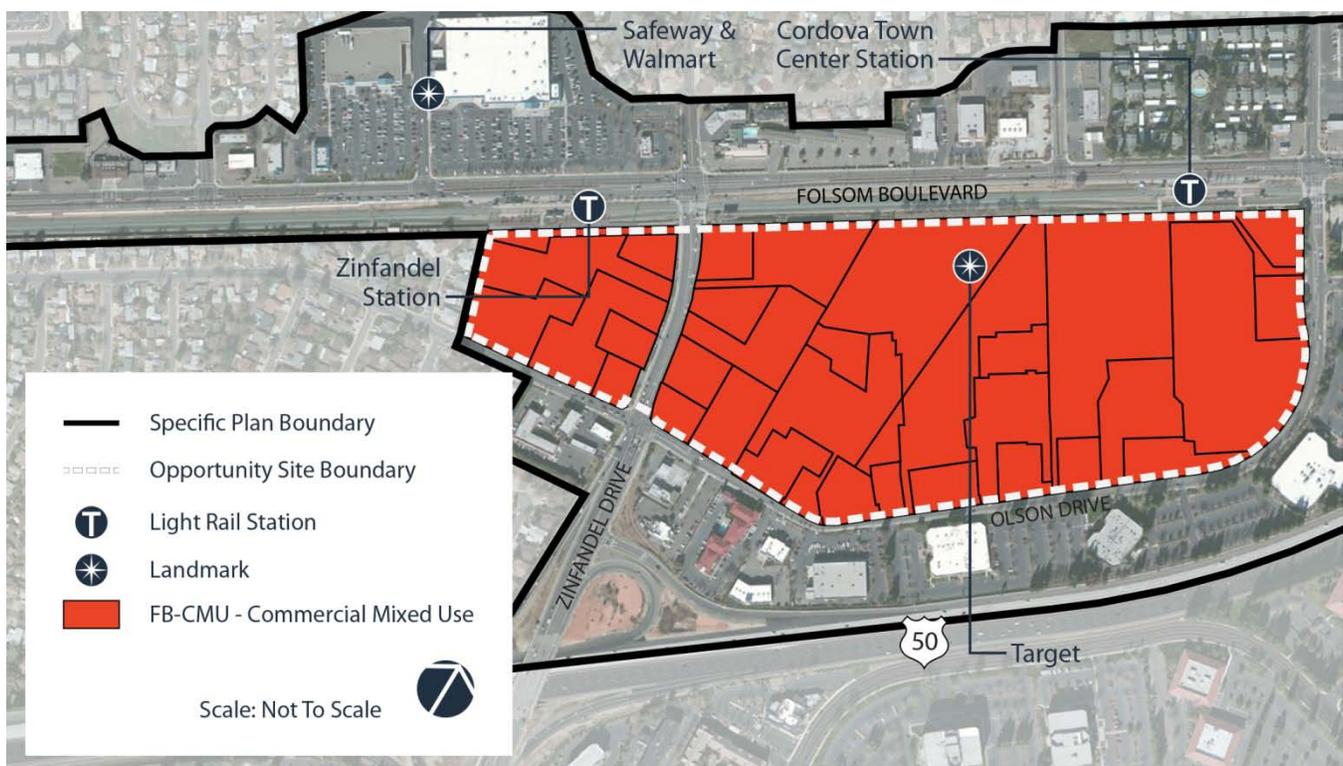
Paseo

## 4. Additional Development Standards for Olson Island Opportunity Site

Additional development standards are established for major projects within the Olson Island Opportunity Site. These additional development standards address unique site opportunities, implement relevant goals, policies, and provisions of the General Plan, and ensure consistency with other City-adopted plans. Specifically, building height, housing density, floor area ratio, building setbacks, pedestrian shelter, bicycle amenities, drive-through design, on-site main street, public gathering places, site furnishings, pedestrian circulation, wayfinding, and traffic calming have been listed to implement or ensure consistency with the following plans:

- General Plan Land Use, Housing, and Urban Design elements, including special provisions for the downtown and transit-oriented development
- Citywide Design Guidelines
- Main Street Standards

These standards supplement the development standards for the underlying land use districts and apply to all properties within this opportunity site. All properties within the Olson Island Opportunity Site are designated FB-CMU (commercial mixed-use) to reflect its historic and future commercial use. In addition, any properties (or portions thereof) located within a quarter mile of the light rail stop may develop consistent with the citywide TOD Overlay District standards in the Zoning Code. Where the development standards in Table 5-3 deviate from the development standards in Table 4-1, the standards in Table 5-3 apply to qualifying major projects.



**Table 5-3 Olson Island Opportunity Site: Additional Development Standards**

| Standard                                | Site-wide (FB-CMU)   |
|---|--|
| Building Height                         | No maximum   |
| Density                                 | 10–40 du/acre  |
| Floor Area Ratio                        | 0.25 minimum<br>No maximum   |
| Front and Street Side Setback Standards | <p>New buildings on property abutting Olson Drive and Zinfandel Drive have no minimum front setback requirement and a maximum front setback requirement of 20 feet.</p> <p>Improvements and expansions to existing buildings, and new buildings that don't abut Olson or Zinfandel drives, will have no minimum or maximum setback requirements.</p>   |
| Drive-Through Design                    | <p>Drive-Through Aisles. The minimum standards for drive-through aisles are as follows:</p> <p>Drive-through aisles shall have a minimum 11-foot interior radius at curves and a minimum 12-foot width.</p> <p>Drive-up windows and remote tellers shall provide at least 180 feet of stacking space for each facility, as measured from the service window or unit to the entry point into the drive-up lane. Non-food and/or non-beverage businesses may reduce the stacking space to a minimum of 60 feet.</p> <p>Each drive-through entrance/exit shall be at least 50 feet from an intersection of public rights-of-way, measured at the closest intersecting curbs, and at least 25 feet from the curb cut on an adjacent property. Exceptions may be granted by the designated approving authority when drive-through pull-out spaces are provided.</p> <p>Each entrance to an aisle and the direction of traffic flow shall be clearly designated by signs and pavement markings.</p> <p>Each drive-through aisle shall be separated from the circulation routes necessary for ingress or egress from the property or from access to a parking space.</p> <p>Landscaping of the Drive-Through Aisle. Landscaping shall be as follows:</p> <p>A 5-foot-wide planter shall be provided between the drive-through aisle and the parking area that includes shade trees consistent with those used in the parking area.</p> <p>An average 3-foot-tall planter with low shrubs that screens the drive-through aisles from the abutting public right-of-way shall be used to minimize the visual impact of readerboard signs and directional signs. At no time shall this landscape barrier be pruned in a manner that allows the vehicle headlights from the drive-through lane to be visible from abutting street rights-of-way. Plantings should also be designed to discourage potential safety issues.</p> <p>Pedestrian Access and Crossings. Pedestrian access shall be provided from each abutting street to the primary entrance with a continuous 4-foot-wide sidewalk or delineated walkway. Pedestrian walkways should not intersect the drive-through drive aisles, but where they do, the walkways shall have clear visibility and shall be delineated by textured and colored paving.</p> |

| Standard                                 | Site-wide (FB-CMU)  |
|--|---|
| <p>On-Site Main Street</p>               | <p>The Olson Island Opportunity Site will include a project-wide on-site main street to improve circulation throughout the opportunity site. See illustration below. The on-site main street shall be located to create a walkable environment by fronting buildings along the street and internal circulation routes and shall be designed as follows:</p> <ul style="list-style-type: none"> <li>• Narrow travel lane</li> <li>• Limited driveway curb cuts</li> <li>• Wide sidewalks</li> <li>• Optional on-street parking</li> <li>• Buildings close to street frontage</li> <li>• Building frontages detailed with architectural elements</li> </ul> |
| <p>Public Gathering Places</p>           | <p>All major projects shall contribute some form of public gathering place (or portion thereof) as shown in Table 5-5.</p>  |
| <p>Site Furnishings &amp; Wayfinding</p> | <p>For integrated developments, the City encourages uniform site furnishings and wayfinding improvements throughout the project.</p>  |
| <p>Traffic Calming</p>                   | <p>New development shall take into consideration traffic calming improvements (e.g., controlled turning movements, speed reduction measures) to maximize safety.</p>  |

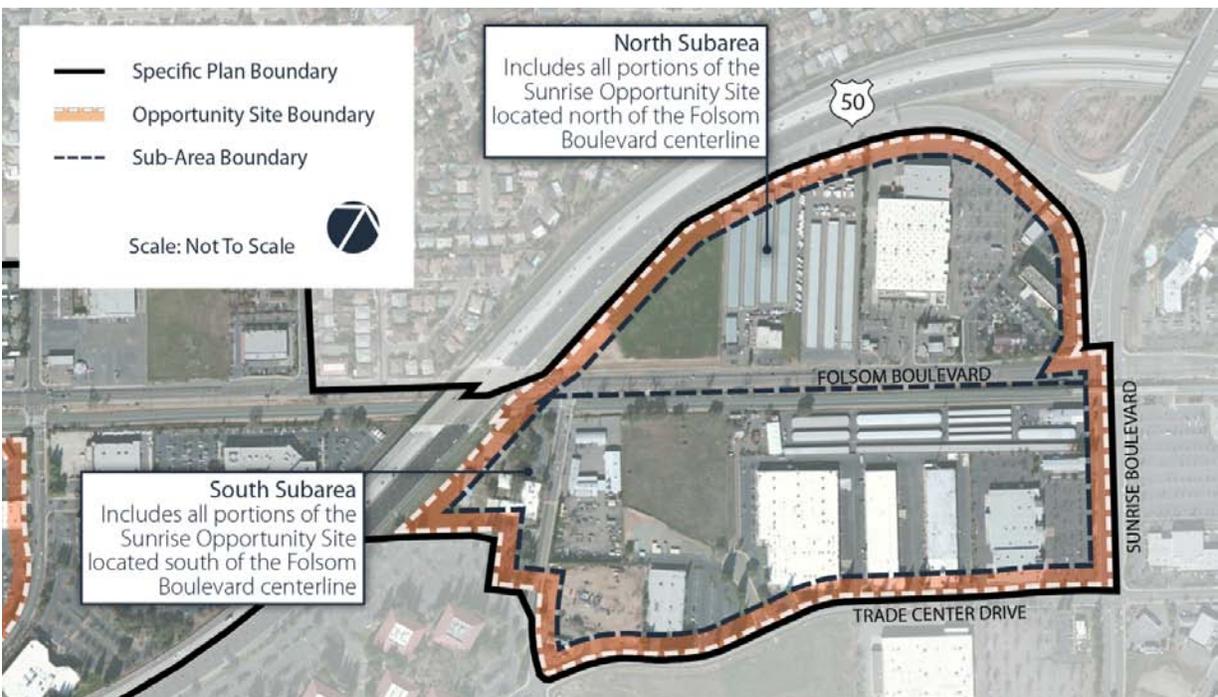


## E. Sunrise Opportunity Site

### 1. Description

The Sunrise Opportunity Site is characterized by two distinct areas, one north of Folsom Boulevard and one south of the boulevard. The area to the north, referred to as the “north subarea,” will be home to a future convention center and supporting uses, such as hotels, restaurants, and meeting spaces. This area also allows retail and office uses that support a convention center. The north subarea is a prime location for a performing arts and entertainment center/complex. Multistory buildings are encouraged in this area. A walkable and bikable campus-like setting will host a variety of public gathering places for visitors to eat, relax, and socialize. This area is intended to implement the General Plan Convention Overlay Area and will be a special place in the city that is entertaining, vibrant, and inviting to tourists, visitors, and residents alike. The area to the south, referred to as the “south subarea,” will expand on the current concentration of building supply, construction, furnishing, and materials businesses with the intention of becoming a building trade center with interior design showrooms and outdoor demonstration gardens. This area also has potential for a trades building or “make it” business as a collaborative retail and/or work space for the concentration for building materials businesses in the area. Other office and industrial uses will continue to thrive in this area. The south subarea will be more auto-oriented in nature with larger roads, developments, and parking and loading areas.

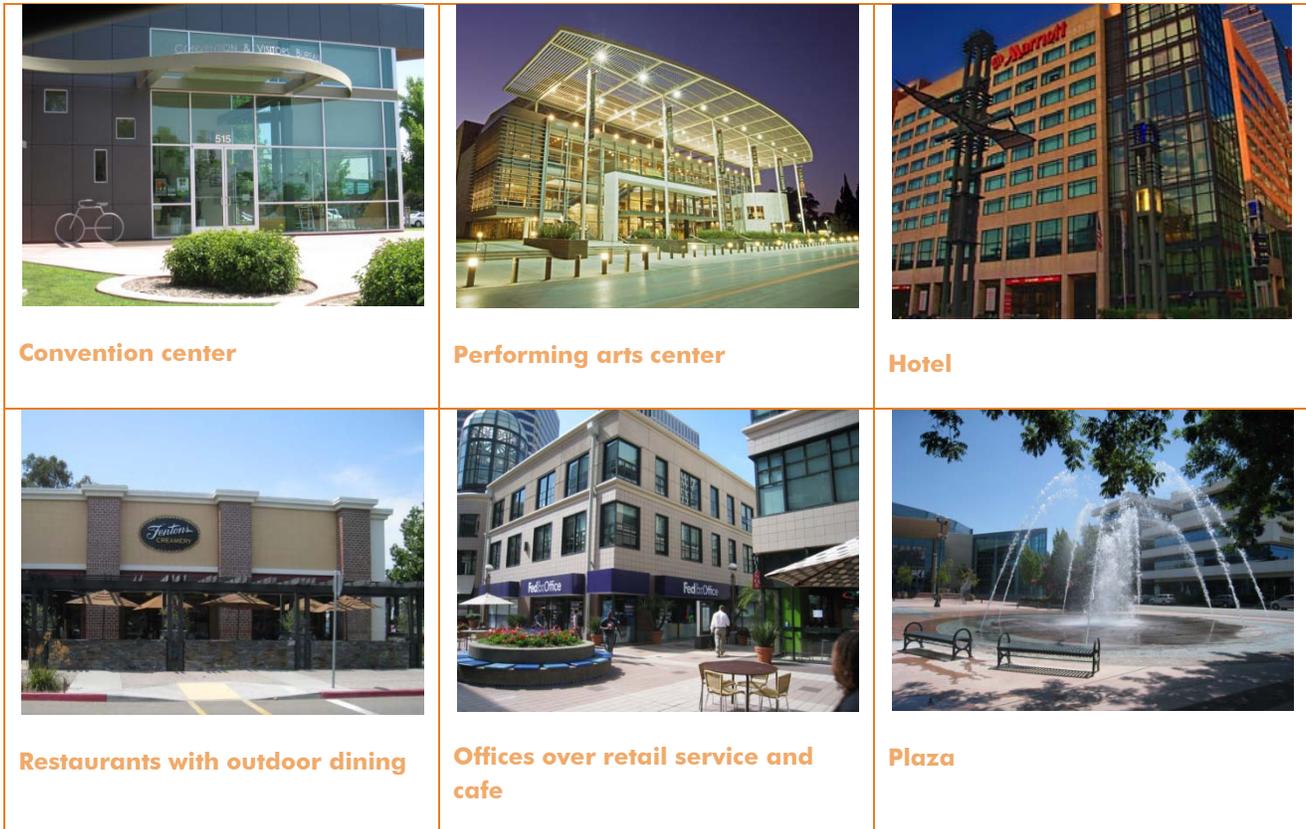
### 2. Site Location Map



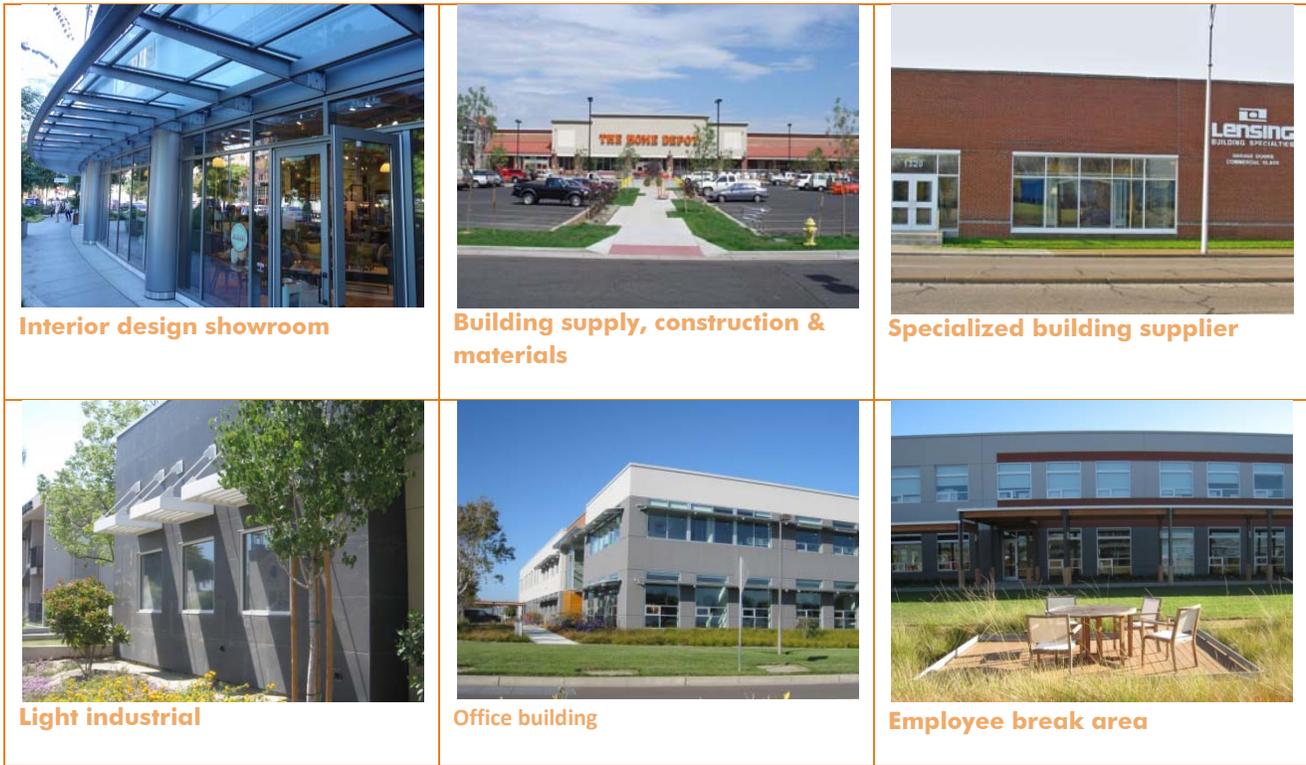
### 3. Inspired Ideas Imagery for Sunrise Opportunity Site

The following images represent the preferred land uses, development patterns, and public gathering places for the Sunrise Opportunity Site. These images are intended to guide and inspire private developers to vibrant destination places within the opportunity site.

#### a) Sunrise North Subarea



b) Sunrise South Subarea

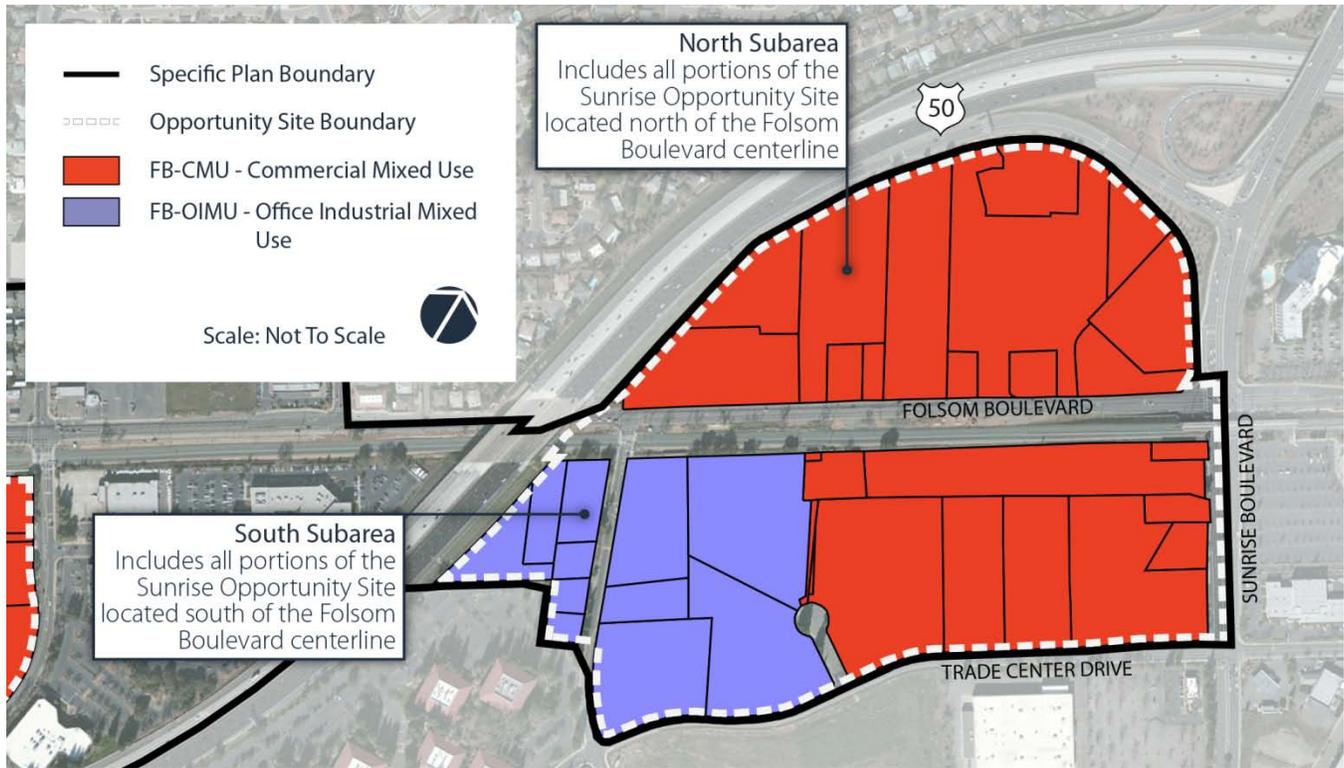


#### 4. Additional Development Standards for Sunrise Opportunity Site

Additional development standards are established for major new development projects within the Sunrise Opportunity Site. These standards address unique locational opportunities and implement relevant goals, policies, and provisions of the General Plan, while ensuring consistency with other City-adopted plans. Specifically, including housing density, floor area ratio, building height, public gathering places, site furnishings, and wayfinding will help to implement or ensure consistency with the following plans:

- General Plan Land Use, Housing, and Urban Design elements, including special provisions for the convention district overlay
- Citywide Design Guidelines

Properties within the Sunrise Opportunity Site are designated FB-CMU (commercial mixed-use) or FB-OIMU (office industrial mixed-use) to reflect both existing and neighboring uses. Land use designations are shown on the map below. Where the development standards in Table 5-4 deviate from the development standards in Table 4-1, the standards in Table 5-4 apply.



**Table 5-4 Sunrise Opportunity Site: Additional Development Standards**

| Standard                      | FB-OIMU –North Subarea  | FB-OIMU – South Subarea  | FB-CMU – South Subarea    |
|-------------------------------|---|--------------------------|---------------------------|
| Density                       | n/a   | n/a                      | 10–40 du/acre             |
| Floor Area Ratio              | 0.25 minimum<br>No maximum  | No minimum<br>No maximum | 0.2 minimum<br>No maximum |
| Primary Building Height       | No maximum  | 65 feet                  | 65 feet                   |
| Public Gathering Places       | All major projects shall contribute some form of public gathering place (or portion thereof) as shown in Table 5-5.           |                          |                           |
| Site Furnishings & Wayfinding | For integrated developments, the City encourages uniform site furnishings and wayfinding improvements throughout the project. |                          |                           |

## Chapter 5

### Opportunity Sites

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## F. Menu of Public Gathering Place Types

Table 5-5 Menu of Public Gathering Places

|   |  |   |   |   |   |
|---|--|---|---|---|---|
|    |    |    |    |    |    |
| Amphitheatre – small  | Amphitheatre – large   | Courtyard – small commercial  | Courtyard – large residential   | Outdoor dining – small area   | Paseo   |
|   |   |   |   |   |   |
| Building entry space  | Central green – commercial   | Courtyard – large commercial  | Employee break area   | Outdoor dining – large area   | Plaza – small   |
|  |  |  |  |  |  |
| Central green – residential   | Community garden   | Courtyard – small residential   | On-site main street   | Parklet   | Plaza – large   |
|  |  |   |   |   |   |
| Rooftop garden  |  |   |   |   |   |

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