



# INTRODUCTION

The Folsom Boulevard Specific Plan (FBSP or Specific Plan) is the primary planning tool the City will use to guide future development and redevelopment within the plan area. It seeks to increase the density of both housing and commercial activity; increase pedestrian, bicycle, and transit trips to, from, and through the area; increase the visibility of the corridor as a destination; and change the dynamic and image to that of a high demand, thriving urban area. While these goals have long been held, various factors have kept much of the vision from being realized. To better promote these goals, the regulatory process of this Plan has been simplified and more emphasis has been placed on encouraging diversity of uses, including transitional and temporary uses.

As a regulatory tool, specific plans implement general plans and guide development in a localized area. While the general plan is the primary guide for growth and development in a community, a specific plan is able to focus on the unique characteristics of an area and customize the planning process and land use rules to apply to that area. Legally, a specific plan is enacted pursuant to Section 65450 et seq. of the California Government Code.

Generally, this Specific Plan replaces the Zoning Code and previous Folsom Boulevard documents by establishing unique zoning districts, allowed uses, and development standards. Where the FBSP is silent

(e.g., sign regulations), it relies on Zoning Code provisions. Where there are conflicts between the zoning provisions in this Plan and the zoning provisions of the Zoning Code, the provisions in this Specific Plan prevail.

## A. Purpose and Applicability

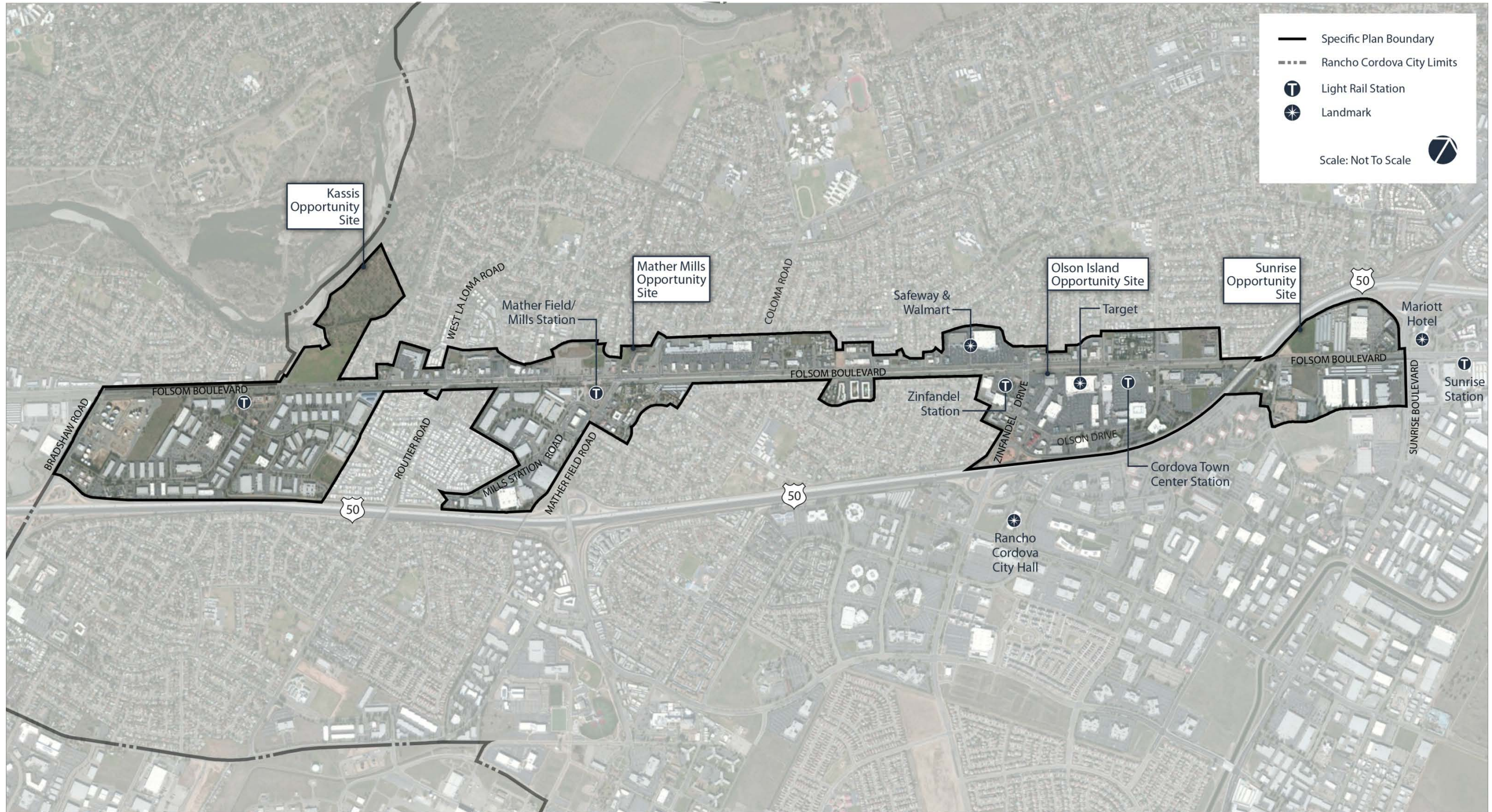
The purpose of the Folsom Boulevard Specific Plan is to establish a policy and regulatory document to assist in the long-term redevelopment of the plan area. It serves to encourage investment and business activity by ensuring a cohesive vision while allowing for a diverse mix of uses and development patterns. As a historic commercial travel corridor, the Boulevard's prime location parallel to US Route 50 (Highway 50), with both fixed heavy and light rail transit, places it in a unique position relative to other regional real estate. The Specific Plan identifies four key intersections (some at transit stops) that are designated as "opportunity sites" that have the greatest current potential to concentrate commercial activity, new residential mixed-use development, and new convention, trade, and employment uses. Because these areas have so much potential, the opportunity sites each have their own vision and modified set of standards that supplement or supersede the overall provisions of the Specific Plan. Finally, the FBSP also allows for the exercise of the Transit Oriented Development (TOD) Overlay Zone provisions outlined in the Zoning Code which extends one-quarter mile in all directions from a light rail transit stop and allows for higher density development.

The provisions in this Specific Plan apply to those parcels within the entire plan area described herein and illustrated in Figure 1-1 (Folsom Boulevard Specific Plan Area Map).

## B. Folsom Boulevard Specific Planning Area

The FBSP area as illustrated in Figure 1-1 is approximately 4 miles in length and includes all of the parcels with frontage on Folsom Boulevard between Bradshaw Road and Sunrise Boulevard as well as some parcels contiguous to those adjacent properties. The plan area is part of the larger General Plan-designated Folsom Boulevard Planning Area, which extends along approximately 11 miles of Folsom Boulevard's length between Watt Avenue and Hazel Avenue. The FBSP is primarily a transitional plan for the next 10-year period. However, the long-term viability of larger-scale, integrated development has not been precluded. It is hoped that over time, increased activity and demand will stimulate larger investments in larger, integrated projects more in keeping with the true potential of Folsom Boulevard.

Figure 1: Folsom Boulevard Specific Plan Area Map

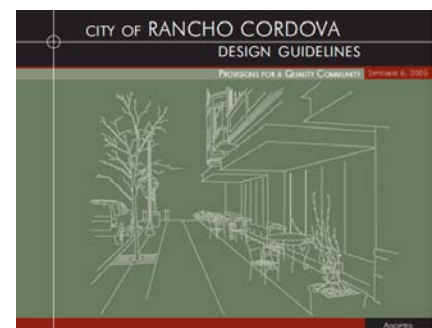
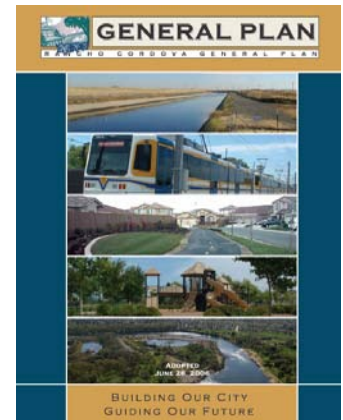


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## C. Relationship to Other Plans and Regulations

The Folsom Boulevard Specific Plan relates to the City's other adopted plans as described below.

- Rancho Cordova General Plan. The FBSP implements and is required to be consistent with the City's current General Plan, including but not limited to the Land Use, Urban Design, Economic Development, Housing, and Circulation elements. Relevant concepts, policies, and standards from the Downtown Planning Area and Convention Overlay Area have been incorporated and adapted accordingly.
- Rancho Cordova Zoning Code. The FBSP replaces the Zoning Code regulations for property within the plan area. Where there is conflict between the provisions of the FBSP and the City's Zoning Code, the Specific Plan shall prevail. However, where the Specific Plan is silent on general site development regulations (e.g., landscaping, signage), the Zoning Code shall apply. This FBSP supersedes standards for the Convention and Downtown Overlay Districts in the citywide Zoning Code. At light rail transit stops, property owners within the designated quarter-mile radius may elect the TOD Overlay Zone development standards to supersede the FBSP.
- Rancho Cordova Design Guidelines. The FBSP includes some development and design provisions that are unique to the plan area. However, except as otherwise specifically stated, subsequent development within the plan area will be required to comply with the citywide Design Guidelines.
- Bicycle, Pedestrian, and Transit Master Plans. Public and private improvements within the FBSP area will be required to comply with the City's adopted Bicycle Master Plan, Pedestrian Master Plan, and Transit Master Plan. See additional information in Chapter 6 (Public Improvements).
- Improvement Standards. Public and private improvements within the plan area will be required to comply with the City's adopted Improvement Standards.



## D. How to Use This Plan

The following statements provide simple guidelines for use of this Plan. See Chapter 3 (Project Review) for additional details.

- Citywide Design Guidelines apply to both minor and major development projects as defined in this Plan.
- If a building is simply changing tenants and keeping within the allowed land use table, or basic improvements are proposed for existing buildings, chances are the majority of information in the Plan doesn't apply.
- Generally, if new construction or expansion to an existing building is less than 5,000 square feet, the Planning Director may grant exemptions from certain site plan requirements. This is considered to be minor development reviewed and approved by the Planning Director, whether or not the project is located in an opportunity site.
- Generally, if new construction or expansion to an existing building is equal to or more than 5,000 square feet in size (both within or outside any of the four designated opportunity sites), additional development standards apply and review and approval comes from the City Council.