

Draft Vision and Guiding Principles

The General Plan is the City’s primary tool for guiding future development of the city. Every day the City must make choices about how to grow, how to provide services, and where to focus its resources. The General Plan will guide these decisions by setting out long-term goals for the City’s future, policies to guide day-to-day decisions, and implementation programs to help achieve the City’s vision. The General Plan is intended to provide for orderly growth and convey the community’s values and expectations for the future.

This report summarizes one of the first stages in the General Plan Update, which is the development of a vision for the future and guiding principles to help achieve that vision. The Draft Vision and Guiding Principles are based on input from the community. The City received hundreds of comments from residents at the first Community Workshop in April and on the online Town Hall Forum. This Draft Vision and Guiding Principles will be presented to the Planning Commission and City Council for their consideration and refinement.

DRAFT VISION

A vision statement is an aspirational description of what the community would like to be in the future. It is a summary of general goals to be achieved by the updated General Plan. The vision provides the foundation for more specific goals, policies, and programs to be developed later during the update process. The visioning process is valuable in identifying issues important to the community and in providing early direction for alternatives development and analysis.

Our Vision for the Future

In 2040, Folsom is sought out by new residents and employers as the most desirable and prosperous city to live and work in the region. It has matured into a beautiful, vibrant, and sustainable city, with livable neighborhoods that are walkable, and full of amenities. At the same time, the city has maintained its close-knit, small-town feel and embraced its rich historical heritage. Folsom is a healthy, safe, happy, and cohesive community.

Folsom is a prominent and innovative technology hub that is nationally recognized for its highly-educated and creative workforce, ample employment opportunities, excellent public schools, and distinguished institutions of higher education.

Folsom is a premier recreational and tourist destination in Northern California, offering a wide range of outdoor recreation opportunities, which support both its active lifestyle and healthy community status. The city serves as the gateway to the Sierra Foothill wine country and is a tourist destination of its own, given its historical and recreational offerings.

DRAFT GUIDING PRINCIPLES

At the heart of the General Plan are “Guiding Principles” that express the key values and aspirations for Folsom’s future and act as guideposts for the goals, policies and implementation measures contained within the General Plan. These principles expand on the main ideas contained in the vision statement so that important concepts are given more weight. Guiding principles are purposefully broadly stated in order to guide the City throughout development of the updated General Plan. All general plan goals, policies, and implementation programs will need to be consistent with the Vision and Guiding Principles.

Guiding Principles

Guiding Principle #1: Maintain a close-knit, neighborly, family-friendly city with a small town feel

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.

Guiding Principle #2: Focus on Historic Folsom as a center of shopping, dining, entertainment, and cultural attractions

Focus on maintaining Historic Folsom as a vibrant mixed-use entertainment district that offers high-quality housing, a dynamic nightlife, and rich cultural experiences for residents, families, and visitors. Preserve and enhance the historic area’s pedestrian orientation, architectural integrity, and collection of unique, locally-owned businesses. Embrace the city’s rich historical Gold Rush heritage and connections to the historic railroad by conserving and enhancing historical and cultural amenities and attracting visitors through cultural events and programs.

Guiding Principle #3: Promote the Palladio as a Social Gathering Place

Promote the Palladio as a mixed-use, walkable district that provides contemporary entertainment, high-end office space, upscale regional retail, and a social gathering place for the community.

Guiding Principle #4: Promote the revitalization of aging commercial corridors

Encourage pedestrian-oriented infill and redevelopment of Folsom’s aging commercial corridors. Create mixed-use developments that take advantage of alternative transportation modes, where people can live, work, and shop.

Guiding Principle #5: Support the Regional Retail Base

Expand Folsom’s role as a regional retail center that provides a broad range of goods to area residents, ensures financial security for the city, and supports the high level of community services that Folsom residents enjoy.

Guiding Principles #6: Enhance gateways into Folsom

Signify arrival into Folsom by enhancing the major entryways into the community with context-appropriate solutions including landscaping, public art, and design that strengthen Folsom’s unique identity.

Guiding Principle #7: Continue to be a premier recreation destination in Northern California

Enhance and expand Folsom’s role as a premier outdoor recreation destination in Northern California by continually improving recreation opportunities and quality including new, bicycle trails, parks and open space, and sports facilities.

Guiding Principle #8: Brand Folsom as the “Gateway to the Foothill Wine Region”

Capitalize on Folsom’s location near the wine country by expanding lodging and dining opportunities, and marketing Folsom as the “Gateway to the Foothill Wine Region.”

Guiding Principle #9: Provide all residents with opportunities to live an active, healthy, and green lifestyle

Promote healthy lifestyles by enhancing opportunities for physical activity, healthy eating, and sustainable living.

Guiding Principle #10: Provide for a range of attractive and viable transportation options, such as bicycle, pedestrian, rail, and transit

Support higher-density, mixed use, transit-oriented development near light rail stations and in core areas where alternative transportation modes are planned. Support transportation improvements that allow and encourage more residents, workers, and visitors to walk, bike, or use transit.

Guiding Principle #11: Provide a range of housing choices for all generations

Provide for a range of housing choices to ensure Folsom is a community for all generations, where children can grow, raise families, and age in place.

Guiding Principle #12: Foster economic growth and diversity to become recognized as one of the smartest cities in the region

Build a thriving innovation-based economy that creates new jobs and welcomes businesses and entrepreneurship. Support the Folsom Cordova School District and Folsom Lake College in their efforts to provide quality education to the community and beyond. Foster partnerships between educational institutions and local employers to grow a highly-educated local workforce.

Guiding Principle #13: Commit to high quality design

Promote development that, strengthens the physical form of the city, enhances livability, incorporates sustainable design practices, and fosters a unique sense of place through context-sensitive design and commitment to high-quality execution.

Guiding Principle #14: Foster a sustainable community for the next generation's benefit.

Balance resource conservation with economic growth to ensure that meeting today's needs does not compromise the ability of the community to meet future needs. Lead by example in municipal projects and daily operations through City commitments and policies to advancing best practices in sustainability.

Guiding Principle #15: Integrate the "old" and the "new" areas of the city

Promote an integrated, cohesive city by connecting new development areas with the existing city fabric through pedestrian and bicycle linkages, harmonious design, and shared gathering places.

Guiding Principle #16: Encourage citizen participation and good leadership

Facilitate active and meaningful community participation by maintaining a transparent and open government and actively seeking citizen input in the decision-making process. City government shall be guided by the public interest and be an active leader in maintaining and improving quality of life in Folsom.