

**AGENDA
CITY OF PATTERSON
DOWNTOWN REVITALIZATION COMMITTEE
SPECIAL MEETING**



**Monday, March 6, 2023
5:00 p.m.**

**City of Patterson - City Hall
1 Plaza
City Council Chambers
Patterson, California**

THIS MEETING WILL BE PHYSICALLY OPEN TO THE PUBLIC. ALL MEMBERS OF THE PUBLIC MAY ALSO PARTICIPATE IN THE MEETING VIA TELECONFERENCE BY CALLING 1-669-900-6833 MEETING ID: 830 6168 2941, PASSWORD: 790099 AND WILL BE GIVEN THE OPPORTUNITY TO PROVIDE PUBLIC COMMENT. JOIN FROM A PC, MAC, IPAD, IPHONE, OR ANDROID DEVICE BY USING THIS URL:

<https://us06web.zoom.us/j/83061682941?pwd=QXF0dGZaWWdFYW1JMmNha3pOUFRXdz09>

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Planning Department at (209) 895-8020. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADA Title II]

The DRC agenda and supporting public documents (if any) are available for viewing in City Hall, Planning Department, 1 Plaza, 2nd Floor, Patterson, California. The DRC agenda and supporting public documents (if any) are also available online on our City web site www.ci.patterson.ca.us listed under "Agenda Center" and listed under "Downtown Revitalization Committee" or you may contact the Planning Department directly at (209) 895-8020 or email planning@ci.patterson.ca.us

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- 1. Call to Order**
- 2. Statements of Conflict**
- 3. Items from the Public**

The public wishing to address the Committee on items that do not appear on the agenda may do so; however, the Committee will take no action other than referring the item to staff for study and analysis and may place the item on a future agenda.

Any member of the audience desiring to address the Committee regarding a matter on the agenda, please state so at the time the item is announced by the Chairperson. In order that all interested parties have an opportunity to speak, any person addressing the Committee may be limited to a maximum of five (5) minutes.

- 4. Motion to approve DRC regular meeting minutes of December 12, 2022.**
- 5. Community Development Director update on status of the Patterson Downtown Master Plan**
- 6. Committee discussion regarding opportunities to strategize, consider and support events within Downtown Patterson.**
- 7. Committee discussion regarding water features or other physical improvements within Downtown Patterson.**
- 8. Adjournment**

City of Patterson
Downtown Revitalization Committee
Regular Meeting Minutes
December 12, 2022

1. **Call to Order**

The regular meeting of the Downtown Revitalization Committee (DRC) of December 12, 2022, was called to order at 5:04 p.m. by Chairperson Benefield.

DRC Members Present: Timothy Benefield (in person), Lisa Days (zoom), Michael Sidhu (zoom), Ali Wright (zoom), Erica Ayala (zoom)

DRC Members Excused: None

City Staff Present: Community Development Director Stice, Associate Planner Rodriguez and Downtown Revitalization Committee Secretary Melo

2. **Statements of Conflict** None

3. **Items from the Public** None

4. **Motion to approve DRC regular meeting minutes of October 10, 2022**

Committee Member Days motioned to approve the October 10, 2022, DRC meeting minutes, and the motion was seconded by Committee Member Wright with a 5-0 vote.

5. **Community Development Director update and presentation by RRM Design Group, of the Patterson Downtown Master Plan**

Community Development Director Stice introduced Debbie Rudd from RRM Design Group, Simon Andrews from Graphic Solutions and Roger Dale, project economist from Natelson Dale Group to do a presentation on the Patterson Downtown Master Plan.

Debbie Rudd introduced Simon Andrews from Graphic Solutions to take over the presentation.

Simon Andrews introduced a gateway monument/wayfinding sign for the downtown cable mounted sign internally illuminated cabinet which incorporates the brand logo and the dark green and dark orange colors. He showed vehicular directional signage design, one flag-mounted and the other center-mounted with scroll detail. He also showed a pedestrian oriented directory map and listing of key attractions, historical elements, dining, shopping, and entertainment. Two options were shown for vertical column signs to show street names and a facilities ID vertical column sign to mark the parks was shown as well. He also showed downtown street banner ideas.

Roger Dale went over a market analysis summary and purpose. He stated that the purpose of a market study is to create a vision for the downtown area and market demand for land uses for the downtown. He also stated that the market forecast is a 20-year study and includes land use categories such as retail/restaurant, office, multi-family residential and mixed-use development. They did an assessment to see what drives visitor demand. The demand was Patterson's proximity to I-5 with direct access to highway traveler business. He spoke about downtown settings and the current challenges of the downtown area. He showed a city-owned parcels map which could be a starting point. He also showed land use projections in the downtown based on potential future demand in the retail, office and multi-family areas of the downtown. He showed a slide regarding downtown opportunities such as a "destination downtown".

Debbie Rudd stated that next steps are to develop key downtown solutions and alternatives to bring back to the DRC, refine signage, finalize market study and draft the master plan. She stated that there will be a presentation to the City Council in January. She would like to open discussion up to the public to talk about the different signage options.

Open Public Comment: 5:36 p.m.

Kandace Kiser stated that there's heavy focus on things we already have and not what we need. She would like to see a bigger emphasis on theater, sit down restaurants, and not grocery stores or hardware stores.

Yolanda Magana stated that she would like to reiterate the previous public comment and asked if the community workshop would be before the draft master plan. Ms. Magana suggested a QR code for hearing impaired or braille. She asked for more lighting in the downtown.

Community Development Director Stice spoke about the draft master plan being prepared next and stated that the public will have an opportunity to provide comments. The Downtown Revitalization Committee, Planning Commission and City Council will consider adoption of the master plan in spring or summer.

Committee Member Wright stated that she liked the arch sign, and it feels more permanent but likes the logo more on the cable and would like it illuminated. She stated that she loves all the signs and they're a great upgrade from what we currently have.

Committee Member Ayala asked if there's usually a banner that's put where the arch will be located. She stated that the downtown is a hub for families to come together. She also stated that she loves the signage and lighting is very important in the downtown too.

Committee Member Days stated that she's torn between the two arches but the second arch reminded her of Modesto's arch. She stated that she likes the simplicity, signage and column of the first one but knows a lot of people will probably like the second arch better. She suggested pillars of suspension signs put on the other sign so it doesn't look so much like Modesto's sign. She stated that she loves both directional signs and the other signs as well. She stated that option 2 is the best for street and park signs.

Committee Member Sidhu stated that he liked option B arch sign that it seems more foundational. He would like columns from option A added to option B. He was concerned with the suspension cables being dangerous in extreme weather.

Chairperson Benefield stated that he likes the arch and common entryway to a city but suggested that we can make it unique to Patterson. He would like to incorporate the city slogan into the arch to identify Patterson. He stated that we could use the slogan adopted by the City Council "Oasis of the Valley" He asked if post signs would take the place of existing street signs on the poles. He stated that he would like to have a lot of lighting in the downtown as long as we can keep one type of lighting theme. He asked if it would be possible for the entry sign to have an entry point from other places in the downtown. He also asked for an explanation of multi-family living units since parking downtown is already a problem. He stated that he would like a clear and eye-catching water feature in the downtown iconic to Patterson where you can sit down or be close to downtown dining. He also suggested having a downtown presentation area showing downtown activities.

Consultants stated that they will come back at another time with key ideas and go over them then. They also stated that gateway and vehicular signage will be included in the package.

Kandace Kiser stated that street and park signs being vertical is hard to read and would like horizontal signage instead to be easier to read. Consultants stated that they would address an illuminated horizontal signage.

Community Development Director Stice stated that the next steps are a City Council meeting which will be open to the public. He stated that mailers will go out to the owners in the downtown. He also stated that comments can come to him, and he'll forward them to RRM Design.

6. **Adjournment:** 6:17 p.m.