

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



**Monday, April 11, 2022
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: 867 5900 7877, PASSWORD: 160162 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/86759007877?pwd=bjFyZTI2UmtOWTc5L1NLODU0cTdudz09>

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. Nominate and Elect Chairperson and Vice Chairperson
3. Statements of Conflict
4. 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.

5. Motion to approve DRC special meeting minutes of February 22, 2022.
Motion to approve DRC special meeting minutes of March 21, 2022.
6. Comments and Recap from Downtown Walking Tour
 - a. What did you like?
 - b. What wasn't working for you?
 - c. What were the feelings you had as you walked in different areas?
7. Discussion of downtown projects
8. Adjournment

City of Patterson
Downtown Revitalization Committee
Special Meeting Minutes
February 22, 2022

1. **Call to Order**

The special meeting of the Downtown Revitalization Committee (DRC) of February 22, 2022 was called to order via zoom conference call at 5:04 p.m. by Vice Chairperson Benefield.

DRC Members Present: Timothy Benefield, Ali Wright, Erica Ayala and Michael Sidhu

DRC Members Excused: Committee Member Days

City Staff Present: City Planner Andrews, City Manager Irwin, Associate Planner Rodriguez and Downtown Revitalization Committee Secretary Denise Melo

2. **Statements of Conflict** None

3. **Items from the Public** None

Committee Member Sidhu introduced himself and stated that he moved to Patterson in June, 2021 and was originally from Folsom. He stated that he enjoys frequenting the local businesses downtown so when he saw the advertisement for a Downtown Revitalization Committee member he felt it would be a good opportunity for him. He has a background in transportation and community planning and wanted to help out with the growth of the city.

4. **Motion to approve DRC meeting minutes of December 13, 2021**

Committee Member Wright motioned to approve the December 13, 2021 DRC meeting minutes and the motion was seconded by Committee Member Ayala with a 3-0 vote with one abstention (Sidhu).

5. **Downtown Master Plan Update**

City Manager Irwin stated that Community Development Director James retired from the City so City Planner Andrews would now be working with the committee. City Manager Irwin stated that City Planner Andrews would give an update on the Downtown Master Plan. City Planner Andrews stated that a contract with RRM Design Group (RRM) was approved by the City Council. He also stated that Highway 33 will be included in the agreement with RRM Design Group. He also stated that March 1st would be the kickoff meeting with staff and consultants and then staff will come back to the DRC with what to expect. City Manager Irwin stated that a discussion will need to take place about whether a member from the DRC will be working with RRM or will staff bring items to be reviewed by all members of the DRC from RRM. Staff answered questions from the Downtown Revitalization Committee.

6. **Discussion of potential projects the Downtown Revitalization Committee can take on to improve the appearance of the Downtown area**

City Manager Irwin spoke about potential projects the Downtown Revitalization Committee can work on. For example, planters in the downtown. Committee Member Sidhu asked if there would be road improvements to Highway 33 in the plan. Staff stated that Highway 33 is maintained by the State but the City would be able to do a beautification project alongside the highway. Vice Chairperson Benefield stated that potential projects could come up after the walkthrough. He stated that we need to get the public's support and make them aware of the downtown master plan. He made suggestions like colored flags with information on them or posters on stores letting the public know about the downtown master plan. Committee Member Wright agreed that a walkthrough would be a good starting point and help come up with projects. Committee Member Ayala asked if there was a budget for the projects. City Manager Irwin stated that we can put something together once we get an idea about what the committee would like to do. He also stated that staff would do some research on the cost of putting banners on the poles.

7. **Downtown Walking Tour Discussion**

City Planner Andrews stated that the downtown at different times of day will give a different feel. The next DRC meeting will be on March 14th at 5:00 p.m. which is the day after the time change. We will go to specific locations and get a feel for the downtown. Staff spoke with the committee to see what their availability was for the downtown walking tour. There was a consensus from the committee to meet in person in front of city hall on March 14th at 5:00 p.m. City Manager Irwin stated that city hall will be open to the public and we would do a hybrid meeting which would be in person and via Zoom. There was a consensus from the committee to meet in person for future DRC meetings. City Manager Irwin stated that we have the ability to set up meetings as hybrid so we can continue to hold meetings that way.

Shivaugn Alves suggested to have a plan of what streets to walk on the downtown walking tour ahead of time.

Vivian Ratliff stated that an hour and a half wouldn't be enough time for a thorough walk around downtown since it's a lot bigger than what it looks like. She suggested bringing notebooks, paper and pens on the walk. She also asked if 1st Street would be included in the downtown master plan. City Planner Andrews stated that the master plan would stop at the intersection of Las Palmas and 1st Street. Ms. Ratliff wanted to clarify that the meeting would be available via Zoom. She also wanted to let the group know that Ron Swift and Sharon Craven had passed away and both were members of the Historical Society. She also informed the DRC of the funeral arrangements for Mr. Swift.

Shivaugn Alves stated that Love Patterson event is on April 30th from 8-12. She suggested that the DRC may be able to do some projects or activities through the event.

8. **Adjournment** 5:41 p.m.

City of Patterson
Downtown Revitalization Committee
Special Meeting Minutes
March 21, 2022

1. **Call to Order**

The special meeting of the Downtown Revitalization Committee (DRC) of March 21, 2022 was called to order via zoom conference call at 5:04 p.m. by Vice Chairperson Benefield.

DRC Members Present: Lisa Days, Timothy Benefield, Ali Wright, Erica Ayala and Michael Sidhu

City Staff Present: City Planner Andrews, City Manager Irwin, Associate Planner Rodriguez and Downtown Revitalization Committee Secretary Denise Melo
Also present as a citizen of Patterson was Dominic Farinha.

2. **Statements of Conflict** None

3. **Items from the Public** None

DRC members discussed options to get the word out regarding the downtown master plan during the Patterson Apricot Fiesta. City Planner Andrews spoke about what the expectations were for the Downtown Walking Tour. The main purpose was to walk around the different areas of downtown that may not have been seen before. He had a route in mind but asked for input from the DRC about other areas in town. He stated that the plan was to walk down Del Puerto Avenue from City Hall, to S. El Circulo, up S. 3rd Street to Plaza and then past the parks, up N. 3rd Street and around N. El Circulo to Las Palmas and then back to City Hall. City Planner Andrews asked the committee to look around and see what they think is working and what isn't. There are a lot of different architectural elements downtown, 5 different garbage receptacles and 3 different streetlights, pay attention to benches and sidewalk widths, the types of business that are currently downtown and what types of businesses they think should be downtown. He stated that staff welcomes all ideas from the DRC and to keep in mind that we'll have a lot of stakeholder interviews and the DRC will be involved. Member Days stated that she thought the main reason for the walk was to identify projects the city could do before the master plan started. Staff stated that was part of it but the walk was for observing what ideas they have for the downtown. He stated that after the walk, we'll come back to the City Council Chambers to go over what they observed.

4. **Downtown Walking Tour (Open to the Public but In Person Only)**

After the Downtown Walking Tour the meeting reconvened and a discussion was had by the committee about observations during the walking tour such as lighting, planter containers, the future Public Safety building site that needs to be cleaned up and windows covered even before it gets demolished.

5. **Adjournment** 6:35 p.m.



DOWNTOWN REVITALIZATION COMMITTEE

COMMENTS FROM DOWNTOWN WALKING TOUR

- Participation in Love Patterson
- Provide bulbouts along street to extend sidewalk for dining and landscaping.
- Encourage outdoor dining options
- Figure out a better system to keep trees watered
- Paint colors should be restricted
- Explore ways to reduce cost of holding events
- Improve lighting
- Clean up the City-owned building scheduled for demolition
- Need for an anchor type use (theater) to draw people downtown to eat, shop, etc.
- Clean up tree wells, plant flowers