

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



**Monday, October 9, 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 3277 7217 PASSWORD: 104737 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/83032777217?pwd=zvfm6LRAO6x9MyOqhLW6K9axjzPoVG.1>

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The DRC agenda and supporting public documents (if any) are available for viewing in City Hall, Planning Department, 1 Plaza, 2<sup>nd</sup> 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](http://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](mailto: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 special meeting minutes of September 18, 2023**
- 5. Discussion of Downtown Master Plan**
- 6. Discussion of murals in the downtown and within draft Downtown Master Plan**
- 7. Adjournment**

City of Patterson  
Downtown Revitalization Committee  
Special Meeting Minutes  
September 18, 2023

1. **Call to Order**

The special meeting of the Downtown Revitalization Committee (DRC) of September 18, 2023, was called to order at 5:05 p.m. by Chairperson Benefield.

**DRC Members Present:** Timothy Benefield, Ali Wright, Lisa Days, Michael Sidhu

**DRC Members Excused:** Erica Ayala

**City Staff Present:** Mayor Michael Clauzel, City Manager Irwin, 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 August 14, 2023**

Vice Chairperson Wright motioned to approve the August 14, 2023, DRC meeting minutes, and the motion was seconded by Committee Member Days with a 4-0 vote.

5. **Discussion of Downtown Master Plan**

Community Development Director Stice reviewed what was discussed at the City Council/Planning Commission joint workshop regarding the Downtown Master Plan and answered questions from the DRC regarding one-way streets, parking, historic building site area and road width of the circle. Community Development Director Stice spoke about a city he recently visited and the amenities of the downtown there.

Chairperson Benefield recommended using decorative pavers on the main circle to slow down traffic.

Committee Member Days spoke about traffic congestion on the main circle and traffic backup if the main circle were narrowed.

City Manager Irwin stated that a traffic analysis would have to be done downtown. He also spoke about circulation and bike paths in the roundabouts. He answered questions from the DRC.

Chairperson Benefield was concerned that some of the items on the joint meeting agenda were items he'd never seen before. Community Development Director Stice stated that it represented a blending of the consensus of various groups like stakeholder meetings, public input, Apricot Fiesta attendee input, City Council, Planning Commission, and consultant ideas as well. A concept plan was presented but it's just concepts and not the final plan.

City Manager Irwin stated that they could move forward with the lighting plan and some interior landscaping but will most likely keep the outside landscaping the same for now in case the circle gets widened in the future when the downtown master plan gets approved. He stated that a measure may need to be approved down the road to fund downtown improvements. Staff spoke with the DRC about funding ideas.

**6. Discussion of simplistic process for applying for funding for upgrading downtown businesses**

Community Development Director Stice spoke about a unified theme downtown regarding painting, mission style or some sort of color palette to choose from. Grant programs may be available. It could be a new façade, canopy, etc. that they could apply for grant funding.

**There was a consensus from the DRC to review agenda item 8 before agenda item 7.**

**8. Roles of the DRC**

Community Development Director Stice read a description from a city council member that explained what the DRC role may be. City Manager Irwin stated that there weren't specific roles for the DRC because it wasn't meant to be long-term.

**7. Discussion of streamlining downtown event process**

Community Development Director Stice handed out the special event packet and went over the requirements with the DRC. He stated that it wasn't the DRC's role to approve a downtown event but the City Council's role.

Chairperson Benefield asked to place item on next agenda: discussion of murals in the downtown and within draft Downtown Master Plan.

Community Development Director Stice passed out Ron West's (citizen of Patterson) letter of his thoughts from the City Council/Planning Commission joint workshop.

**9. Adjournment: 6:25 p.m.**