

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



**Monday, October 10, 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: 842 5683 2823, PASSWORD: 983234 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/84256832823?pwd=akhScTVFOVZoWG16a2l5MkFMMeFZlZz09>

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 August 8, 2022.**
5. **Discussion of Downtown Master Plan**
 - a. Revised Patterson Downtown Master Plan Vision and Objectives (based upon DRC feedback)
 - b. Social PinPoint Survey / Questionnaire results
 - c. Project branding
 - d. Other
6. **Adjournment**

City of Patterson
Downtown Revitalization Committee
Regular Meeting Minutes
August 8, 2022

1. **Call to Order**

The regular meeting of the Downtown Revitalization Committee (DRC) of August 8, 2022, was called to order at 5:08 p.m. by Chairperson Benefield.

DRC Members Present: Timothy Benefield, Lisa Days
DRC Members (Zoom): Erica Ayala, Michael Sidhu
DRC Members Excused: Ali Wright

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** Kandace Kiser, Patterson Resident - had questions regarding a downtown meeting that she thought was scheduled this morning. She mentioned that she had seen it on a councilmember's website and had requested to get an email regarding the meeting. Community Development Director Stice stated that the meetings staff were currently holding were stakeholder interviews with the design consultants regarding the downtown plan. Associate Planner Rodriguez stated that the focus was on current business owners in the downtown area. She stated that a survey will go out at a later date so the public will be able to provide their input.

4. **Motion to approve DRC regular meeting minutes of May 9, 2022**

Committee Member Days motioned to approve the May 9, 2022, DRC meeting minutes and the motion was seconded by Committee Member Ayala with a 3-0 vote.

Community Development Director Stice introduced Debbie from RRM Design to deliver a presentation.

5. **Introduction**

- Downtown Master Plan – Scope of work (may be discussed at a future meeting)
- Stakeholder interview feedback – common themes (may be discussed at a future meeting)

Review Project Materials

- Project branding

Community Development Director Stice introduced Debbie from RRM Design to start the presentation for the Downtown Master Plan. She introduced Simon from Graphic Solutions. He spoke about wayfinding signage for the downtown and stated it was a great opportunity for the community. He also spoke about branding and signage being a quick, inexpensive way to make a statement and revitalize a district. He described the different options for a logo for the historic downtown. He stated that he would like to get feedback from the committee to see which one they liked the best.

Committee Member Days didn't like the leaves under the apricot on logo 1. She stated she liked the logo option 2B version better but also liked logo 2.

Committee Member Ayala stated that she liked logo 2B as well.

Committee Member Sidhu stated that he liked the logo with the green circle the best.

Chairperson Benefield stated that he liked logo 2.

Kandace Kiser, Patterson Resident, stated that she liked logo 2B.

Historical Society Representative, Vivian Ratliff, stated that she liked the two logos in the middle and asked if the two in the middle could be blended. She asked if the historic font could be used in the signage. She also asked if the square signage could be used for a directional map to the downtown.

Albertina Reynoso, Patterson Resident, stated that she liked logo 2B and agreed with Vivian to use the map logo to know where to go in downtown Patterson.

- Vision statement and objectives

Debbie spoke about a vision statement and objectives. She read the statement and bullet points. She asked the committee if they thought any information was missing.

Chairperson Benefield stated that the word family should be incorporated into the bullet points. He also asked for a water feature.

Committee Member Sidhu suggested adding security and safety so people will feel comfortable to come to downtown Patterson as pedestrians.

Committee Member Days stated that streetscapes weren't mentioned but the consultant stated that they could update the street environment section with that and also update the lighting section.

Committee Member Sidhu mentioned adding parklets.

Committee Member Ayala stated that parklets would enhance the outdoor dining.

Discuss Next Steps

- Questionnaire
- Study sessions (future meeting with Planning Commission and City Council)

Community Development Director Stice stated that we need to make a decision at the next meeting or we can have a special meeting to continue with the items we didn't get to discuss at this meeting. The consultant stated that they can disseminate the rest of the information via email. She also mentioned a survey that she would like the public to take.

6. **Adjournment:** 5:50 p.m.



Patterson Downtown Master Plan

Vision and Objectives

Revised 8/98/22

VISION

Downtown Patterson will be a focal point of activity that attracts residents and visitors to enjoy its many amenities and its unique, historic small-town feel. A wide variety of entertainment, shopping, recreational, and dining opportunities will enliven the Downtown with people of all ages and backgrounds. Downtown will be a [family-friendly](#) pedestrian-[friendly-oriented](#) district with safe, walkable, and attractive streets and vibrant public places. Ample [park and recreational](#) [recreational and park](#) amenities will provide appealing options to gather, play, relax, dine, and attend events.

The Patterson community is committed to a Downtown that is a source of community pride and identity reflecting local values, history, and culture through:

- Maintaining the **small-town, historic character unique** to Patterson while also allowing incremental change that complements the existing Downtown environment.
- Supporting **economic vitality** through expanded dining, shopping, service, office, and residential uses accessible to the entire community.
- Encouraging affordable **housing** options, such as apartments or condominiums, that support a 24/7 community in the Downtown area.
- Enhancing connectivity and safety through targeted **multi-modal transportation** enhancements that benefit people walking, bicycling, and driving.
- Enlivening the **street environment** by providing new opportunities for wider sidewalks, outdoor dining, [places to sit and meet](#) [seating](#), [pedestrian-scale lighting](#), and [streetscape enhancements](#) [with](#) landscaping, public art, paseos, and activity nodes.
- Enhancing the function, appearance, and uses of Downtown **alleys** by incorporating them into the overall pedestrian circulation network, enhancing areas for public enjoyment, and ensuring effective trash management and operations.
- Enhancing Downtown **parks** to provide safe and enjoyable public spaces and diverse recreational opportunities [such as water features and shade that will](#) ~~attracting~~ people of all ages and backgrounds to play, meet, relax, and simply enjoy the outdoors.
- Ensuring safe and effective pedestrian, bicycle, and vehicular **linkages** between Downtown streets and Highway 33, and integrating areas east of Highway 33 into the Downtown fabric.
- Creating clearly defined **entries** to Downtown and a cohesive **wayfinding** program that unifies and welcomes people to the Downtown.