

Appendix D

Community Outreach Summary

TYPES OF COMMUNITY OUTREACH

Carol Lane Focus Meetings: Three focused meetings were held with Carol Lane neighbors to keep them informed of the process/progress and receive input on specifics of planning for and around the Carol Lane neighborhood. These meetings were held at the Whitmore Church of Christ in the Carol Lane neighborhood on the corner of Whitmore Avenue and Carol Lane, as detailed below.

Other Property Owner Focus Meeting: One focus meeting was held with owners of the properties other than Carol Lane. These are properties that are envisioned to be developed/redeveloped under the Plan. The meeting was held in Modesto, at the office of one of the property owners.

Community Workshops: Additionally, three larger community workshops were held in the County Agricultural Center, with invitations by mail to all those in the Plan area and all those expressing interest in the project, and in the local newspapers for anyone else interested from the wider Ceres and Modesto communities, as detailed below.

2/21/08 – CAROL LANE FOCUS MEETING 1

The purpose of the first meeting with the Carol Lane neighbors was to mutually introduce the Specific Plan Team and the neighbors, discuss the Specific Plan process, discuss how the Plan could affect the neighborhood, and receive input about the concerns and possible goals of the process for the neighbors.

9 people signed in.

Summary Meeting Notes

The Specific Plan Team discussed the following to clear up some misconceptions related to a previous planning effort involving the neighborhood: The current planning effort is not a continuation of any previous efforts, but a fresh start with a new team and a different process. It is intended that the neighbors will participate in the planning process through focused meetings and community workshops.

The Specific Plan Team discussed the following in response to concerns related to loss of the neighborhood: There is no proposal to force the neighbors to relocate and we are unaware of any offers to attempt to buy them out.

Neighbors commented on the current General Plan showing industrial land uses in the area surrounding and including Carol Lane:

- Industrial uses do not belong on or surrounding Carol Lane, why is it there?
- We don't want to be surrounded by industrial.
- We could end up surrounded by fly-by-night industrial.
- I wouldn't have bought a big house if I knew I would be surrounded by industrial.
- If our property develops the way it's shown in the General Plan, how much will it be worth?
- Neighbors commented on changing the surround land use designations:
- We don't want to be surrounded by homes like those north of us across Whitmore, we don't want small houses.
- If the City wants us out we're out. Why don't they just buy us out?
- If the Light Industrial was removed that would be wonderful.
- We would like to be surrounded by 1-acre ranchettes, that would fit our lifestyle.
- The church will not likely expand, and they would like to be adjacent to uses that are not noisy and incompatible.

Neighbors comments on becoming part of the City of Ceres:

- The biggest problem going from the County to the City is that allowable uses are different in the City. We won't be allowed to store boats and keep livestock.
- We would want to keep the same land use program as a right, not as a use that will go away later.
- We want to keep the (T.I.D.) irrigation for farming.
- Irrigation ditches will stay if one person still wants T.I.D. irrigation.
- The site needs to be served with infrastructure from the City.

Neighbors comments on other concerns/goals:

- The specific plan will provide no benefit for our street except noise and traffic.
- Gallo and the County are good neighbors.

2/26/08 – OTHER PROPERTY OWNERS FOCUS MEETING

22 people signed in.

The purpose of the first meeting with the Other Property Owners was to mutually introduce the Specific Plan Team and the property owners, discuss the Specific Plan process and the fact that it is not a continuation of previous planning efforts, discuss how the Plan could affect the owners, and receive input about the concerns and possible goals of the process for the owners.

Summary Meeting Notes

Discussion focused largely on the relative desirability of the various potential land uses, general interest in building out within the next 15 years, participation in the environmental analysis through allowing right-of-entry for studies/surveys, considerations and constraints for planning and development, and because much of the area is designated for industrial uses in the current General Plan, what light industrial/business park might look like.

3/20/08 – CAROL LANE FOCUS MEETING 1 REPEAT

Upon request, a repeat of the first meeting was held for those that hadn't heard of/were unable to attend the 2/21/08 meeting.

4 people signed the sheet.

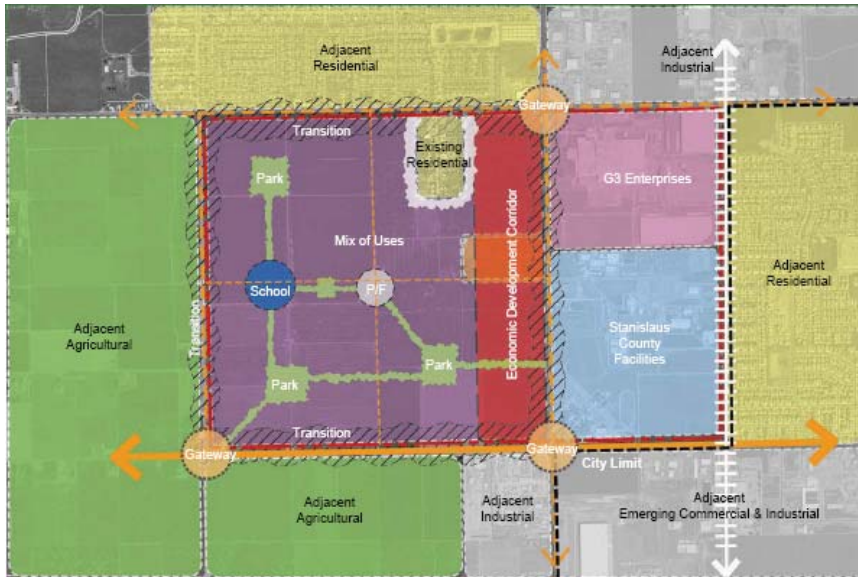
The discussion was similar to that at the first meeting, listed above.

4/23/08 – COMMUNITY WORKSHOP 1: OPPORTUNITIES AND CONSTRAINTS

31 people signed in.

This first workshop focused on a discussion of the opportunities and constraints of the site, informed by preliminary studies, land use planning principals, and discussions, including input received from property owners and residents in the plan area meetings with various stakeholder groups in February and March. Preliminary planning efforts were presented to keep all interested parties informed as the team worked toward possible development scenarios.

Opportunities and Constraints Map



Summary Meeting Notes

The following is a summary of the question and answer session following the presentation.

Question	Answer
1. Who's behind this?	City initiated planning process in response to interest from many property owners and sponsorship from some.
2. Affected other Annexation?	No.
3. How much agriculture will be lost?	About 600 Acres
4. Does Measure E apply to the Plan?	No. Measure E applies to the unincorporated development, not City projects.
5. School on Whitmore Already?	No capacity.
6. County thoughts?	LAFCO-Decision/ No negative input at this time.
7. Who decides about loss of Ag. Land?	City Council and LAFCO.
8. Do landowners have a say / vote?	Public input process / city hearing process / LAFCO hearings.
9. When do property owners sell / develop?	Market driven.
10. Public Uses? (parks, schools, etc.)	A land equity program will be proposed.
11. What improvements are planned for vicinity roadways and who is responsible?	Plans exist in Ceres and Modesto, though they are not necessarily a commitment, and will need to be coordinated.
12. Utilities/ water infrastructure?	Continue on well supply.
13. Storm drainage system?	Fully integrated water quality system for cleaning and filtering.
14. Who will analyze effects of water use on agricultural uses?	Plan for services will be developed as part of planning process.

5/29/08 – COMMUNITY WORKSHOP 2: ALTERNATIVES AND PREFERENCES

22 people signed in

The focus of the second community workshop was on presenting development concepts and gathering perspectives, insights, and community opinions for use in choosing elements to incorporate into a preferred plan.

To facilitate community input, participants were asked to choose one concept that had their favorite elements and join a focus group to talk about the positives and negatives of that concept. The following summaries of these focus group discussions were presented to the workshop following the focus group discussions.

Summary Meeting Notes

CONCEPT #1



Positive

- Low density residential designation to the west of existing Carol Lane neighborhood is a desirable buffer. Participants expressed that this land use should feature large lots. Participants were surprised that a 5000 or 6000 square foot lot is considered “low density.”
- Office and Mixed Use land uses directly east of the existing Carol Lane neighborhood should be single story.

- The park directly south of the existing Carol Lane neighborhood can function to screen Carol Lane from new development
- Phasing development from east (Crows Landing Road) to west (Ustick Road) is a desirable development pattern that could deter existing criminal activity to the north and south of the West Landing Specific Plan Area (Plan Area).
- Traffic calming measures of the plan are a desirable feature.
- Pedestrian walkways that connect the various parks in the plan area a desirable feature.

Negative

- Existing criminal and gang activity to the north and south of Plan Area. Participants fear that criminal activity may spillover into the proposed development.
- Carol Lane should remain a non-through road, either with existing connection off of Whitmore or with new connection from new development, but blocking off Whitmore connection.
- High density residential designation directly south of existing Carol Lane neighborhood is an undesirable land use—concern over the types of tenants in high density rental land use.
- Comments on other Concepts
- Commercial/residential nodes along Ustick Road at its intersection with Whitmore Avenue and Service Road are undesirable—not enough homes in the area to support such a use. However, fruit stands and other such “rural” uses might work.

CONCEPT #2



Positive

- Participants suggested a larger village green that can be utilized jointly with the elementary school.
- High intensity nodes that feature commercial and a mix of residential along Ustick Road at its intersection with Whitmore Avenue and Service Road are desirable. Neighborhood commercial at this location has the potential to provide services for existing Modesto residents to the north.
- There is a desire to see restaurants and a grocery in the mixed use area along Crows Landing Road. However, participants expressed that lining Crows Landing Road with purely Hispanic restaurants is undesirable.
- Connectivity between various areas and parks within the Plan Area is desirable.
- Participants like the transition of land uses from high density to medium density to low density residential land uses. Transitions from high density to low density are undesirable.
- Low density residential designation to the west and south of the existing Carol Lane neighborhood is a desirable buffer. Participants expressed a preference for 1/2 acre parcels that mirror existing parcels in the neighborhood.

Negative

- Participants disliked the circular internal loop road. They preferred the circulation pattern of Concept #3.
- Too much scattered park space is reflected in the plan. Participants desire centrally located consolidated parks that can be utilized as both active and passive park spaces, preferably in conjunction with the school.
- The industrial land uses reflected on the plan are significantly less than shown on the General Plan. Participants would like more industrial land uses.
- Participants have concerns about the timing of development and infrastructure. They expressed concern about current piecemeal road construction within the City of Ceres.
- Open space directly east of the existing Carol Lane neighborhood is an undesirable transition. Participants expressed concerns regarding safety and crime in this isolated open space area.

CONCEPT #3



Positive

- Participants like the location of the retail, mixed use and industrial land uses, and asserted that the land uses in this concept are in the appropriate location and amounts, specifically:
 - The retail/mixed use along Crows Landing Road
 - The industrial uses mirroring the existing industrial uses to the south.

- Carol Lane surrounded by low-density residential uses
- Participants feel more comfortable with the grouping together of like land uses in this concept, as contrasted by the dilution of retail to all four corners in Concept #2, and the alternation of industrial and retail uses along Crows Landing Road in Concept #1.
- Participants like the organization of parks into a roadway/parkway system.
- The curvilinear roads were preferred over a straight grid system.
- A Carol Lane resident noted that a gap (residential buffer) between the existing Carol Lane lots and a roadway to the south was preferred.

Negative

- Participants would prefer to see a larger main park
- Participants expressed a preference for having the school and large park located adjacent to each other. Some local examples were given, including: Davis school and park, Downey school and park, and Lakewood school and park.

CONCEPT #4



Positive

- Good connectivity of open space. There is also a possibility of utilizing the open space network as a water feature (water quality)
- Participants liked the Commerce District
- The plan establishes good sightlines
- The plan features flexible land uses
- Participants liked the grid pattern

Negative

- Necessary to provide more layers to the plan and add more specifics
- Plan should feature more districts to make it easier to implement
- Plan should be more prescriptive
- The plan creates an additional level of City review, creating more bureaucracy
- In order for the reflected mix of uses to work this plan requires more coordination between various landowners
- The plan is difficult to implement because it is too general

11/11/08 – CAROL LANE FOCUS MEETING: CAROL LANE ADJACENCY CONCEPTS

This meeting was a focused and in-depth discussion with the residents of the Carol Lane neighborhood in much more detail about the neighborhood than is presented at larger community-wide meetings. Sketches of possible alternatives for the area adjacent to Carol Lane were brought for the neighbors to review and discuss.

12 people signed in

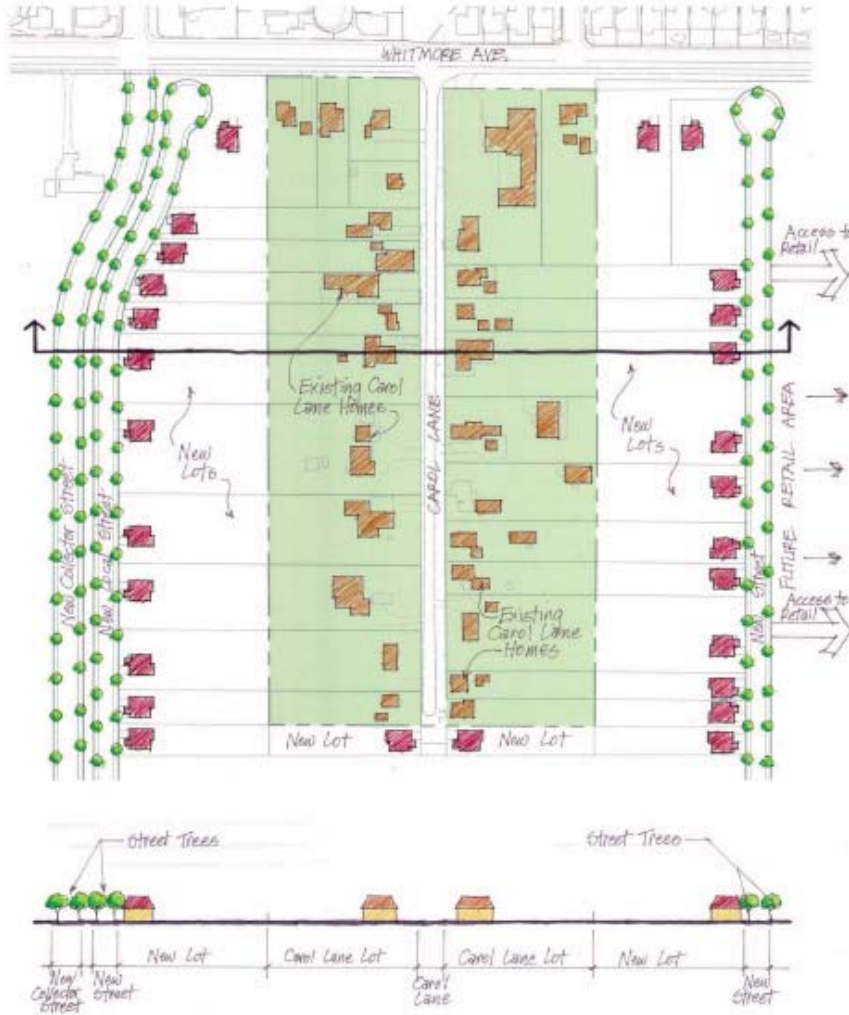
Summary Meeting Notes

Overall Comments:

- Neighbors seemed most supportive of Concept 2 for the east, west and south. There was also tentative support expressed for Concept 5, assuming details of interim circumstances could be worked out, i.e., when some lots developed and others hadn't.
- Strongest support was expressed for a masonry wall at their property line on both the east and the west to protect from light, noise, and ensure safety and privacy.
- Concern that adjacent residential areas not be "low-income."
- There was a discussion of who would pay for and timing of sewer and water. There are no answers yet, but the discussion will continue.
- Concerns were raised about whether they could keep their wells if/when put on City water and how the plans relate to the TID lines (along the eastern edge of Carol Lane for a ways).
- Discussion of whether their road would be repaired (considered positive) and brought up to city standards (not necessarily considered positive). Some comments were made that they'd like to preserve the "rural" character of the road, with no curbs/sidewalks.

Carol Lane Concept 1:

Concept 1 shows lots of matching width and depth backing on to Carol Lane.

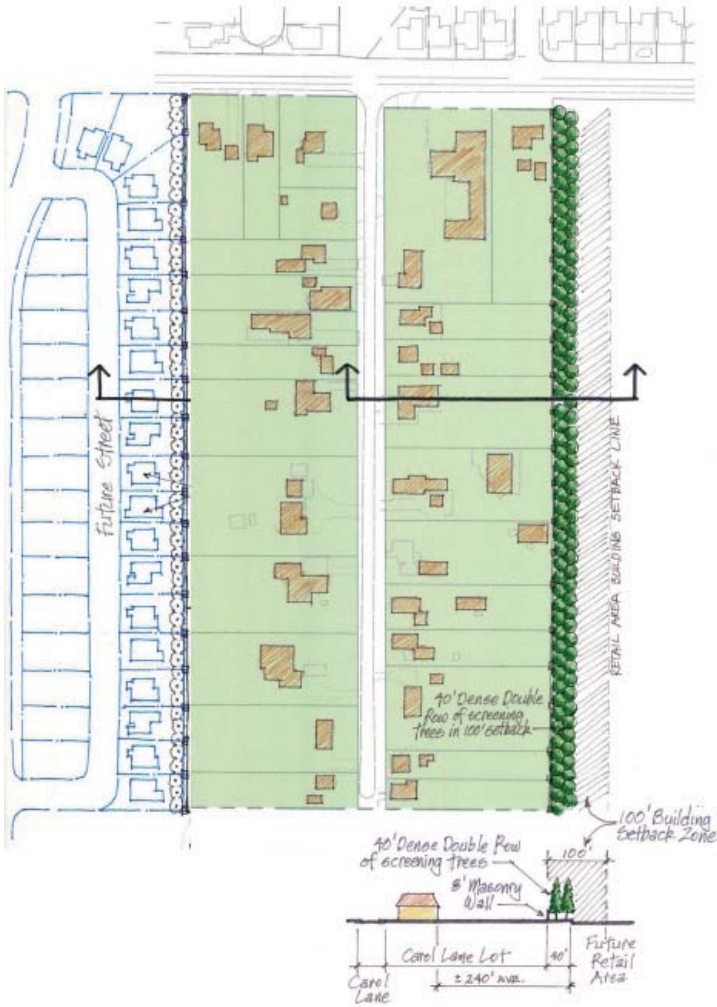


Recognition that it is not practical from the standpoint of the neighboring property owners and the City.

Recognition that new lots would not have the same “rules” as Carol Lane so may not be desirable. This could mean empty lots and/or new neighbors that would complain about existing neighbors (e.g. animals and boat storage, etc.)

Carol Lane Concept 2:

Concept 2 shows what is basically standard zoning with increased buffering including a masonry wall and 100' retail setback to the east and a masonry wall between the existing lots and a standard single-family development to the west.



East: Concern about new neighbors being able to look into their yards. Could height of new homes be limited to 1 story?

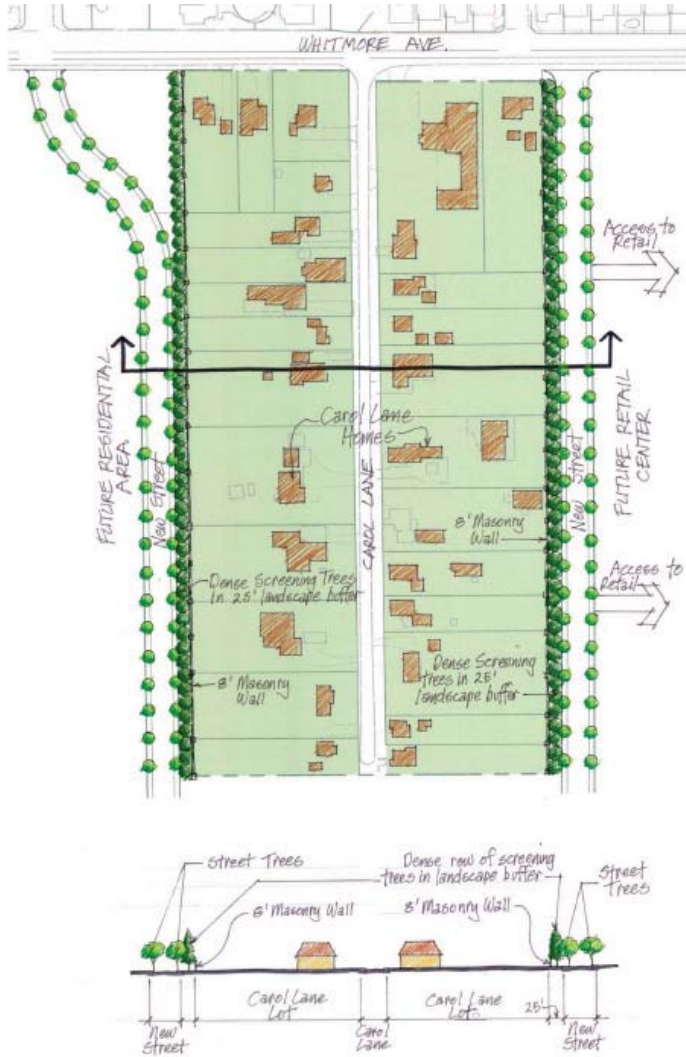
East: Preference for lots of matching width (or more similar) to the existing Carol Lane lots. (In some places, there would be up to 3 new lots backing onto one Carol Lane lot.)

West: General agreement that this plan would be acceptable/preferable to others.

West: Concern about truck noise if this is a truck travel area/loading area.

Carol Lane Concept 3:

Concept 3 shows collector streets to the east and west of Carol Lane, with a masonry wall and screening landscaping at the property line.



Most would not support a collector-level street adjacent to their properties, even with a wall, because of the noise of what could be considerable traffic. A local residential road would not be so bad, particularly if it included a cul-de-sac at the Whitmore Ave end instead of connecting through.

Carol Lane Concept 4:

Concept 4 shows an aquifer recharge area to the east and south of Carol Lane.



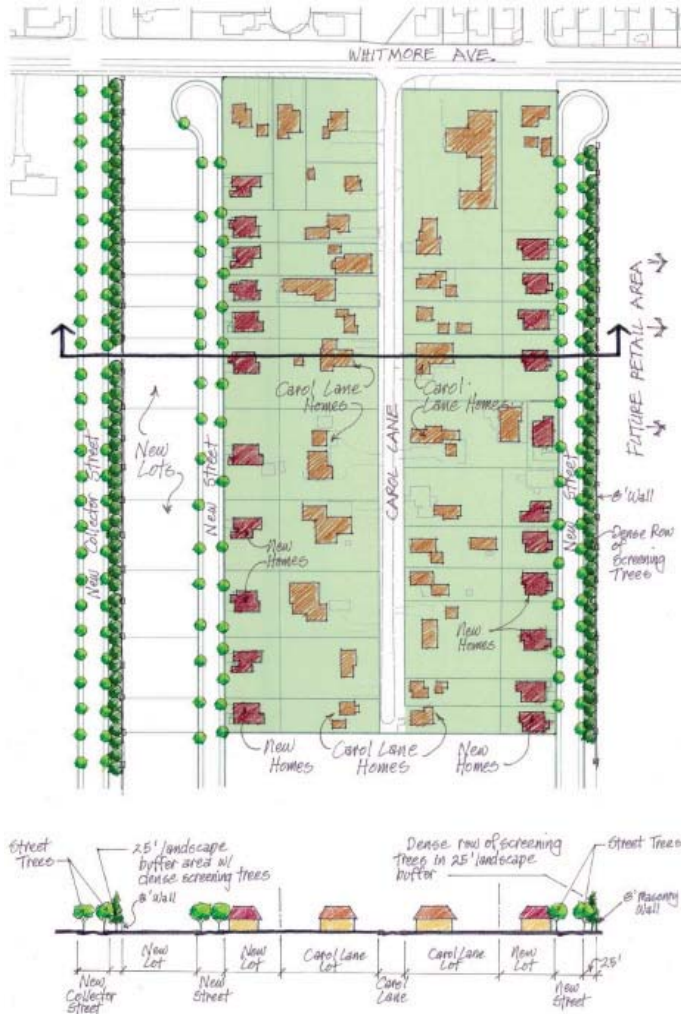
East: Concern about effect of aquifer recharge on well water quality on their properties.

East: Concern about a “rotting vegetation” smell from such areas.

East: Concern about transients using the area.

Carol Lane Concept 5:

Concept 5 shows residential streets abutting the Carol Lane properties on the east and the west, allowing for lot splits.



Interest in possibility of splitting lots for family or profit.

Concern about “interim” situation and safety/privacy.

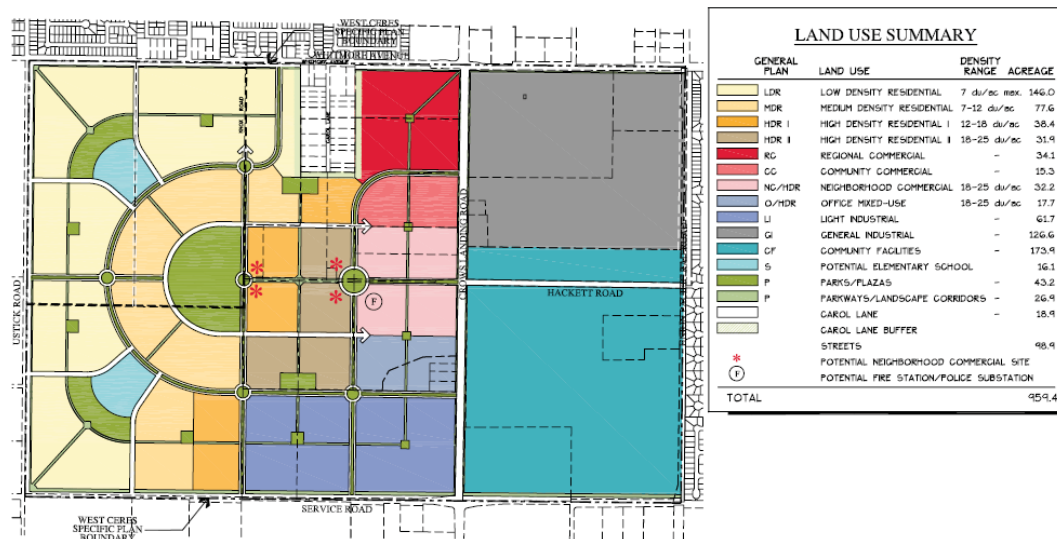
Could a wall or privacy fence be built along back properties, then removed in a piecemeal fashion as lots split?

1/13/09 – COMMUNITY WORKSHOP 3: PREFERRED PLAN

23 people signed in.

Comments from the community, property owners, service providers, Ceres City Council and Planning Commission were incorporated to refine the possibilities for development of the area into a Preferred Development Concept Plan. The purpose of the third community workshop was to share the Preferred Plan with community members and discuss some of the details to be added into the Specific Plan document. Also, the meeting was held during the review and comment period for the Notice of Preparation filed to notify the public and regulatory agencies that an environmental impact report was being prepared for the project. Comments were requested related to the scope of environmental analysis for the Specific Plan.

West Landing Specific Plan Preferred Plan



Summary Meeting Notes

Questions/comments focused on concerns related to:

- Increased traffic both in general and specifically surrounding the existing flea market, considered to already cause traffic concerns near the intersection of Crows Landing Road and Hackett Road.
- Schools that the new students would attend, capacity, and potential for student transfers between districts.
- Potential for increased crime.
- Timing of development.