



## HUGHSON PLANNING COMMISSION

### A G E N D A

January 17, 2012

REGULAR SESSION 6:00 P.M.

Council Chambers  
City Hall  
7018 Pine Street

January 17, 2012  
Regular Meeting

#### CALL TO ORDER:

#### ROLL CALL:

Chair Alan McFadon  
Commissioner Julie Ann Strain  
Commissioner Kyle Little

#### PLEDGE OF ALLEGIANCE:

#### AMERICANS WITH DISABILITIES ACT/CALIFORNIA BROWN ACT NOTIFICATION FOR THE CITY OF HUGHSON

This Agenda shall be made available upon request in alternative formats to persons with a disability; as required by the Americans with Disabilities Act of 1990 (42 U.S.C. Section 12132) and the Ralph M. Brown Act (California Government Code Section 54954.2).

**Disabled or Special needs Accommodation:** In compliance with the Americans with Disabilities Act, persons requesting a disability related modification or accommodation in order to participate in the meeting and/or if you need assistance to attend or participate in a Planning Commission meeting, please contact the City Clerk's office at (209) 883-4054. Notification at least 48-hours prior to the meeting will assist the City Clerk in assuring that reasonable accommodations are made to provide accessibility to the meeting.

#### RULES FOR ADDRESSING THE PLANNING COMMISSION

Members of the audience who wish to address the Planning Commission may complete one of the forms located on the table at the entrance of the Council Chambers and submit it to the City Clerk. Completion of the form is voluntary.

#### PUBLIC COMMENT

Members of the Audience may address the Planning Commission on any item of interest to the public pertaining to the City and may step to the podium, state their name and City of Residence for the record (requirement of Name and City of Residence is optional) and make their presentation. Please limit presentations to five minutes. Since the Planning Commission cannot take action on matters not on the Agenda, unless the action is authorized by Section 54954.2 of the Government Code, items of concern, which are not urgent in nature, can be resolved more expeditiously by completing and submitting to the City Clerk a "Citizen Request Form" which may be obtained from the City Clerk.

- 1) Review the Hughson Façade and Downtown Improvements PowerPoint from May 23, 2005.  
(Information Only)
- 2) Consider Resolution No. PC 2012-01, approving the Design Review for 7001 Hughson Avenue, Property of David and Matt Rossi.  
(Staff Report w/ Agenda)(Motion Needed)

**PUBLIC HEARING**

The Public Hearing process includes a staff presentation, a presentation by the applicant and public testimony (in favor, opposed & rebuttal). Following closure of the Public Hearing, the Planning Commission will respond to questions raised during the hearing.

**PUBLIC HEARING TO CONSIDER:** - No Public Hearing was scheduled.

**COMMUNITY DEVELOPMENT DIRECTOR REPORT:**

- 3) Farmland Working Group Rural Land Map of Stanislaus County.
- 4) Discuss the 2012 Planning Commissioners Workshop scheduled for January 28.

**PLANNING COMMISSIONER REPORTS/COMMENTS:**

**ADJOURNMENT:**

*The next regularly scheduled meeting of the Planning Commission is **February 21, 2012** at 6:00 p.m. at the **Hughson City Hall, 7018 Pine Street, Hughson, CA. 95326***

**\*\*Special Note:**

The City does not transcribe its proceedings. Anyone who desires a verbatim record of this meeting should arrange for attendance by a court reporter or for other acceptable means of recordation. Such arrangement will be at the sole expense of the Individual requesting the recordation. Questions about this Agenda will be directed to City Hall.

**CERTIFICATION**

I, Dominique Spinale, or his/her designee, do hereby declare under penalty of perjury that the foregoing Agenda was posted on the outdoor bulletin board at the Hughson City Hall, 7018 Pine Street, Hughson, CA, and made available for Public Review, prior to or on this 13<sup>th</sup> day of January 2012, at or before 6:00 p.m.

Dominique Spinale, Deputy City Clerk

# HUGHSON FAÇADE AND DOWNTOWN IMPROVEMENTS

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City of Hughson | *May 23, 2005*



DESIGN, COMMUNITY & ENVIRONMENT

## FAÇADE AND DOWNTOWN IMPROVEMENTS

- ◆ Task A. Conceptual Streetscape Plan
- ◆ Task B. Façade Improvement Program
- ◆ Task C. Downtown Base Map
- ◆ Task D. Downtown Opportunities
- ◆ Task E. Funding Sources

## PROJECT PROCESS

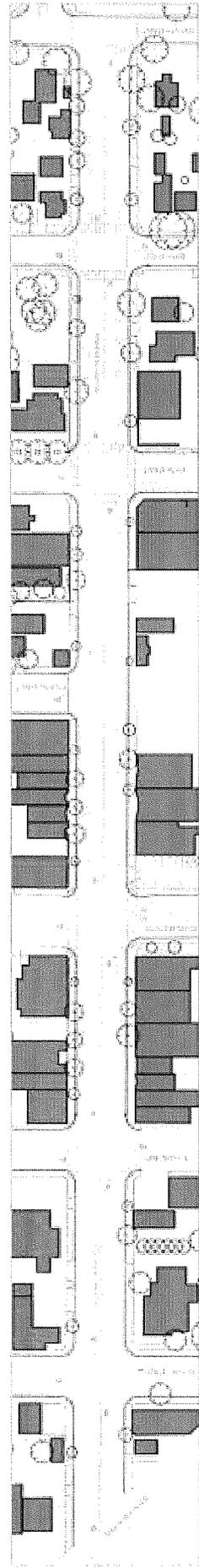
- ◆ Project Start-Up
- ◆ Existing Conditions
- ◆ Community Meeting
- ◆ Project Development

# CONCEPTUAL STREETSCAPE



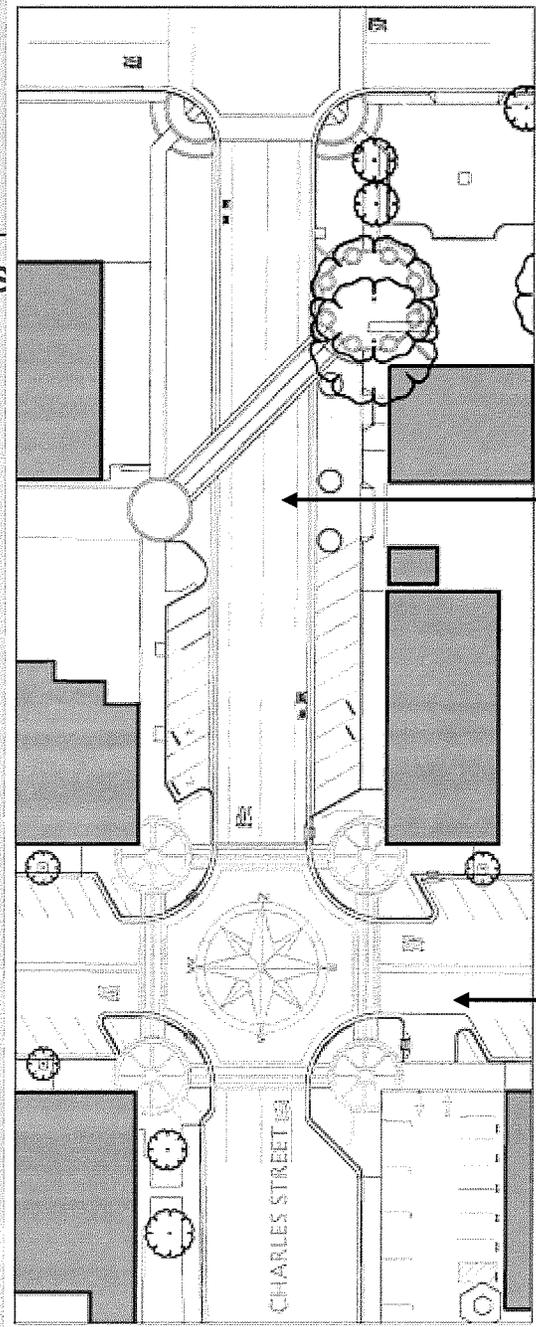
# HUGHSON AVENUE

Existing Conditions



# HUGHSON AVENUE

## Charles Street Improvements

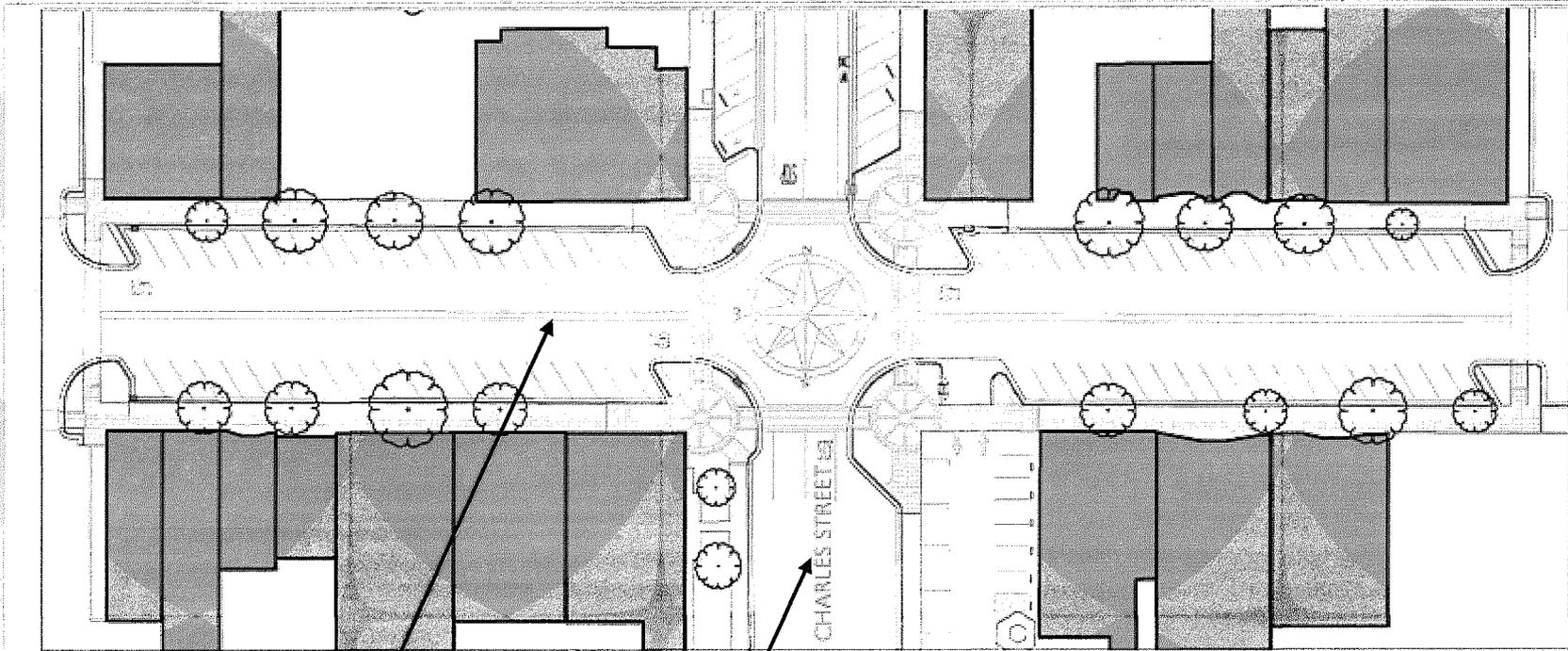


Charles Street

Hughson Avenue

# HUGHSON AVENUE

## Grant Application Improvements

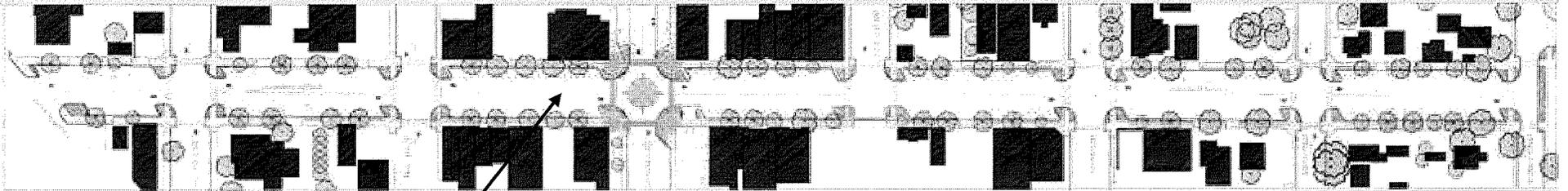


Hughson Avenue

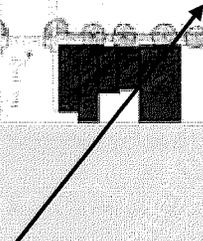
Charles Street

# CONCEPTUAL STREETSCAPE

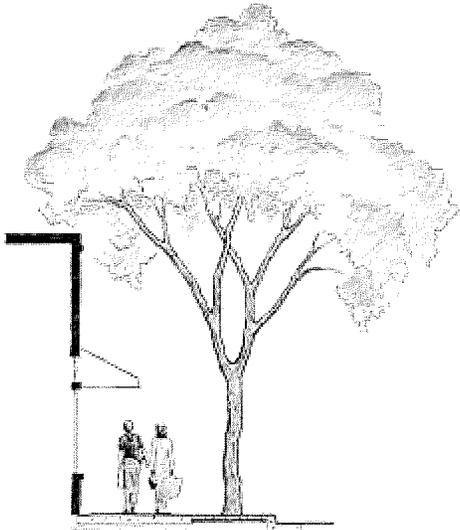
PLAN



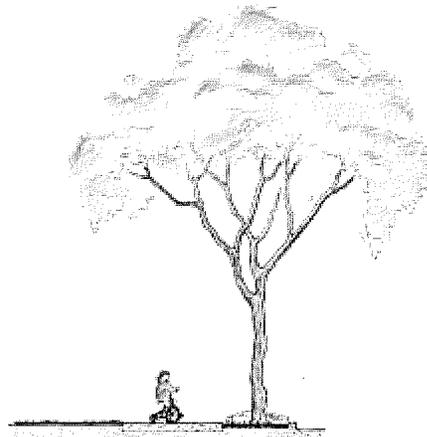
Hughson Avenue



# CONCEPTUAL STREETSCAPE

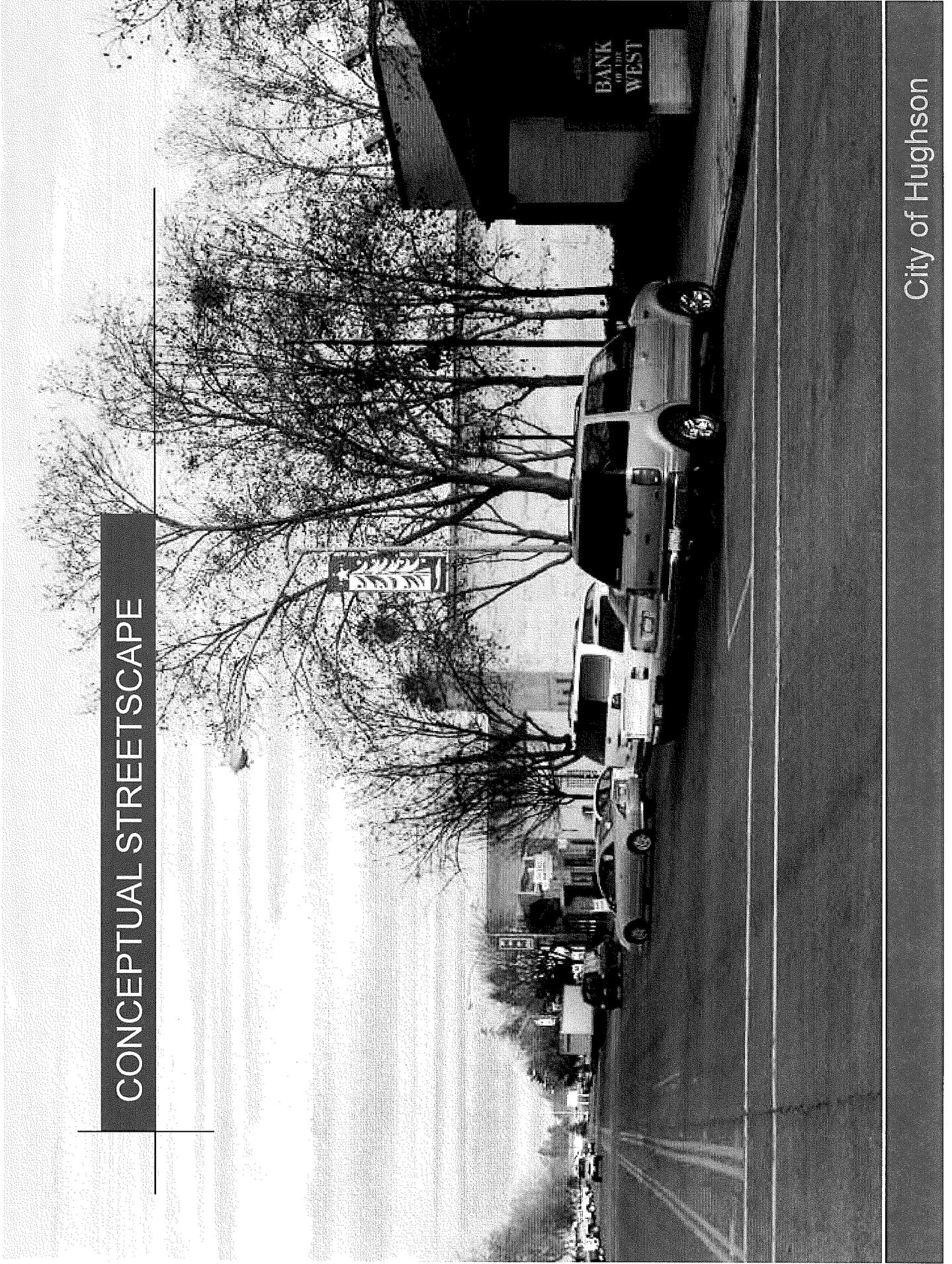


Commercial Condition

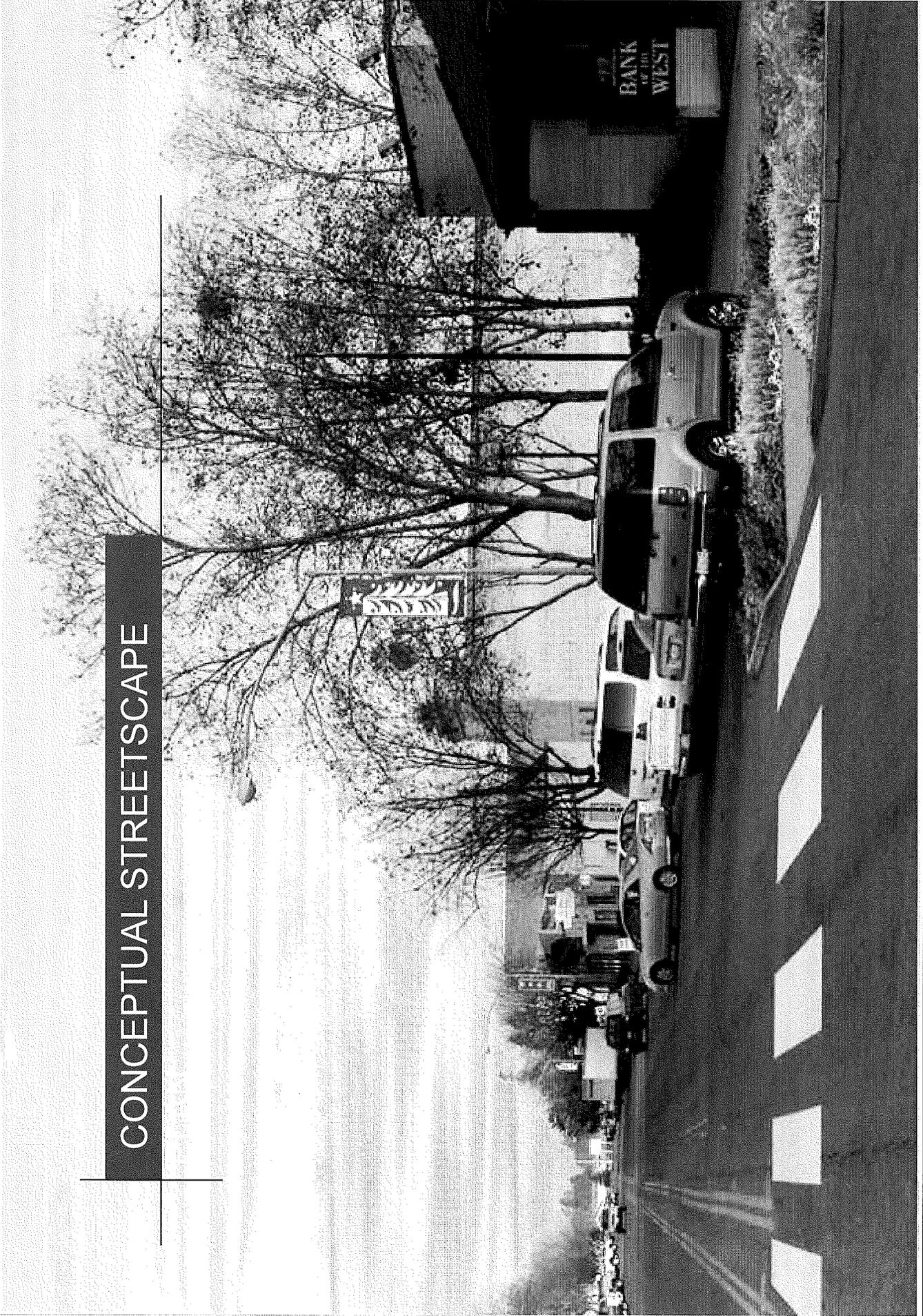


Residential Condition

CONCEPTUAL STREETSCAPE



CONCEPTUAL STREETSCAPE



## CONCEPTUAL STREETScape

### Street Tree Species Recommendation

- ◆ Chinese Pistache
- ◆ Hackberry
- ◆ Black Gum
- ◆ Shumard Oak

*Black Gum on Third Street*



# FAÇADE IMPROVEMENT PROGRAM

- ◆ Design Guidance
- ◆ Funding Assistance

# FAÇADE IMPROVEMENT

## PROGRAM Design Guidance

- ◆ Building Massing
- ◆ Scale
- ◆ Materials
- ◆ Windows and Doors
- ◆ Signs
- ◆ Building Lighting

## FAÇADE IMPROVEMENT

### PROGRAM Release Statement

*“This drawing does not commit property owners or the City to making specific improvements on the parcels shown.”*

# FAÇADE IMPROVEMENT PROGRAM



FAÇADE IMPROVEMENT

PROGRAM

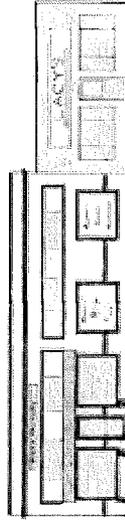
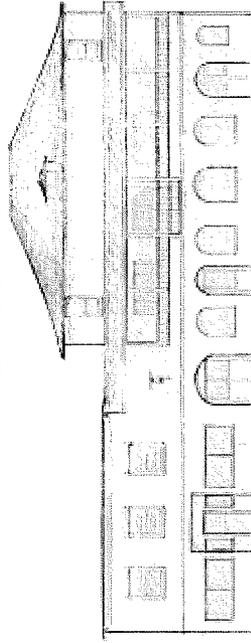


FAÇADE IMPROVEMENT  
PROGRAM



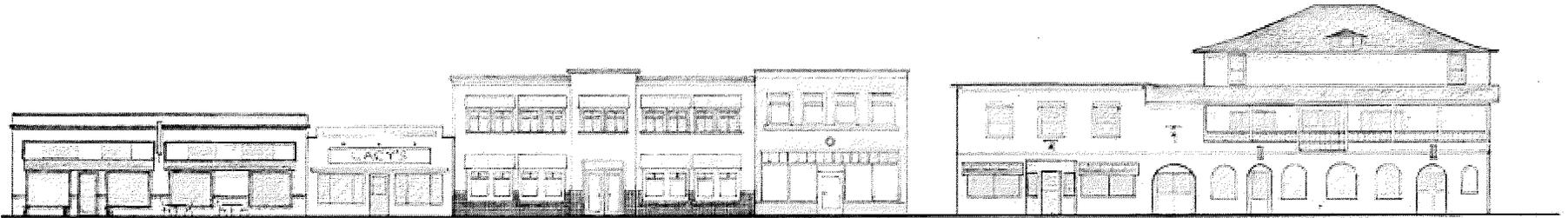
# FAÇADE IMPROVEMENT

## PROGRAM



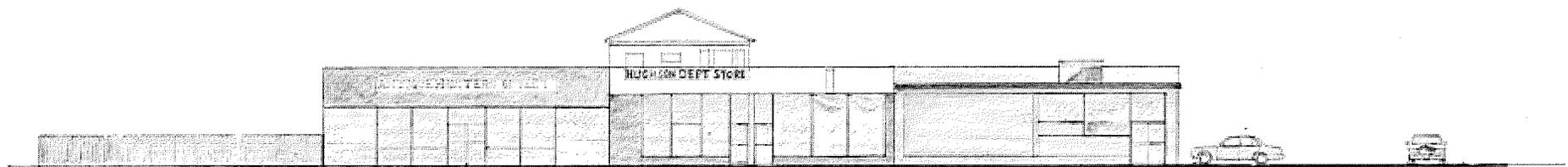
Third Street-Charles Street, North Side - Existing

# FAÇADE IMPROVEMENT PROGRAM



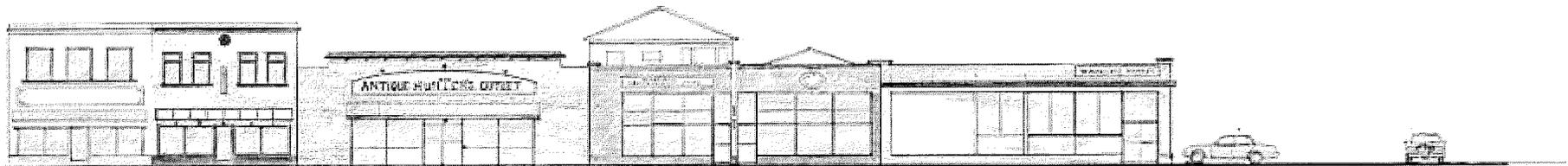
Third Street-Charles Street, North Side - Potential

# FAÇADE IMPROVEMENT PROGRAM



Fourth Street-Charles Street, South Side - Existing

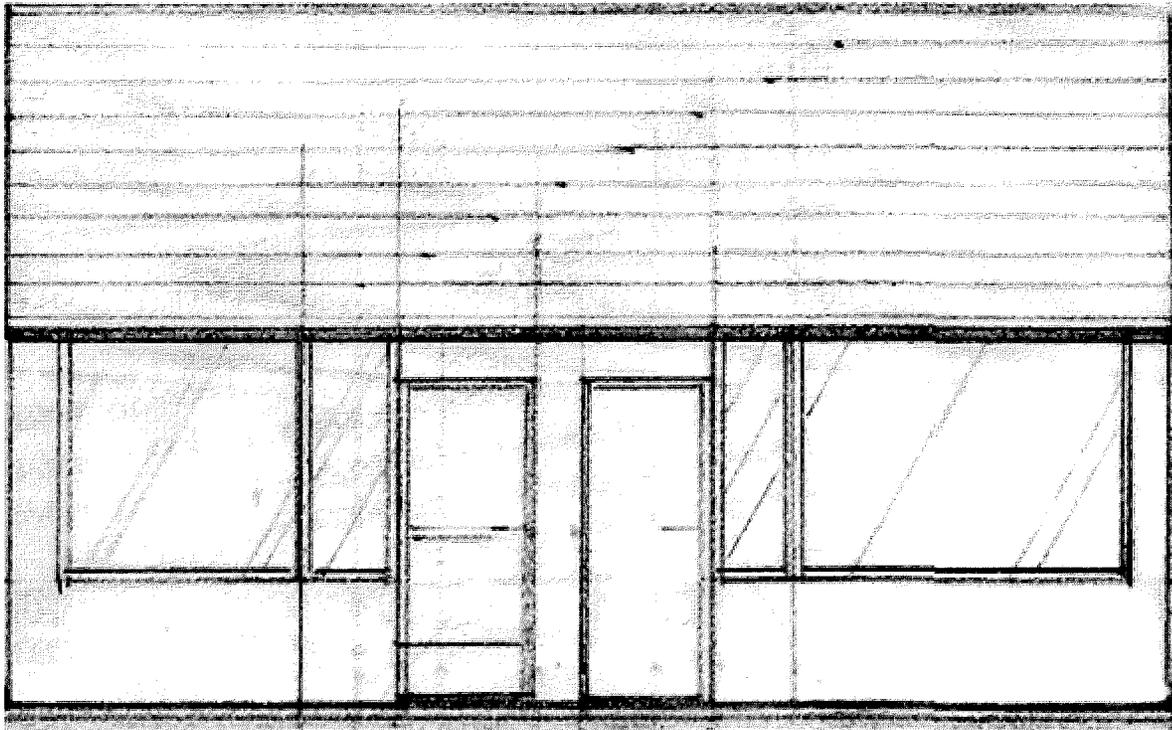
# FAÇADE IMPROVEMENT PROGRAM



Fourth Street-Charles Street, South Side – Potential

# FAÇADE IMPROVEMENT

## Medical Staffing



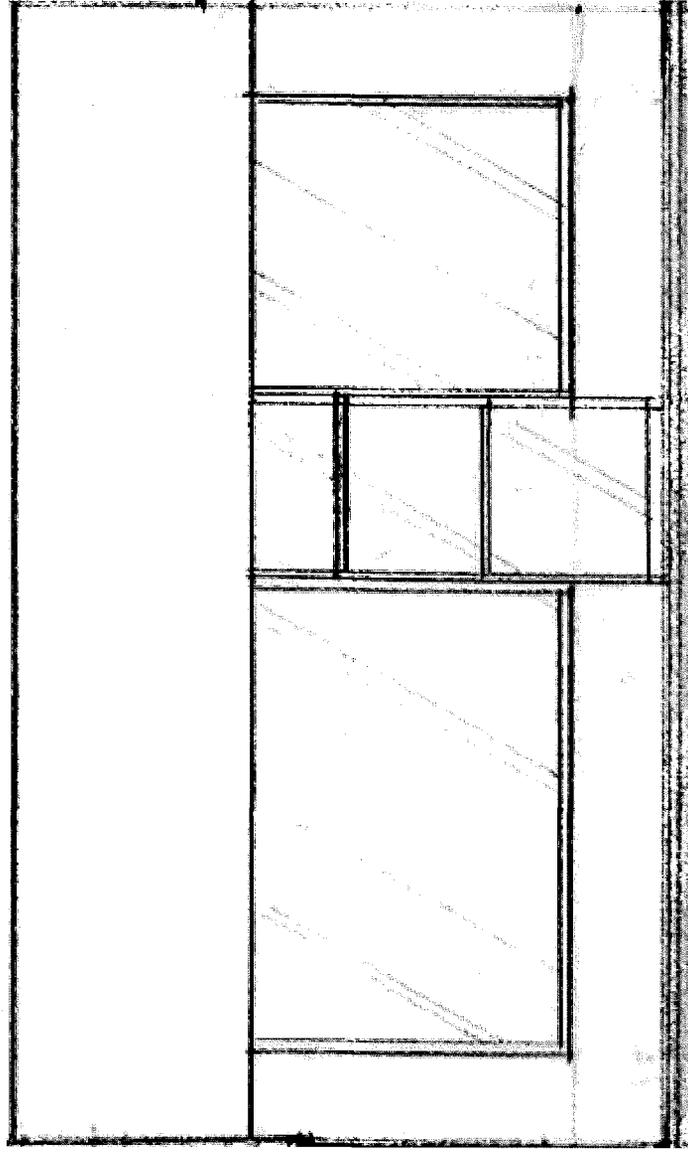
# FAÇADE IMPROVEMENT

## Medical Staffing



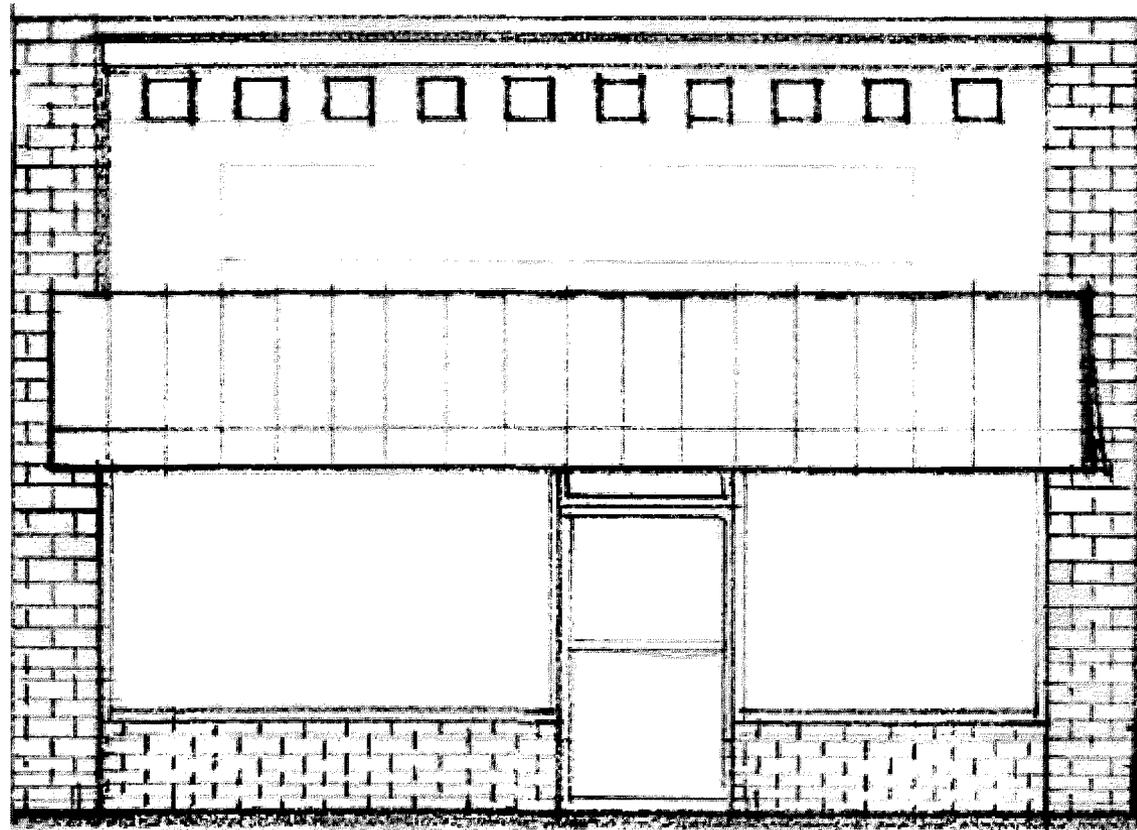
FAÇADE IMPROVEMENT

PROGRAM  
Antiques



# FAÇADE IMPROVEMENT

PROGRAM  
Antiques



# FAÇADE AND DOWNTOWN IMPROVEMENTS

## Funding Program

- ◆ Loan Guidelines
- ◆ Application Packet
- ◆ Application
- ◆ Loan Agreement

## LOAN GUIDELINES

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- ◆ Eligibility and Description
- ◆ Loan Program Administration
- ◆ Loan Application and Approval Process
- ◆ Accounting for Loan Program Funds

## APPLICATION PACKET

- ◆ Overview of Program
- ◆ Program Guidelines

## APPLICATION

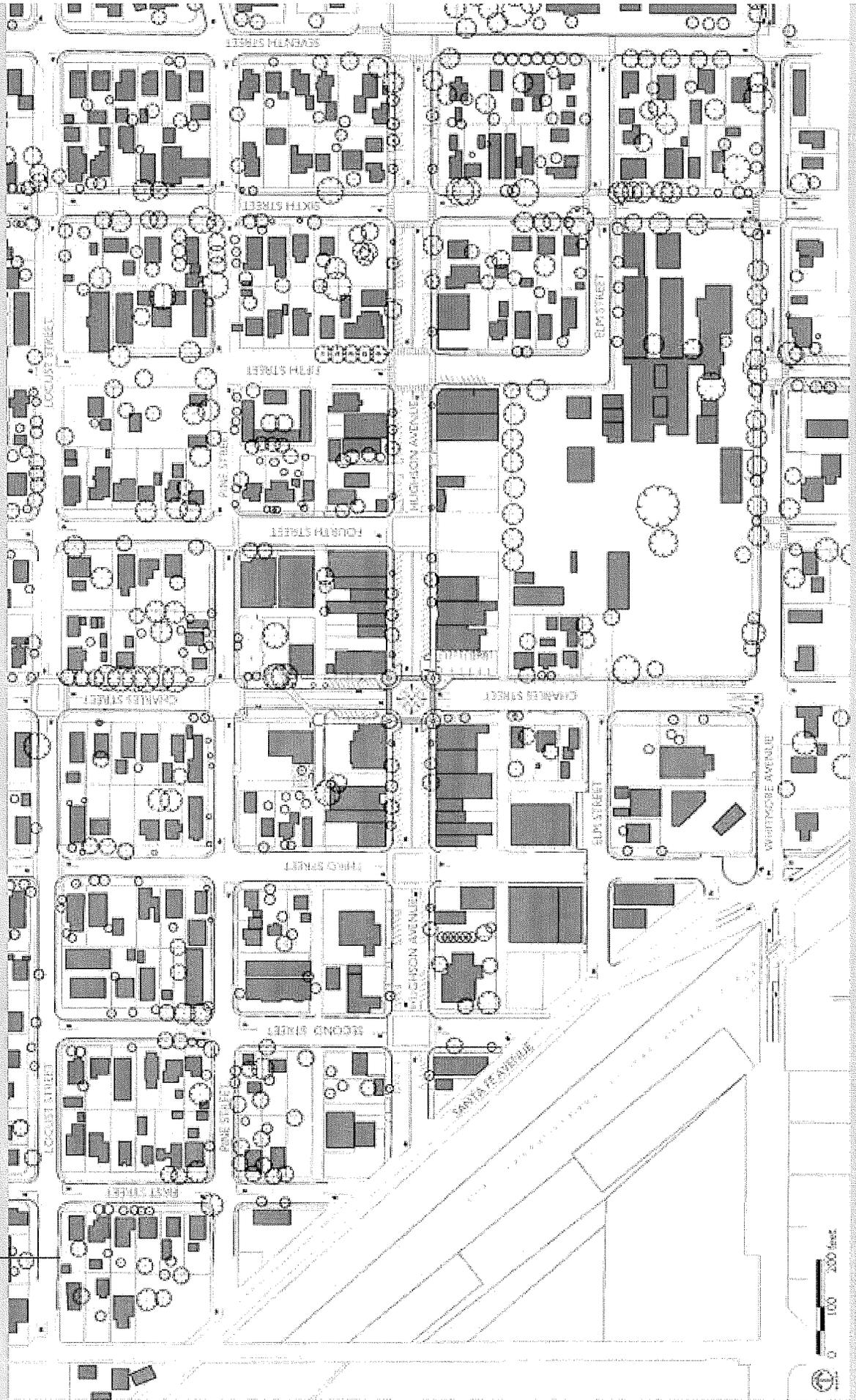
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- ◆ Applicant Information
- ◆ Banking and Trade References
- ◆ Building Information
- ◆ Authorization to Release Information
- ◆ Description of Work to be Completed
- ◆ Application Checklist

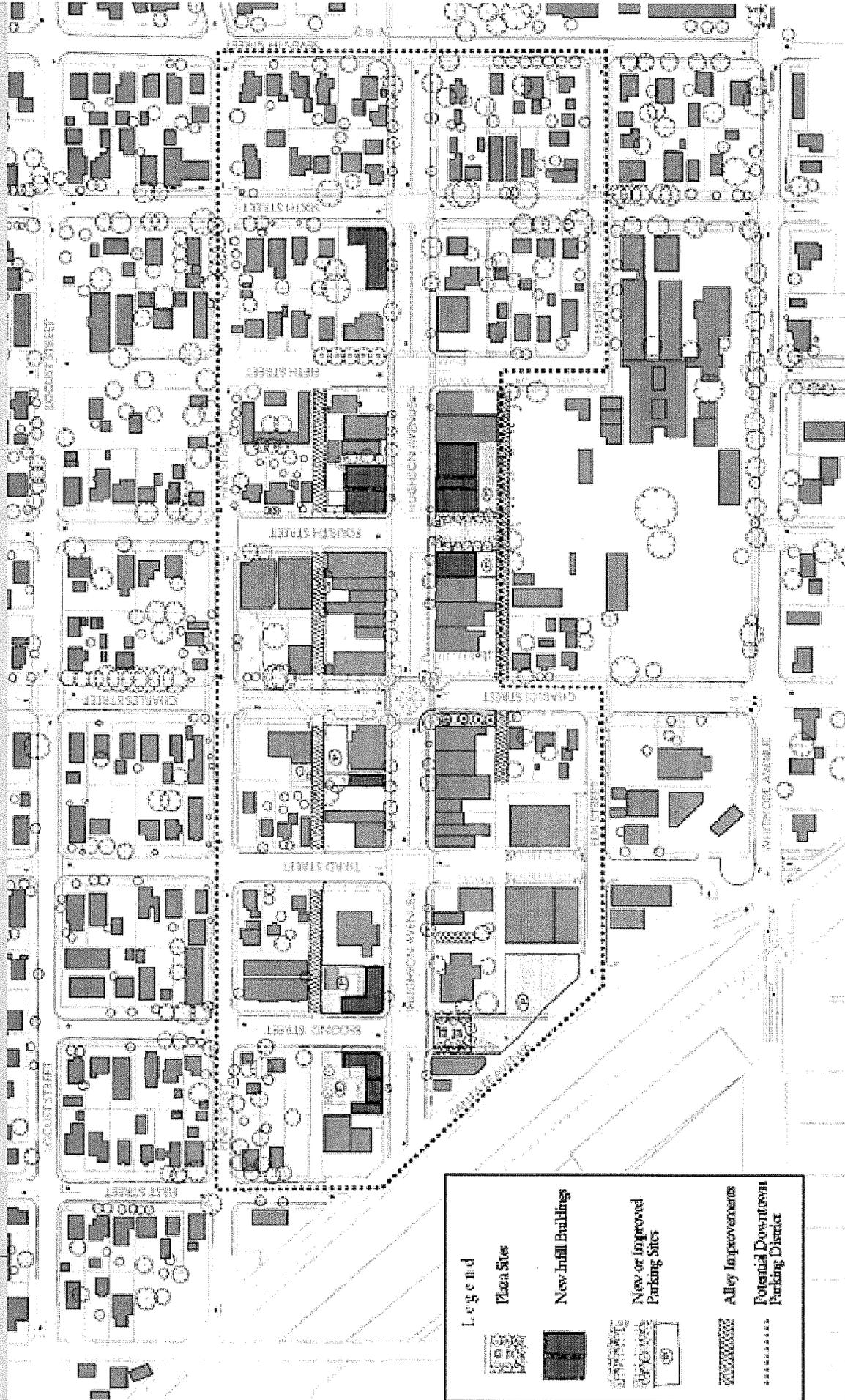
## CHAMBER COMMENTS

- ◆ Size of Program Fund
- ◆ Loan Amount
- ◆ Funding for Historic Buildings
- ◆ Program Administration

# DOWNTOWN OPPORTUNITIES



# DOWNTOWN OPPORTUNITIES



**Legend**

-  Plaza Sites
-  New Infill Buildings
-  New or Improved Parking Sites
-  Alley Improvements
-  Potential Downtown Parking District

## FAÇADE IMPROVEMENT

### PROGRAM Release Statement

*“This drawing does not commit property owners or the City to making specific improvements on the parcels shown.”*

## FUNDING SOURCES

- ◆ StanCOG
- ◆ Caltrans
- ◆ Other State Programs
- ◆ Potential City Programs

# HUGHSON FAÇADE AND DOWNTOWN IMPROVEMENTS

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City of Hughson | *May 23, 2005*



DESIGN, COMMUNITY & ENVIRONMENT



# CITY OF HUGHSON

## Executive Summary Planning Commission

**Presented By:** Thom Clark, Community Development Director  
**Meeting Date:** January 17, 2012  
**Agenda Item:** 2  
**Subject:** Consideration of Resolution No. PC 2012-01, A Resolution of the Planning Commission of the City of Hughson Approving Design Review for 7001 Hughson Avenue.

**Enclosures:**

1. Façade Improvements Program
2. Resolution No. PC 2012-01
3. Building Elevation for 7001 Hughson Avenue

**Desired Action:** Adopt Resolution No. PC 2012-01, A Resolution of the Planning Commission of the City of Hughson Approving Design Review for 7001 Hughson Avenue, Property of David and Matt Rossi.

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### **Background:**

Matt Rossi, in partnership with his father David, has recently purchase the old Hughson Hardware building located at the northeast corner of Hughson Avenue and Charles Street. The street address is 7001 Hughson Avenue.

The applicant proposes to demolish the rear section of the building and replace it with a metal building with brick wainscoting. The replacement building will extend to the rear property line for most of its length. The current building extends to the property line for about a third of its length so the replacement building will be somewhat larger. Apparently the cost to rehabilitate the existing building is around the same cost as replacing it with new. There are problems with water entering the building from the alley currently, and the owner wants to add another employee restroom.

### **Discussion:**

Hughson Municipal Code Section 17.04.020 states in part:

*The Planning Commission or Planning Officer shall approve a Development Review application only if the following findings can be made:*

1. *The proposed project is consistent with the General Plan, any applicable specific plans, any adopted design expectations or design guidelines, and the Hughson Municipal Code.*

2. *The proposed architecture and site design complements the surrounding neighborhood and/or district.*

3. *The proposed project is consistent with the general scale of structures and buildings in the surrounding neighborhood and/or district.*

The only design guideline available for commercial use is the Façade Improvements Program, which was adopted in 2005. I have included it in this staff report in its entirety. The Program contains conceptual drawings for possible façade improvements for the two block section of Hughson Avenue from Third Street to Charles and from Charles to Fourth Street (see pages 18 through 22). While the project under review is not the front of the building, we can use the conceptual plan as a guideline in reviewing the proposed building since it does face Charles Street.

The part of the building being replaced will have a change in roofline. The new roofline will slope toward the alley from the main part of the building in what is commonly called a shed roof. The materials proposed for the exterior include metal siding with a brick wainscoting to match the existing brick on the main part of the building. These improvements are all on the Charles Street side of the building. See attached building elevation.

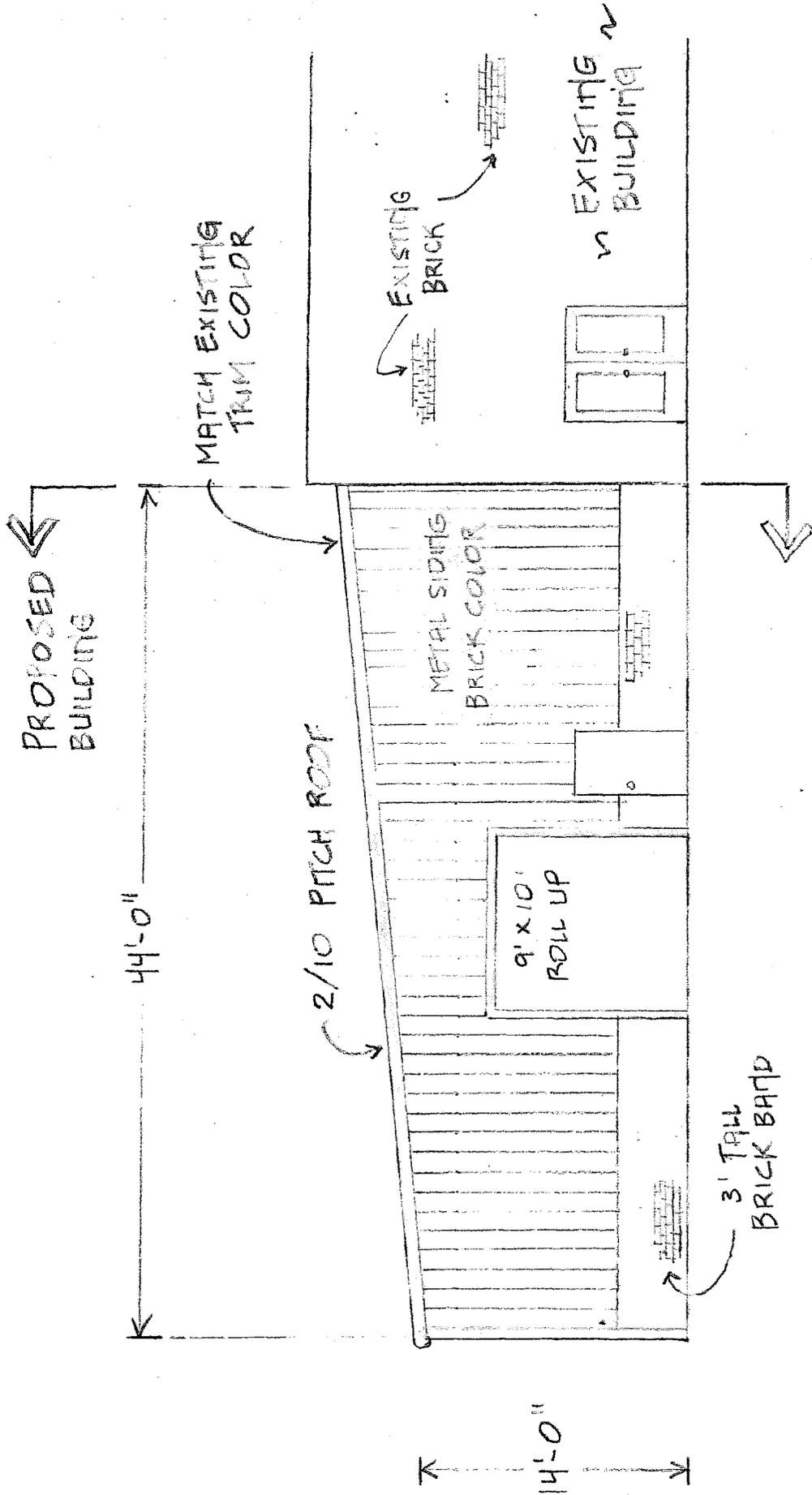
In review of the Design Guidelines, staff believes the shed roof is not in character with the rest of Downtown Hughson and has requested that the applicants put a false front on Charles Street to hide the shed roof and give the façade better massing on the street. The applicants have agreed to change the roof line to accommodate the false front on the façade facing Charles Street.

The Commission is encouraged to drive by the property and appraise the state of the existing structure. It is frankly a mishmash of buildings and appurtenances that are severely deteriorated and in places only plastic sheeting. Staff believes the new building will be a definite improvement over the existing building and with the addition of the façade improvement on Charles Street, will blend in and become an asset to the Downtown.

**Recommendation:**

Adopt Resolution No. PC 2012-01, A Resolution of the Planning Commission of the City of Hughson Approving Design Review for 7001 Hughson Avenue, Property of David and Matt Rossi.

W HUGHSON AUTO PARTS  
7001 HUGHSON AVE.

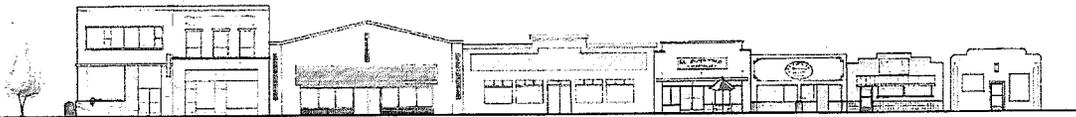
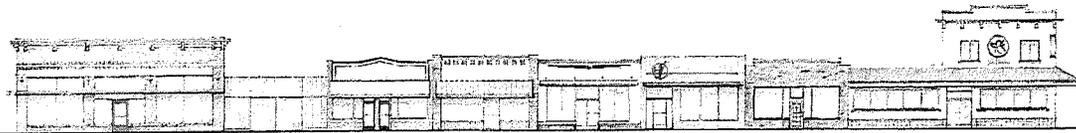
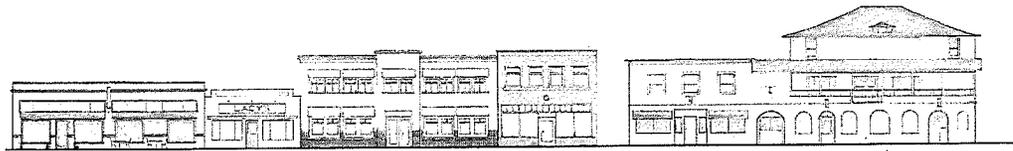


ELEVATION @ CHARLES ST.

SCALE: 1/8" = 1'-0"

CONTACT - MATT FOSSI  
209-605-6729

# FACADE IMPROVEMENTS PROGRAM



THE CITY OF HUGHSON | Adopted  
May 23, 2005

FACADE IMPROVEMENTS PROGRAM

THE CITY OF HUGHSON | Adopted  
May 23, 2005

**City Council**

Thomas E. Crowder, Mayor  
Ken Moore, Mayor Pro Tem  
Ramon Bawanan, Council Member  
Greg Adams, Council Member  
Stephen Qualls, Council Member

**Planning Commission**

Matt Beekman  
Michael Brooks  
Jean Henley  
Jerry Ledermann  
Larry Montoya

**City of Hughson**

Joseph Donabed, City Manager  
Barry Siebe, Planning Director  
David Chase, Public Works Director

**Design, Community & Environment**

David Early, AICP, Principal  
Tom Ford, AICP, Senior Associate, Project Manager  
Maren Moegel, Project Urban Designer  
Caitilin Pope-Daum, Urban Designer  
Diana Lee Sonne, Graphic Production Artist

## OVERVIEW

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The City of Hughson has begun a process to help revitalize its downtown area and transform Hughson Avenue into a more pedestrian-oriented and commercially vibrant "Main Street." Right-of-way improvements are planned for Charles Street, including the intersection of Charles Street and Hughson Avenue, and additional improvements have been designated for two blocks of Hughson Avenue as part of a grant application that the City prepared to seek funding. In tandem with the improvements designed for the public right-of-way on Hughson Avenue, the City is instituting a façade improvement program to assist Hughson Avenue building owners and merchants. The goal is to promote commercial viability and to foster a pedestrian-scaled environment on Hughson Avenue.

This booklet is intended to be used by merchants and property owners on Hughson Avenue as a springboard for design ideas. It includes two chapters:

- ◆ *The Hughson Avenue Commercial Corridor.* The first chapter provides an overview of streetscape designs that have been prepared for Charles Street and Hughson Avenue in addition to other designs and strategies for strengthening the downtown area.
- ◆ *Downtown Façade Improvements.* The second chapter is comprised of two parts. The first provides design concepts for façade and building improvements that promote a pedestrian-oriented commercial street. A second section uses some of those concepts to illustrate conceptual façade improvements that could be made to existing buildings along Hughson Avenue, between Third Street and Fourth Street.



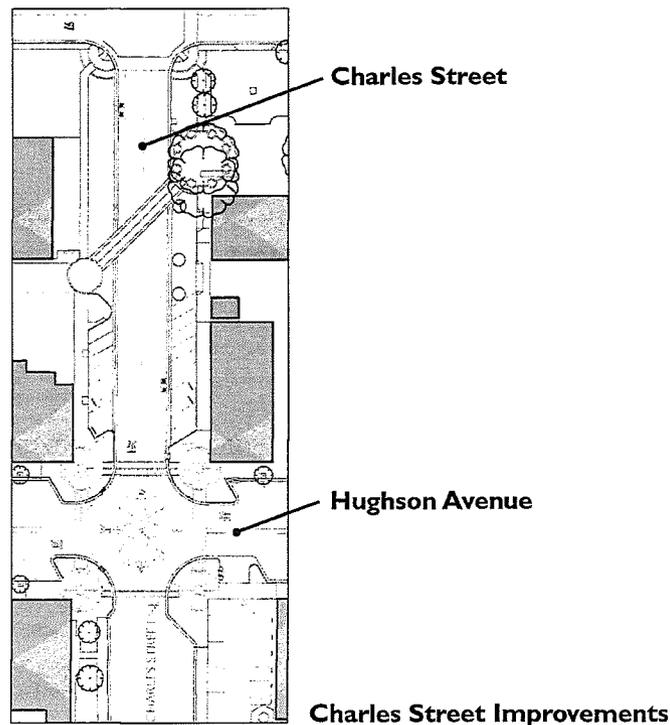
*This chapter provides an overview of various downtown design concepts and improvement strategies that the City of Hughson and downtown Hughson building owners and merchants can utilize to improve the attractiveness and vitality of the downtown business district.*

## **A. Background Studies**

This section summarizes the design work that has been for the downtown, specifically Hughson Avenue.

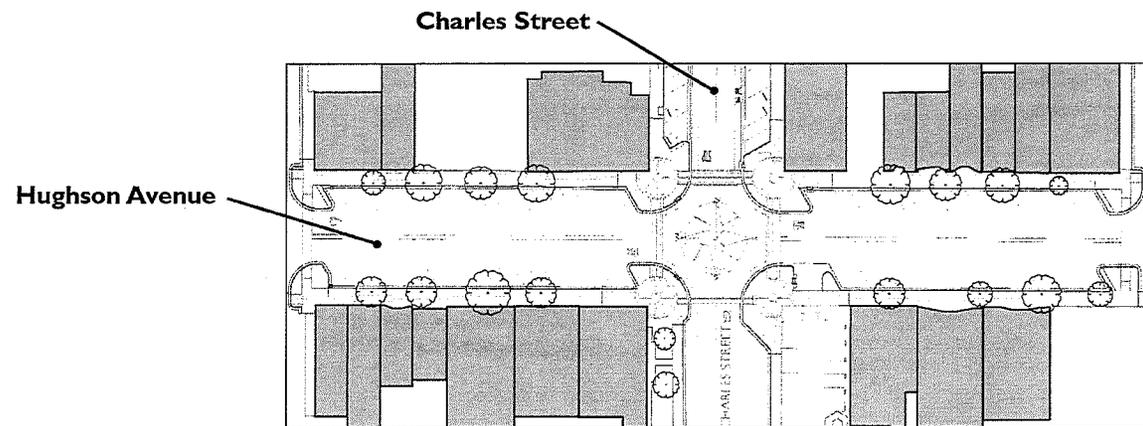
### **1. Charles Street Improvements**

A streetscape improvement plan was completed in 2004 for Charles Street, which includes significant improvement of the intersection of Charles Street and Hughson Avenue. The design bridges between the previously completed improvements to Charles Street, north of the downtown area, and Hughson Avenue. This plan includes features that will add to the character of the downtown area and enhance the pedestrian experience, such as landscaped planting areas in the intersection's curb bulb-out areas and a decorative pavement treatment on the sidewalk.



## 2. *Hughson Avenue Phase I Improvements*

In November, 2004, the City prepared streetscape improvement plans for the two blocks of Hughson Avenue between Third and Fourth Streets, as part of a funding application. These improvements included sidewalk improvements between Third and Fourth Streets and intersection improvements in that same area, to allow for compliance with the Americans with Disabilities Act.



**Hughson Avenue Phase I Improvements**

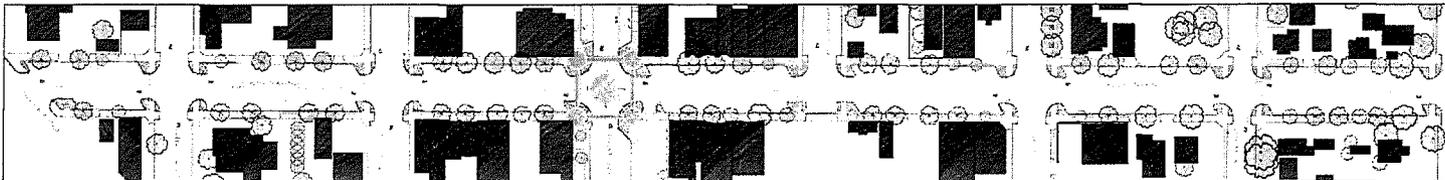
## B. Conceptual Streetscape Plan

A conceptual design for a second phase of improvements to Hughson Avenue has been prepared by DC&E. The Conceptual Streetscape Plan was developed to build on design work completed for the Charles Street Improvements and the Hughson Avenue Phase I Improvements, and illustrates design treatments the City can implement along the entire length of Hughson Avenue. This section summarizes some of the key components of the Conceptual Streetscape Plan.

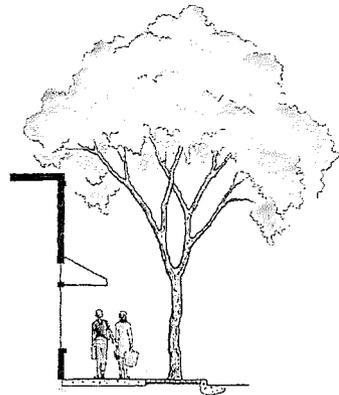
- ◆ *Sidewalks.* The Streetscape Plan includes two complimentary sidewalk treatments, each to be used in different Hughson Avenue contexts. While Hughson Avenue is primarily a commercial street, it also serves as frontage for both single family and multi-family residences, particularly towards the east end. To accommodate this difference in use, the majority of Hughson Avenue

receives a brick and concrete treatment appropriate to the commercial setting, while the two block stretch at the east end includes a planting strip between the sidewalk and the back of the curb.

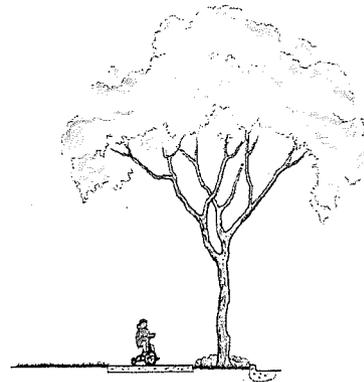
- ◆ *Curb Bulb-outs and Crosswalks.* Plans completed for both the Charles Street Improvements and the Hughson Avenue Phase I Improvements included planted bulb-outs, or curb extensions, at intersections. These bulb-outs increase pedestrian safety, shorten crossing distances and provide opportunities for including attractive planting. The design work completed for this Conceptual Streetscape Plan continues this concept by recommending installation of bulb-outs for the remainder of Hughson Avenue, from Second Street to Seventh Street. Installation of the bulb-outs can be achieved without decreasing the net number of parking spaces on Hughson Avenue.



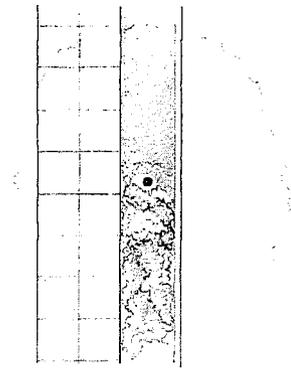
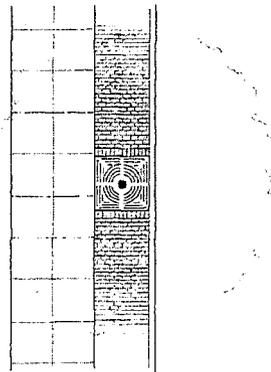
Hughson Avenue Conceptual Streetscape Plan



**Section and Plan:  
Commercial Condition**



**Section and Plan:  
Residential Condition**



- ◆ **Street Trees.** Street trees are an important part of the pedestrian environment. In an area with hot summers, such as Hughson, shade is a crucial component of pleasant sidewalk environments. Additionally street trees are able to provide shade for adjacent buildings, which can offer significant reductions in energy usage. Street trees help to define the pedestrian realm, differentiating the sidewalk from the street and offer a pleasurable experience for pedestrians and motorists alike. The Conceptual Streetscape Plan includes information on:

- Tree Species
- Tree Installation
- Planting Conditions
- Tree Grates

- ◆ **Street Lighting.** Implementation of pedestrian-scale street lights should continue, following the lead set by recommendations made in the Charles Street Improvements and Hughson Avenue Phase I Improvements designs. The light standards and fixtures should be spaced approximately 30 to 40 feet apart.

### C. Downtown Opportunities

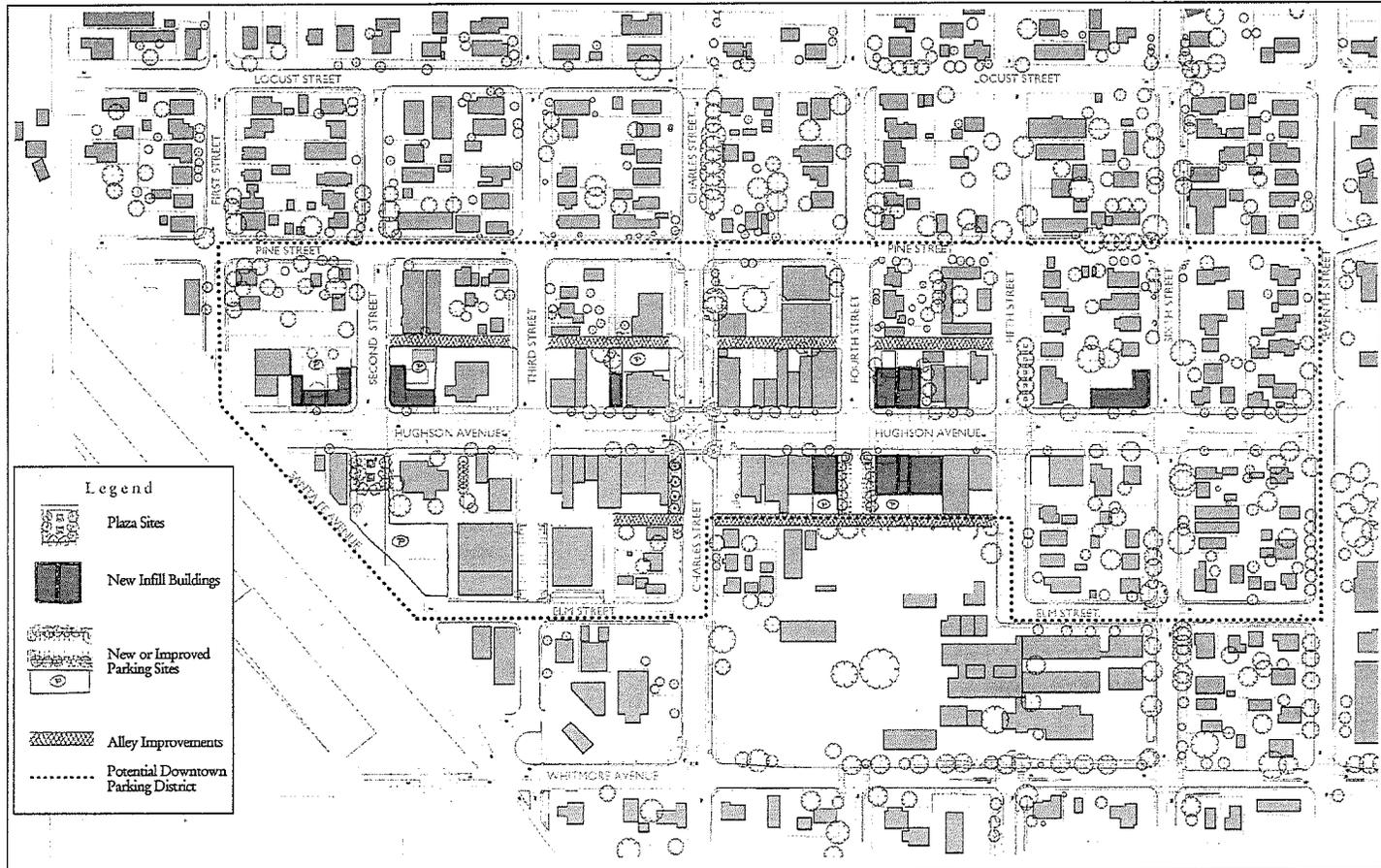
A number of ideas have been developed for improvements to the Downtown, including the identification of potential sites that could be used for parking, plazas or new buildings. The drawing on page 8 illustrates those potential improvements and is for illustrative purposes only. The implementation of these types of improvements would strengthen the pedestrian scale of the area and provide opportunities for increased amenities and parking for downtown businesses. There are four types of improvements that have been considered for improving the overall downtown of Hughson.

- ◆ *New Parking Facilities.* A number of different sites have been identified specifically for new parking facilities. These facilities would be funded through the introduction of a Downtown Parking District, the potential boundaries of which are shown in the Downtown Opportunities drawing on page 8. These facilities would provide greater capacity for parking spaces for patrons of downtown businesses. Sites considered include:
  - A large area along Santa Fe Avenue that would include closure of Second Street south of

Hughson Avenue and would incorporate an efficient reorganization of the existing parking behind the Community Center

-The Fourth Street right-of-way south of Hughson Avenue, potentially in conjunction with a new plaza

- ◆ *Public Plazas.* Two potential sites have been identified for a new downtown plaza, including:
  - South of Hughson Avenue at Second Street
  - A narrow piece of land at the southwest corner of Charles Street and Hughson Avenue
- ◆ *Alley Improvements.* Many of the alleys in the downtown would benefit from improvements that would include paving, storm drainage and street lighting.
- ◆ *Infill Buildings.* A few sites have been identified as potentially underutilized. New development on these sites could create economic benefit for the property owners as well as enhance the Hughson Avenue street frontage. The Downtown Improvements drawing on page 8 is for illustrative purposes only and does not commit any property owner to redevelopment of their building.



**Downtown Opportunities**

This drawing does not commit property owners or the City to making specific improvements on the parcels shown.

*This chapter includes an overview of design concepts that help to achieve attractive and pedestrian-oriented façades for buildings located on a typical downtown street. Following that overview, four Hughson Avenue block frontages are examined and illustrated with potential façade improvements.*

### **A. 'Main Street' Concepts**

This section describes and illustrates building-related design concepts that can help to promote an environment on Hughson Avenue that is vibrant, walkable and economically viable. Hughson currently possesses the historical structure of a charming small town, and with thoughtful improvements and design interventions, Hughson Avenue businesses can be part of a mixed-use neighborhood that is supportive of its residents, employees and patrons. With a number of improvements to some of its buildings, Hughson Avenue could be a more vibrant commercial street that is attractive to walk on, accessible to all ages and abilities, encourages spontaneous browsing and is safe for patrons and business owners.

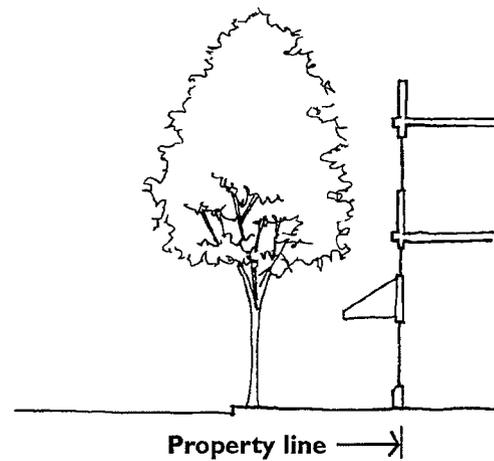
The "Main Street" concepts in this chapter below are intended to offer Hughson business and property owners conceptual ideas for potential façade and building improvements that can help to reinforce a walkable commercial character for Hughson Avenue.



### 1. Massing

Building massing should define the pedestrian realm that exists between the building façade and the street.

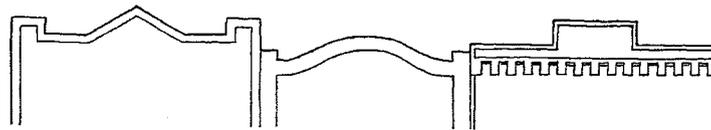
- ◆ Buildings should have no front setbacks, minimal side setbacks, and front doors that directly access the street.
- ◆ Building heights should create an edge to the street.



Building is built to the property line at the back of the sidewalk

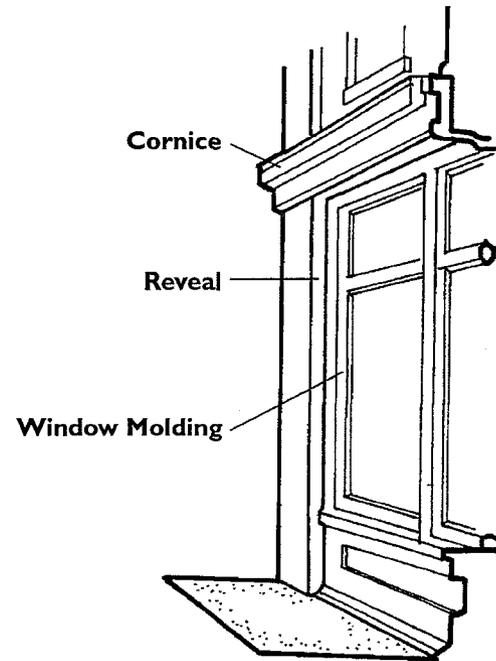


- ◆ Buildings should be articulated with detailed roofline cornices, and reveals and eaves at the block scale.
- ◆ Monotonous boxes and lengthy blank facades should be avoided.
- ◆ Massing should be articulated to reflect the small parcel sizes on Hughson Avenue.



**Rooflines are given articulation that helps to define and give interest to the front façades of buildings**





## 2. Scale

Building components should maintain a relationship to the human form in order to encourage use of the street by residents and business patrons.

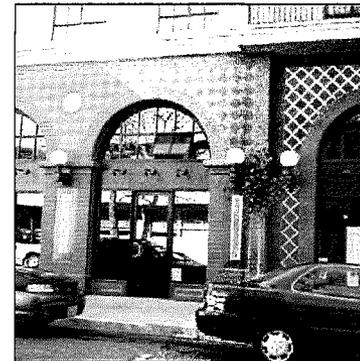
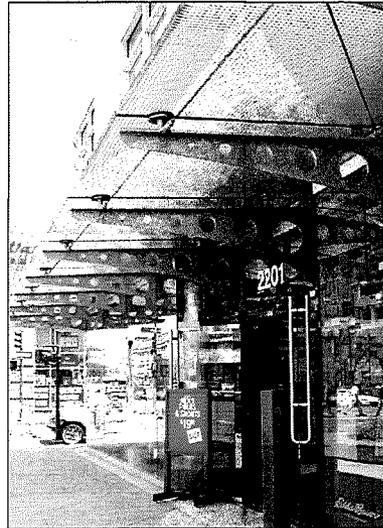
- ◆ Building façades should be designed at a pedestrian scale and provide protection from the elements, such as sun and rain. Façades should be activated by entries, transparent display windows and business-related information signage.
- ◆ All façades should emphasize three dimensional detailing such as cornices, window moldings and reveals to cast shadows and create visual interest on the façade.



### 3. Materials

A building's style and materials can reflect and reinforce the community's established character. Newer styles and materials that compliment surrounding buildings are also appropriate.

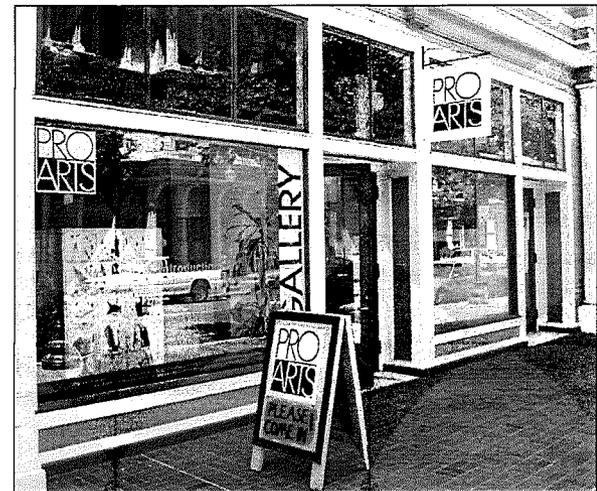
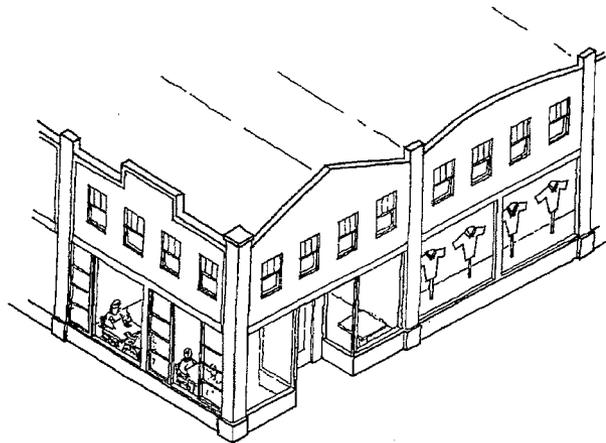
- ◆ Building materials and styles should be appropriate for the regional climate, which is characterized by rainy winters and very hot dry summers.
- ◆ Buildings should use a variety of durable materials and textures. Such materials may include both traditional materials such as wood and stucco and materials such as concrete, structural steel, corten steel, and high-quality, durable metals, which have not been traditionally used in historical "Main Street" architecture.
- ◆ Individual building elements, such as the building base, horizontal break bands, pier/column bases, roof terminations, sills, and awning, should be articulated by differences in materials and exterior finish.



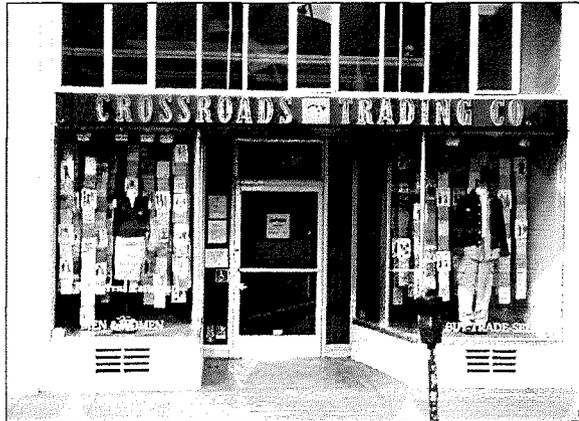
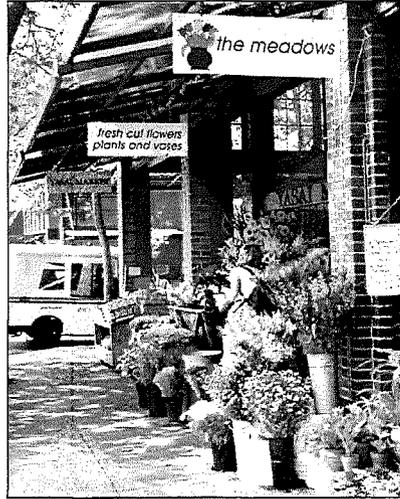
#### 4. Windows and Doors

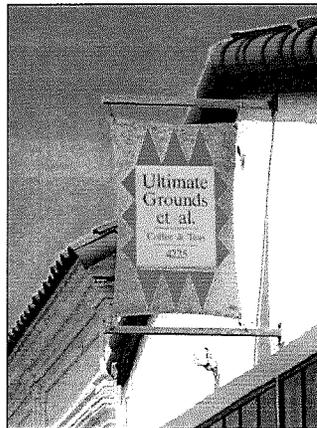
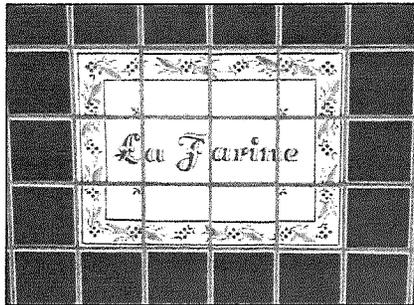
Windows and doors should have a high degree of transparency to promote a connection between businesses and potential customers.

- ◆ Window displays and signage should be strategically placed to avoid visual advertising clutter.
- ◆ Glazing, or window glass, should be transparent and adequately protected from the elements, including sun glare and water penetration.



- ◆ Primary pedestrian access should be from the sidewalk. Windows, especially restaurant facilities, might encourage low window sills and operable glazing to encourage interaction with the public and outdoor environment.
- ◆ Transitional space can be created on the sidewalk that fosters a more intensive use by pedestrians and piques the interest of passersby. This effect can be achieved by features such as storefront awnings, door overhangs, balconies and recessed entryways. Elements such as furniture or planters also help to create this transitional space.





### 5. Signs

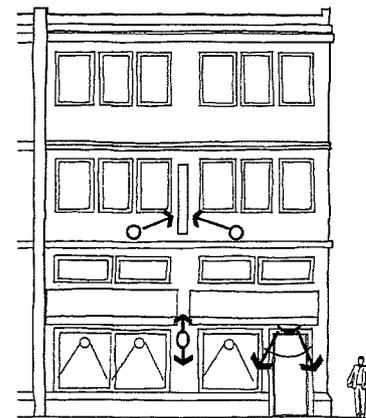
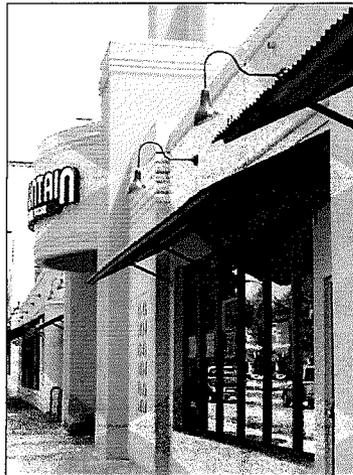
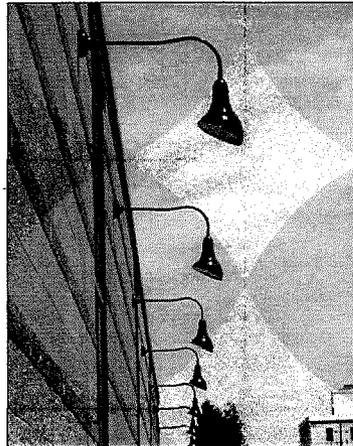
Building and business signs should graphically identify the business at both the automobile and the pedestrian scale.

- ◆ Signage should help identify the building from down the street, across the street and from the sidewalk. Font style, color, lighting and distinctive icons can help give a business character and distinctive identity.
- ◆ Building signage should be located within an area of the façade which enhances and complements the architectural design. Building signs should not obscure architectural details such as recesses, ornaments or structural bays.
- ◆ Interior-illuminated signs, including individually mounted letters and "can" signs, are discouraged.

### 6. Building Lighting

Safety is necessary to encourage return patrons, and adequate lighting should be provided for building signage, storefront display, pedestrian entry access and travel in parking lots.

- ◆ Appropriate lighting includes: directional sign illumination, wall sconces, wall downlights or recessed lights, and interior display lights. The building itself should not be on display.
- ◆ If used, lighting for awnings should be from above the awning, from fixtures designed and placed to enhance the appearance of the building.



Directional sign illumination

### **B. Hughson Avenue Façades**

This section builds on the design concepts presented in Section A, above, to illustrate potential façade improvements for Hughson Avenue. Conceptual designs have been drawn up for the blocks between Third and Fourth Streets, on both sides of Hughson Avenue. The drawings illustrate improvements that could be implemented along the entire street. Each figure includes an illustration of the existing condition together with an illustration of how that block might look if the façades were remodeled.

The improvements shown fall into a range of approaches, from minimal intervention to extensive renovation. Typically, minimal approaches might include a change in paint color, new awnings or a new sign. More extensive alterations could involve replacing windows or remodeling the parapet roofline. The extent of remodeling for any given building would be

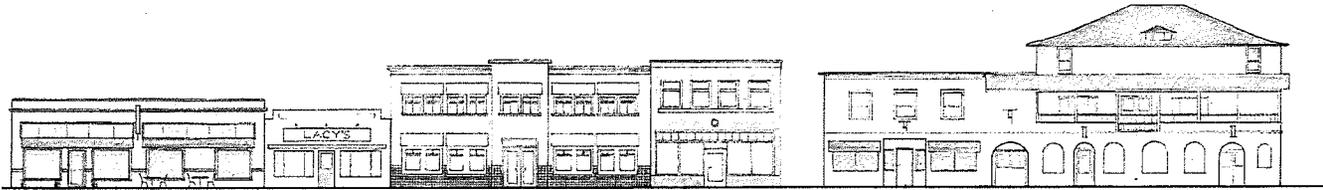
based both on the existing condition of the building, and the level of investment that the building or business owner is prepared to make.

The conceptual façade illustrations depict the overall design direction for the street, but are not intended to specify actual projects that will be built on Hughson Avenue, and do not bind either the City or any private property owner to build specific projects. Actual façade improvements need to meet building code requirements and would need to be approved by the City's building department for permit before construction is started.

Included with the illustrations of existing and proposed conditions are brief descriptions of the improvements that have been illustrated. For discussion purposes, buildings have been identified by their existing business name or use in 2004.



*Third Street-Charles Street, North Side - Existing*



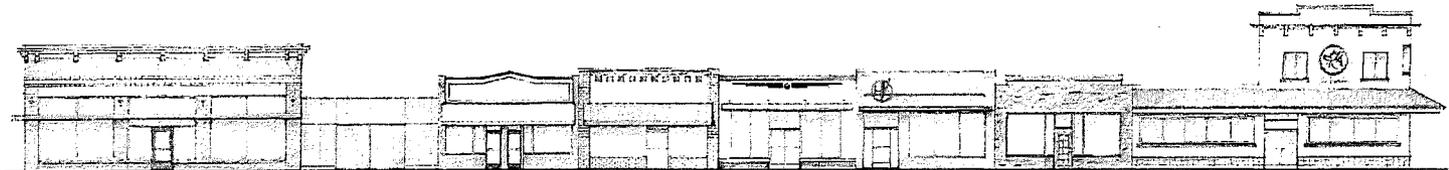
*Third Street-Charles Street, North Side - Potential*

### **I. Third Street-Charles Street, North Side**

- ◆ **Pizza Factory.** Potential improvements include removing the old sign and adding a new cantilevered sign and two new windows, followed by an awning over the new windows and outdoor seating.
- ◆ **Lacy's.** Potential improvements include adding a new sign board with lamps, an awning, a parapet extension and painting.
- ◆ **New Building.** A new building to take the place of the demolished theater.
- ◆ **New Building.** A new building on the currently vacant parcel.
- ◆ **Multi-use building.** Potential improvements include adding awnings to windows on the left and adding business identification signs.



*Charles Street-Fourth Street, North Side - Existing*



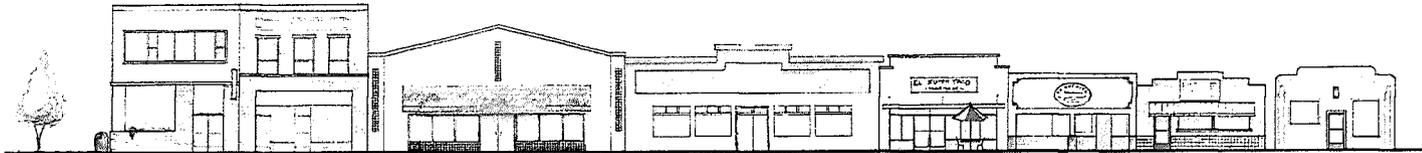
*Charles Street-Fourth Street, North Side - Potential*

## **2. Charles Street-Fourth Street, North Side**

- ◆ **Ace Hardware.** Potential improvements include adding a cornice and a new sign with lamps.
- ◆ **Medical and Security.** Potential improvements include removing the mansard roof and adding a parapet extension, an awning and new identical doors.
- ◆ **Antiques.** Potential improvements include adding a parapet extension and a new awning.
- ◆ **Windows.** Potential improvements include adding a parapet extension with architectural detailing, a new tile base and concrete sill and a glass awning with steel rod supports.
- ◆ **Video.** Potential improvements include adding a new parapet extension, a new steel box awning and a new sign.
- ◆ **Construction.** Potential improvements include removing the mansard roof and adding a parapet extension and brick to match existing veneer.
- ◆ **La Perla.** Potential improvements include removing the existing sign and adding a 2nd story sign, window sills and a tile or slate base.



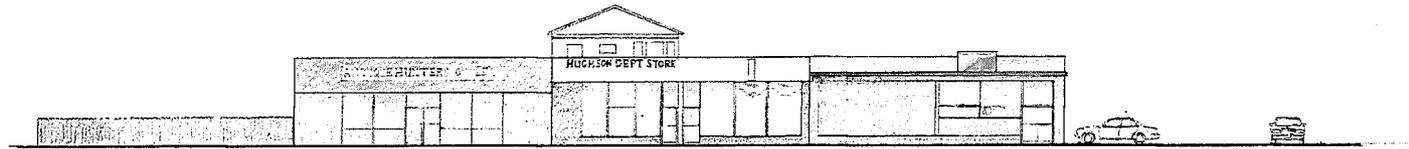
*Charles Street-Third Street, South Side - Existing*



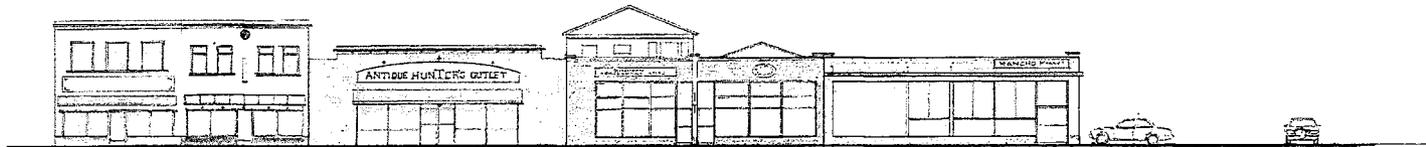
*Charles Street-Third Street, South Side - Potential*

**3. Charles Street-Third Street, South Side**

- ◆ **Braden/Alta Building.** Potential improvements include adding a new sign and painting the building trim.
- ◆ **New Building.** A new building to take the place of the existing building.
- ◆ **New Façade.** A new façade in coordination with the new building next door.
- ◆ **El Super Taco.** Potential improvements include removing the window bars and adding new windows, a parapet extension and painting, a replacement awning, a new sign board and outdoor seating.
- ◆ **La Cuevitas.** Potential improvements include adding architectural detailing to the façade, new paint of a different color and a new sign.
- ◆ **Nifty Thrifty.** Potential improvements include adding new window trim, a new tile base, an awning and a new transparent or semi-transparent door.
- ◆ **Jacob's Mini-Mall.** Potential improvements include a parapet extension, new paint of a different color and a new transparent door.



*Fourth Street-Charles Street, South Side - Existing*



*Fourth Street-Charles Street, South Side - Potential*

#### **4. Fourth Street-Charles Street, South Side**

- ◆ **Vacant Lot.** A new building on the currently vacant parcel.
- ◆ **Antique Hunter's Outlet.** Potential improvements include removing the cantilevered awning and replacing it with a new awning, adding a parapet extension and a new sign board.
- ◆ **Hughson Department Store/Laundromat Building.** Potential improvements include removing the cantilevered awning, adding a parapet extension and new signs for each business.
- ◆ **Rancho Market.** Potential improvements include adding a cornice to the façade, replacing the existing awning with a new one, adding new windows, new paint and a new sign.

**C. Façade Improvement Loan Program**

The City of Hughson Downtown Façade Improvement Loan Program has been established to stimulate investment in the Downtown. Attractive buildings attract business. The intent of the Loan Program is to produce visible changes on the façades of commercial buildings in Downtown Hughson. Complete information on this program, including an application and checklist, is available at the Planning Department.

**1. Eligibility**

Although, the City Council may periodically amend the boundaries that define the area in which eligible projects must be located, the current boundaries are coterminous with the Hughson Avenue Commercial Principle Improvement Zone. Businesses located within the Hughson Avenue Commercial Principle Improvement Zone are eligible. This area is approximately 36 acres and includes the Hughson Avenue commercial/downtown district as well as the public facilities north of Hughson Avenue and extends south along Santa Fe Avenue to the intersection of Charles Street. Maps of the Improvement Zone boundaries are on file with the City of Hughson Planning

Department. Interior rehabilitation, purchase of inventory, promotions or business venture expansions do not qualify.

**2. Loan Amount**

The lesser amount of either \$10,000 per project or 50 percent of the total project is available. The loan has a 4 percent fixed rate of interest.

**3. Design Approval**

Design approval for the façade improvement project is required. Applicants should submit design plans for the project to the City of Hughson Planning Department. City staff can assist applicants in meeting the design guidance provided in this booklet.

**4. Application Procedure**

Interested business or property owners should pick up a copy of the City of Hughson Downtown Façade Improvement Loan Program application at the Planning Department. Applicants will need to submit a completed application, project drawings, project budget and bid proposals to the Planning Department.

**HUGHSON PLANNING COMMISSION**

**RESOLUTION NO. PC 2012-01**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HUGHSON APPROVING DESIGN REVIEW FOR 7001 HUGHSON AVENUE, PROPERTY OF DAVID AND MATT ROSSI**

**WHEREAS**, property owners David and Matt Rossi have applied for Design Review relating to replacement of the rear of the building located at 7001 Hughson Avenue and,

**WHEREAS**, the Planning Commission of the City of Hughson after carefully deliberation and opportunity for public input does hereby make the following findings in accordance with Hughson Municipal Code Section 17.04.020:

1. The proposed project is consistent with the General Plan, any applicable specific plans, any adopted design expectations or design guidelines, and the Hughson Municipal Code.
2. The proposed architecture and site design complements the surrounding neighborhood and/or district.
3. The proposed project is consistent with the general scale of structures and buildings in the surrounding neighborhood and/or district, and,

**WHEREAS**, as a condition of approval, applicant shall construct a false parapet wall on the façade of the new building to cover the shed roof facing Charles Street and,

**WHEREAS, NOW, THEREFORE, BE IT RESOLVED** that the Planning Commission of the City of Hughson, using its own independent judgment,

does hereby approve Design Review, with condition of approval as specified herein,  
for the property of David and Matt Rossi located at 7001 Hughson Avenue.

**PASSED AND ADOPTED** by the Hughson Planning Commission at a  
regular meeting thereof, held on January 17, 2012, by the following vote:

AYES:

NOES:

ABSTENTIONS:

ABSENT:

ATTEST:

\_\_\_\_\_  
ALAN MCFADON, Chairman

\_\_\_\_\_  
THOM CLARK, Secretary



# FARMLAND WORKING GROUP

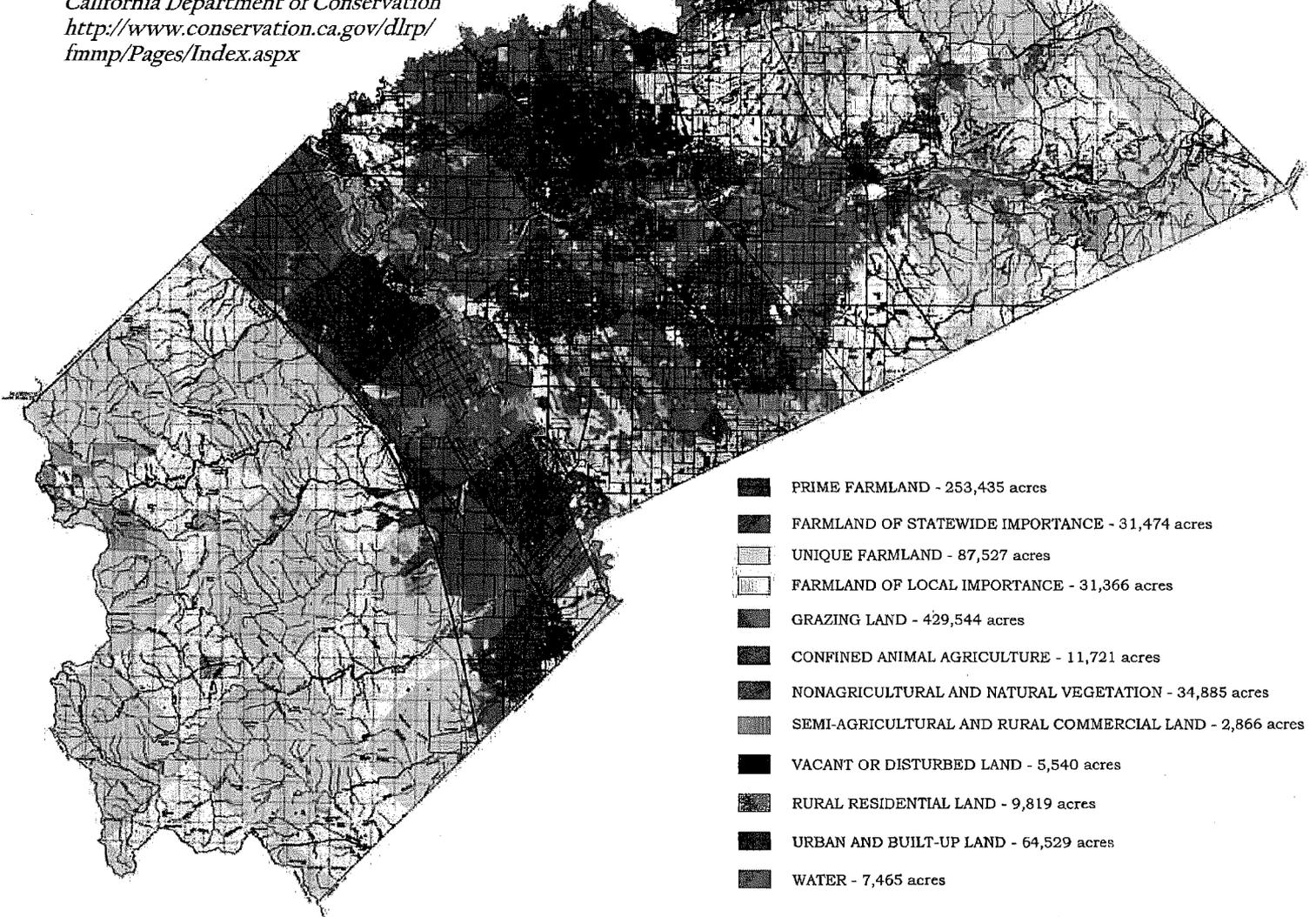
STRIVING TO PROTECT FOOD, FAMILIES AND FARMLAND

Winter 2011

The Great Central Valley of California is the scene of another valley, the great divide between representatives and the public over farmland protection. For decades, voters have supported farmland protection measures. And yet, their representatives support plans that are anything but farmland protecting. The most recent plan comes from the mayors of the nine cities in Stanislaus County.

(Continued on page 5)

California Department of Conservation  
<http://www.conservation.ca.gov/dlrp/fmmp/Pages/Index.aspx>



State of California  
 Rural Land Mapping Edition  
 Stanislaus County Important Farmland 2006

(Continued from page 4)

Among the agencies urging the board of supervisors to deny the request for cancellation of the Williamson Act contract was the California Department of Conservation, which sent a letter to the supervisors on Oct. 10 pointing out that in this instance "the project proponent has failed to establish that the state's interest in developing renewable resources on the subject property 'substantially outweighs' the variety of interests served by the preservation of the maximum amount of the limited supply of agricultural land."

On the following day, the supervisors ignored the recommendations of county staff, its own Agricultural Land Conservation Committee, the Department of Conservation and Farm Bureau by voting to approve the solar project. "The conversion of prime farmland is a bell that is very difficult to un-ring, and for solar projects it is a heedless exercise because the state is carpeted with

sunshine and only a small fraction of that falls on prime farmland," said Chris Scheuring, CFBF managing counsel. "We think the Fresno County board of supervisors needs to go back and think a bit more creatively about harmonizing the public interest in solar development with the public interest in retaining prime farmland," he said. "That can be done through more deliberate siting decisions."

The 90-acre parcel that would be converted for the solar plant is located within the Westlands Water District and has been covered by the Williamson Act since 1969. The land has been continuously farmed in recent years, primarily for the production of honeydew melons, lettuce, spinach, tomatoes, onions and an almond orchard.

Reprint from  
*California Farm Bureau Federation*

### **FWG Executive Board**

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**We're Working for YOU**  
**Please take a moment to support Our Work**  
**with an End-of-Year Donation — Thank you!**

(Continued from page 3)

While the idea and process for regional planning is sorely needed, the plan put forward by the mayors is not farmland protection.

To the contrary. Out-going Modesto Mayor Jim Ridenour has stated, "This plan protects 88,000 acres of farmland." The valley floor in Stanislaus County is about 350,000 acres, planning to leave less than 25% for our number one industry, agriculture, is a bad plan! Sprawl will resume with the next big housing development wave. We can expect existing agricultural processing facilities will need to move to other areas with better access. Sprawl congests access routes. Imagine Ceres bumping up to Turlock and Hughson. Traffic congestion would prevent crops from timely delivery to massive food processing facilities in the Beard Industrial tract. What happens to other food processors, almonds, walnuts, dairy, and the cavalcade of ag support services, when the land that feeds those industries is reduced by more than half?

Some say the Mayors Plan is not intended for protection but rather rejection. The theory is to have a public vote on an urban growth boundary map that is so massive, if it passes it has little

impact. If rejected, it has no impact. Passage would assure sprawl over our most productive soils.

Others say that the plan is intended to counter efforts by Supervisor Jim DeMartini to apply farmland mitigation standards under Local Area Formation Commission (LAFCO) for city annexations. Stanislaus County requires that one acre of farmland be protected for every acre lost to housing development. Despite any effort to substitute urban growth boundaries for farmland mitigation, it may be difficult for LAFCO to rationalize approving housing developments for cities without matching the mitigation requirement simply because the authority changes from county to city. In an era of legal challenges, it is reasonable to project a litany of setbacks for developers and cities intent on housing expansion without farmland mitigation common place in California.

In a world that just announced its 7 billionth human, it is difficult for FWG to understand how planning to urbanize nearly 262,000 acres of the most productive agricultural area the world has ever known could be a good plan. **Let's promote the mayors' process and reject the map.**

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PLANNING DIRECTORS  
OF STANISLAUS

2012 PLANNING  
COMMISSIONERS  
WORKSHOP

The Planning Directors of Stanislaus invite planning commissioners, city council members and staff to a lively presentation on why it is important to create healthy communities where people can comfortably meet and exchange ideas and the legal aspects of creating such places.

The Planning Commissioners Workshop will be on January 28, 2012, at the Riverbank Community Center, 3600 Santa Fe Street, Riverbank, CA.

This exciting event will consist of two panel discussions, the first of which will start at 9:00 a.m.; the second is expected to conclude at noon. Registration and sign-in starts at 8:00 am with light refreshments provided.

Yes, I plan to attend this event:

Name: \_\_\_\_\_

Jurisdiction: \_\_\_\_\_

Position: \_\_\_\_\_

The cost of the event is \$20 per person. This can be paid any time from now to the event sign-in. If paying by check, please make payable to the City of Riverbank.

Please RSVP to Janet Smallen by January 25, 2012. Janet can be reached at (209) 863-7128 via phone; (209) 869-7125 via Fax or at [jsmallen@riverbank.org](mailto:jsmallen@riverbank.org).