



CITY OF HUGHSON
ECONOMIC DEVELOPMENT COMMITTEE MEETING
 HUGHSON CITY HALL
 7018 Pine Street, Hughson, CA

AGENDA
MONDAY, NOVEMBER 25, 2019 - 5:30 P.M.

CALL TO ORDER:

ROLL CALL:

Mayor Jeramy Young
 Councilmember Harold "Bud" Hill
 Councilmember Michael Buck
 Councilmember George Carr (Alternate)
 Business Member Marie Assali
 Business Member Victor Martino

Staff to be Present: Raul L. Mendez, City Manager

1. PUBLIC BUSINESS FROM THE FLOOR (No Action Can Be Taken):

Members of the audience may address the City Council 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 City Council 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.

2. NEW BUSINESS:

- 2.1:** Approval of Minutes of the October 28, 2019 EDC Regular Meeting
- 2.2:** Review and Discuss Community Planning Action Team (CPAT) Strategies for Revitalization/Chapter 8.
- 2.3:** Update by Opportunity Stanislaus/Hughson SBDC on Local Initiatives and Efforts

2.4: Update on City’s Business Planning/Development/Attraction Efforts and Discussions

3. EDC COMMENTS:

ADJOURNMENT:

WAIVER WARNING

If you challenge a decision/direction of the City Council in court, you may be limited to raising only those issues you or someone else raised at a public hearing(s) described in this Agenda, or in written correspondence delivered to the City of Hughson at or prior to, the public hearing(s).

RULES FOR ADDRESSING ECONOMIC DEVELOPMENT COMMITTEE

Members of the audience who wish to address the Economic Development Committee are requested to complete one of the forms located on the table at the entrance of the Council Chambers and submit it to the Committee. **Filling out the card is voluntary.**

AFFIDAVIT OF POSTING

**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 City Council 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.

DATE: November 22, 2019 **TIME:** 3:00pm

NAME: Ashton Gose **TITLE:** Management Analyst

Notice Regarding Non-English Speakers:

Pursuant to California Constitution Article III, Section IV, establishing English as the official language for the State of California, and in accordance with California Code of Civil Procedures Section 185, which requires proceedings before any State Court to be in English, notice is hereby given that all proceedings before the City of Hughson City Council shall be in English and anyone wishing to address the Council is required to have a translator present who will take an oath to make an accurate translation from any language not English into the English language.

- General Information:** The Economic Development Committee meets in the Council Chambers on the fourth Monday of each month at 5:30 p.m., unless otherwise noticed.
- EDC Agendas:** The Economic Development Committee agenda is now available for public review at the City's website at www.hughson.org and City Clerk's Office, 7018 Pine Street, Hughson, California on the Friday, prior to the scheduled meeting. Copies and/or subscriptions can be purchased for a nominal fee through the City Clerk's Office.
- Questions:** Contact the City Clerk at (209) 883-4054



CITY OF HUGHSON
ECONOMIC DEVELOPMENT COMMITTEE MEETING
 HUGHSON CITY HALL
 7018 Pine Street, Hughson, CA

MINUTES
MONDAY, OCTOBER 28, 2019 - 5:30 P.M.

CALL TO ORDER:

ROLL CALL:

Mayor Jeramy Young - Absent
 Councilmember Harold "Bud" Hill
 Councilmember Michael Buck
 Councilmember George Carr (Alternate)
 Business Member Marie Assali - Absent
 Business Member Victor Martino - Absent

Staff to be Present: Raul L. Mendez, City Manager

Others Present: Jim Homer, Hughson SBDC

1. PUBLIC BUSINESS FROM THE FLOOR (No Action Can Be Taken):

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2. NEW BUSINESS:

2.1: Approval of Minutes of the September 23, 2019 EDC Regular Meeting

Motion by Councilmember Hill, Seconded by Councilmember Buck

2.2: Update on Development Interest (Residential and Commercial) in the Hughson Area

The City Manager provided an update on recent development interest in the City of Hughson that included the proposed Parkwood Development near the corner of Santa Fe Avenue and Hatch Road and the expansion of Sovereign Grace Community Church on Hughson Avenue.

2.3: Update by Opportunity Stanislaus/Hughson SBDC on Local Initiatives and Efforts

Hughson SBDC Consultant Jim Homer provided his monthly update. He discussed the success of the Boost Your Business Workshop held in partnership with the Hughson Chamber of Commerce and the City of Hughson. Mr. Homer also updated the Committee as to the activity in the Hughson Small Business Incubator.

2.4: Update on City's Business Planning/Development/Attraction Efforts and Discussions

The City Manager reported briefly on the recent news of the acquisition of Hughson Nut Inc (HNI) by a Singapore-based global food and agri-business Olam International Limited (Olam). The City Manager indicated that he would be working with Opportunity Stanislaus to reach out to HNI and Olam as appropriate.

3. EDC COMMENTS: None.

ADJOURNMENT: 6:45PM

Chapter 8: Strategies for Revitalization

Based on the CPAT's on-site evaluations, meetings with local stakeholders, and comparisons to other small community revitalization studies, the following list provides a way for the community to focus on revitalization solutions. These strategies are divided into 'Public Sector' strategies, and 'Private Sector' strategies. Each are listed in priority order, but can also be developed concurrently with each other, or in a different order as conditions change. For example, financial constraints may dictate that the order of priorities may change; but each priority is important in its own right and should remain on the list. Going forward, the Community may add new priorities, or revise priorities as appropriate.

'Public Sector' strategies are 'development oriented' and will normally require governmental approvals (City, County, Regional, State, or Federal), as well as funding mechanisms (public and/or private). 'Private sector' priorities are more dependent on collaboration between the City, local business interests (landowners and business owners), and organizations such as the Chamber of Commerce.

Public Sector Priorities

1. Signage

A significant portion of the traveling public drive through Hughson on Santa Fe Avenue, which is a major collector road between East Modesto and Turlock. Santa Fe Avenue is adjacent to Downtown Hughson, but is easy to miss when traveling at 55-60 miles per hour.

The term that is used is 'wayfaring' – that is, a program to direct travelers to a specific location. In this case, establishing directional signs guiding people to the downtown area. These signs would be located along Santa Fe Avenue south of East Hatch Road for southbound traffic, and south of East Whitmore Avenue for northbound traffic. Supplemental signs could also be placed west of Santa Fe Avenue for eastbound traffic on East Whitmore Avenue and northbound traffic on Tully Road. These signs would emphasize Hughson Avenue as the 'Main Street' of Hughson.

2. Water Tower Focal Point

The water tower at Santa Fe Avenue and First Street provides an excellent visual focus to the adjacent downtown area. It is the Team's understanding that the City Corporation Yard at this location will be relocated at some point in the future. With fresh paint, graphics, and landscaping around the tower, this 'monument-type sign' can provide a focal point to attract the traveling public.

3. Shade Canopy on Hughson Avenue

To counteract the Summer heat, a shade tree canopy along Hughson Avenue would create a welcoming environment for visitors and shoppers. Because of the near 100-foot street right-of-way for Hughson Avenue along with diagonal parking, planters with shade trees can be established at intervals within existing diagonal parking stalls on both sides of the street. Under this proposal, shade tree planting would begin at Second Street and precede easterly in phases to Seventh Street.

4. Temporary Plaza on Hughson Avenue

A currently vacant parcel (approximately 7,500 square feet) is located on the north side of Hughson Avenue between Third Street and Charles Street. This area could be utilized as a temporary Downtown Plaza and gathering place until it is further developed. As envisioned by the Team, the area would be sodded with grass. Movies could be projected onto the east wall of the adjacent building for evening film events, as well as live entertainment from a stage along the west property line. Patrons would utilize lawn chairs for seating and picnic before the movie or entertainment.

5. Roundabout No. 1 at Whitmore Avenue

One strategy for slowing traffic on Santa Fe Avenue is to develop a roundabout (traffic circle) that would also make the intersection safer and assist in directing traffic into the Downtown. The first roundabout is proposed for the Santa Fe Avenue-Whitmore Avenue-Third Street intersection. This project will entail coordination/cooperation with the City, the Stanislaus County Department of Public Works, and The Burlington Northern and Santa Fe Railway Company (BNSF). Funding sources may include the Stanislaus Council of Governments (StanCOG) and the California Department of Transportation (Caltrans).

6. Pocket Park Adjacent to Main Street Bakery

A small green space/gathering place is proposed for the existing alleyway west of Third Street and adjacent to the Main Street Bakery. The north wall of the bakery building will provide shade for the park area.

7. Landscaped Median on Hughson Avenue

The Team believes that sufficient area exists along the centerline of Hughson Avenue for planters, landscaping, and shade trees. The objective would be to establish a tree canopy that would provide shade over the full width of Hughson Avenue between Second Street and Charles Street.

This project would require relocating the parade route from Second Street easterly to Charles Street, then east along the centerline on Hughson Avenue.

8. Entry Feature at Second Street

An arched entry feature spanning Hughson Avenue near Second Street would provide a visual entry structure to focus attention to the revitalization area. The intersection of Santa Fe Avenue and Hughson Avenue does not lend itself to a roundabout, so an arched entry feature would act as a focal point to Hughson Avenue.

9. Roundabout No. 2 at Pine Street

A roundabout at the Santa Fe Avenue-Pine Street-Tully Road intersection would slow traffic from the north on Santa Fe Avenue, and would provide a safety benefit at a somewhat congested intersection. First Street between Santa Fe Avenue and Pine Street would also be eliminated. As with Roundabout No. 1, this project will entail coordination/cooperation with the City, the Stanislaus County Department of Public Works, and The Burlington Northern and Santa Fe Railway Company (BNSF). Funding sources may include the Stanislaus Council of Governments (StanCOG) and the California Department of Transportation (Caltrans).

10. Street Art and Furniture

Hughson Avenue lends itself well to several locations for street furniture such as benches and bicycle racks. Landscape areas and bollards can also be incorporated into intersections such as been done between the east side of the Third Street intersection to the west side of the Charles Street intersection. Street art such as fountains, sculptures, and murals can also be developed. The existing Braden Farms monument at the southwest corner of Hughson Avenue and Charles Street is a good example of incorporating aesthetic features into the streetscape.

Private Sector Priorities

1. New Brew Pub

A significant addition to the Downtown would be a Brew Pub, consisting of a craft brewery and a restaurant; or a similar business. The southeast corner of Hughson Avenue and Charles Street has been identified as a likely site. A retail establishment of this type will increase gathering opportunities for the community, as well as retain additional sales tax revenue now leaving the community. This is a high priority project, for which all community resources should be brought to bear.

2. Develop a 'Community Brand' for Hughson

In order to better promote the small town called Hughson, a 'branding program' could connect a specific theme with the community, thereby promoting the area. Examples include: 'Kingsburg – The Swedish Village;' 'Oakdale – The Cowboy Capital of the World;' 'Solvang – Danish Capital of America;' Sonora – Queen of the Southern Mines;' Angels Camp – Home of the Jumping Frog;' and 'Sutter Creek – The Jewel of the Mother Lode.' Hughson would seem to lend itself to agricultural production.

3. New Communication Tool to Link Local Businesses

This is contemplated to be an electronic tool, perhaps Facebook Messenger, Google Hangout, Beekeeper, WhatsApp, or similar Team Communication Software. There are currently over 100 offerings in the marketplace. In this scenario, all local businesses would be linked to a common system. This could result in coordinating local or special events, thereby avoiding conflicts (i.e., two events at the same time); coordination of business days and hours; and promotion of in-store specials or new products. The key is to make sure all area businesses are linked to the system.

4. Expansion of La Perla Tapatia Market

The ability to purchase meats and fresh produce was identified as a community need. La Perla has indicated a willingness to consider such an expansion at their current location on Hughson Avenue.

5. Develop a 'Farm Trail' Brochure

This task would probably fall to the Chamber of Commerce, with assistance and participation from area agricultural operations, such as Hughson Nut Company, Duarte Nursery, Mid Valley Nut Company, Hudelson Nut Company, and BellaViva Orchards. The brochure could be widely distributed and include a 'farm trail' map and short description and hours of operation for each participant.

6. Business Improvement District

Formation of a Business Improvement District (BID) would involve Downtown merchants and property owners, and would supplement revitalization improvements developed by the City. BIDs are public-private partnerships created under State legislation to perform a variety of services to revitalize and improve commercial districts. There are two types of BIDs: property-based; or business-based. For each category, assessments would be levied to generate necessary funds. A District Boundary would be determined by the participating businesses and/or property owners.

7. Architectural Services

The architectural firm of Derivi & Castellanos, who participated in this study, have volunteered to assist business owners and/or property owners in developing new or rehabilitated building façade designs along Hughson Avenue. The Team identified three preferred materials for this effort: wood, brick, and metal. Projections of building elements were also considered important; especially on the south side of Hughson Avenue Where building extend to the property line/street right-of-way line.

8. Redevelopment Block

The Team identified the area surrounded by Santa Fe Avenue, Hughson Avenue, Pine Street, and Second Street as a potential redevelopment area, and a good location for a future supermarket. This would require assembling ten parcels into one, plus the current City Corporation Yard, the alleyway and First Street to establish the appropriate 90,000 square foot (2.1 acres) development area. Several parcels are currently under one ownership.

9. Establish a Permanent Market Space

In conjunction with the establishment of a 'Farm Trail' as described in Private Sector Priority No. 5, above, establish a new 'Market Space' on Hughson Avenue to allow surrounding agricultural products to be sold at retail, including nuts, flowers and plants, salsa, fruit, jams and jellies, and peanut butter.

10. New Boutique Hotel

Hughson does not currently have any lodging businesses. As described in Public Priority No. 4 above, a vacant parcel fronting on Hughson Avenue is well located for a boutique hotel, perhaps three stories high, with parking to the rear (north) from the alleyway.

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