AGENDA

General Plan Advisory Committee Meeting #7

Monday, April 2, 2018 – 6:00 pm

Manteca Transit Center Meeting Room, 220 Moffat Boulevard, Manteca, CA

6:00 PM - GPAC Workshop

1. Call to Order
2. Roll Call
3. Approval of Summary Minutes Meeting 6 – March 5, 2018
4. General Plan Update: Transportation and Circulation Discussion
5. Public Comment
6. Adjournment

The next scheduled meeting of the General Plan Advisory Committee of the City of Manteca is Monday, June 4, 2018, at 6:00 p.m. in the Manteca Transit Center, 220 Moffat Boulevard, Manteca, CA.

I hereby certify that the agenda for the above stated meeting was posted at a location accessible to members of the public at City Hall, 1001 W. Center Street, Manteca, CA prior to Friday, March 30, 2018, by 5:00 pm.

[Signature]
LISA SCHIMMELFENNIG
ADMINISTRATIVE ASSISTANT III

In Compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call (209) 456 8017. 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).
MEMORANDUM
Meeting 7 – April 2, 2018

TO: Manteca General Plan Advisory Committee (GPAC)
FROM: Beth Thompson and Martti Eckert, De Novo Planning Group
SUBJECT: General Plan Transportation and Circulation Discussion
DATE: April 2, 2018

TRANSPORTATION AND CIRCULATION

The April 2nd GPAC meeting will focus on the topic of transportation and circulation. This meeting packet identifies specific reading materials related to transportation/circulation and raises key issues to consider in preparation for the GPAC meeting.

The Circulation Element is a required element of the General Plan. State law requires the Circulation Element to address the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military airports and ports, and other local public utilities and facilities, all correlated with the Land Use Element of the General Plan, and to plan a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner. “All users” means bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors.

The City’s Circulation Element was updated in 2011 and addresses the relationship of the Circulation Element to other General Plan elements, establishes the City’s street network, classification system, level of service standards, and the major streets master plan, and addresses complete streets to accommodate a range of users, including motorists, trucks, bicyclists, pedestrians, transit users, children, disabled persons, and seniors. The element also provides traffic calming and transportation demand management measures.

Public comments received to date are provided for the General Plan Advisory Committee to review via the General Plan Update website at: https://manteca.generalplan.org/content/public-comments.

PUBLIC COMMENTS FROM MARCH 5, 2018 MEETING

MARTIN HARRIS, TERRA LAND GROUP

- Mr. Harris identified concerns with the status of flooding improvements and number of unknowns. These comments will be considered when preparing revisions to the Safety Element and appropriate policies and/or implementation measures will be identified to encourage inter-
agency communication and consultation so that the City’s information regarding approved and planned improvements is current.

- Mr. Harris identified potential opportunities to plan wastewater infrastructure (specifically tertiary treated water infrastructure) to blend treated effluent with groundwater to improve SSJID water quality. These comments will be considered when preparing revisions to the Public Services and Facilities Element and appropriate policies and/or implementation measures will be identified to ensure that road and other infrastructure improvement projects consider opportunities to extend utility infrastructure and to identify opportunities to use treated effluent to improve water quality, including opportunities to blend water to improve SSJID water quality.

LANDON HARRIS, GUIDED SURVEYING
Mr. Harris provided insight on his decision to locate a business in Manteca. He identified the affordable housing prices and high quality of life as the primary reasons for opening his business in town and identified challenges to business operations, including the poor quality of high-speed telecommunication infrastructure and the homeless population on North Main Street. These comments will be considered when preparing the draft Economic Development policy set.

REQUIRED READING
Prior to the meeting on April 2\textsuperscript{nd}, please read the following items:

- Existing Conditions Report, Chapter 2.0, Circulation – please note that the Existing Conditions Report was provided previously in the Meeting Packet for November 6, 2017

- City of Manteca General Plan 2023, Chapter 4 – Circulation Element – please note that the General Plan 2023 was provided previously in the Meeting Packet for October 2, 2017

WORK EXERCISE
After reading the materials identified above, please consider the following questions and be prepared to discuss.

CIRCULATION AND TRANSPORTATION

1. In developing a goal and policy framework to address circulation and transportation, what top three issues or actions should the City prioritize?

2. In reviewing the existing General Plan goals, policies, and action programs that are set forth in the Circulation Element of the 2023 General Plan (pages 4-5, 4-6, and 4-11 through 4-34):
   a. Which existing General Plan goals, policies, and action programs best address the concerns you identified?
   b. What additional issues or priorities are not addressed in the existing General Plan?
1. Summary Notes - GPAC Meeting #6, March 5, 2018
ATTACHMENT 1

GPAC MEETING #6 – SUMMARY MINUTES
Summary Minutes

General Plan Advisory Committee Meeting 6 – March 5, 2018

These meeting notes provide an overview and summary of the input received during the March 5, 2018 General Plan Advisory Committee (GPAC) meeting which addressed economic development and fiscal sustainability.

Attendance

GPAC Members Present: Victoria Brunn (Acting Chair), Bill Barnhart, Joann Beattie, Wendy Benavides, James DuClair, Demetri Filios, Ronald Light, Jose Nuno, Richard Paz, Jack Snyder, David Tenney,

GPAC Member Absent: Ronald Cheek, Daryll Quaresma, Parminder Singh Sahi, Stephen Tompkins

GPAC Alternates Present: Benjamin Cantu, David Cushman, Marco Galeazzi, Jason Laughlin, John Reilla

GPAC Alternates Absent: None

GPAC Economic Development and Fiscal Sustainability Discussion

- The City, including overall economics and the downtown area, should do a better job of addressing supply and demand.
  - It was noted that the City could attract automobile and motor vehicle businesses, with examples provided of Pleasanton and its surplus vehicle sales of approximately $500 million and the ability of a Chevy dealership to generate $20 to $25 million in sales.
  - The City should work to attract high-tech manufacturers and business to business sales.

- Review the Economic Development Element and change verbiage to focus on these types of uses and to address the following:
  - The City’s population and housing growth rates should not be higher than the growth of City jobs.
  - The City needs to focus on employment for white collar and blue collar categories; reduce emphasis on services jobs.
  - Focus on growing existing companies and companies with large sales tax generation.
  - Add language to focus on high dollar, high revenue tax sales.
  - Find businesses, such as automobile and mobile home dealers, to expand the City’s top revenue sources.
- Attract white collar services for white collar residents. People living in Manteca and commuting to Bay Area are making high-dollar purchases in the Bay Area, not in Manteca. Provide goods and services so high-income residents will shop and spend locally.

- Shift focus from office and warehousing to mixed uses and multi-story (3 to 8 story) buildings

- Provision of high speed internet throughout the City is essential to attract new, high-quality businesses.

- Provide for quality of life, public art, and adequate open space. Consider a fee for public art for new businesses.

- Update Economic Development Element to remove outdated references to redevelopment.

- City needs active economic development department with adequate staff and resources to successfully attract and recruit desired businesses and industries.

- Address lack of major brand auto dealerships. Identify potential area(s) for auto dealerships to locate.

- Address lack of major furniture storefronts.

- Maintain an inventory of potential locations where auto dealerships and other major businesses could locate.

- Is there a way to increase the tax rates that go to the City on parcels in low tax-sharing areas?

- Include a business retention program to identify businesses that may be considering leaving the City and conduct outreach to try and ensure businesses to remain in the City (see ED-I-16 revision below).

- Look at ways to improve traffic and parking in Downtown. If bricks are removed, Yosemite Avenue could accommodate diagonal parking. Traffic patterns could be changed to make Yosemite Avenue one-way; Center Street could remain two-way.

- When developing the land use map and identifying sites for business and industry, focus on accommodating new business development where the City will benefit financially in terms of property tax.

- Libraries are a County function; encourage efforts of the County in providing library services. Note that privatization of libraries is supported.

- Is there a way to take advantage of the fiber optic line down the train tracks to provide telecommunication infrastructure in the City?

- Need policy to ensure fees for general services.
Address existing vacancies in the industrial park. Consider expanding to “Industrial and Business Park” to accommodate a broader range of jobs.

Address the Kmart building and other vacant buildings that need to be filled, including providing a program requiring property owners to maintain property even if the building is vacant or the use is discontinued.

Revise existing goals, policies, and implementation programs:
- ED-P-5: Make more specific. What are appropriate buffers?
- ED-I-4: The southwest area is not appropriate. Are there other locations that should be identified?
- ED-I-12: Identify preference for locating new dealerships along Highway 120.
- ED-P-7: Add “, while focusing on high-wage and/or high-sales tax producers.”
- ED-I-15: Revise to focus on median or high income tax levels or high sales-tax producers.
- ED-I-16 and ED-I-30: Make the City’s business retention program more effective. Include language to retain businesses that may be considering leaving the City.
- ED-I-18: Change reference from “Manteca Unified School District” to “school districts”.
- Goal ED-5 is too general. Make more specific and meaningful.
- ED-P-22 and ED-I-50: Identify opportunities to showcase art in City and public facilities/venues, such as rotating exhibits in the City Council Chambers and Transit Center.
- ED-I-53: Need landscape maintenance and weed control along Highway 120 and at on-ramp/off-ramp locations (Highway 120 and Airport Way example). Overall landscaping quality and maintenance should be improved and considered in future Caltrans agreements.
- ED-P-25: High-speed/high-capacity telecommunications needs to be a high priority. Necessary to attract businesses and economic development. This policy needs more teeth – specifically, the high capacity telecommunications component. This should be part of franchise agreements.

Public Comment
- Martin Harris, Terra Land Group
  - Reflective of the packet that he shared with the GPAC, Mr. Harris voiced concerns about the level of unknown information.
    - Don’t know what will happen in the City and what will happen with the US Army Corps of Engineers
    - Reclamation Districts don’t know what is going on, in terms of addressing State plans and changes
    - People don’t trust moving levees to the south until there is a way to drain water off of properties.
    - Terra Land Group will continue to provide information in the hope that State, Federal, and local agencies can work to address this.
  - Regarding the sewer wastewater treatment plant, it was noted that if planned ahead of time water infrastructure lines (such as along Raymus Expressway) could be planned to blend water with SSJID water to reduce salts in water.
  - Previous comments regarding treated vs. untreated water: Untreated water was referring to tertiary treated water – some water is not hit with the ultraviolet light to kill pathogens.
High salts in groundwater may mean that not a lot can be done with the water. Look for opportunities to blend water to reduce salt content.

- **Landon Harris, Guida Surveying**
  - Thanked GPAC for their work.
  - Opened a business in Manteca in October 2017 that provides technical and research and development jobs.
  - Located in Manteca because of the affordable housing costs (can’t pay people enough in the Bay Area to afford a home) and the quality of life.
  - Challenges to operating his business in Manteca are primarily the poor internet service and the homelessness along N. Main Street – it is hard for employees and clients to feel safe.
  - The City should consider Manteca and Ripon’s different school size standards.