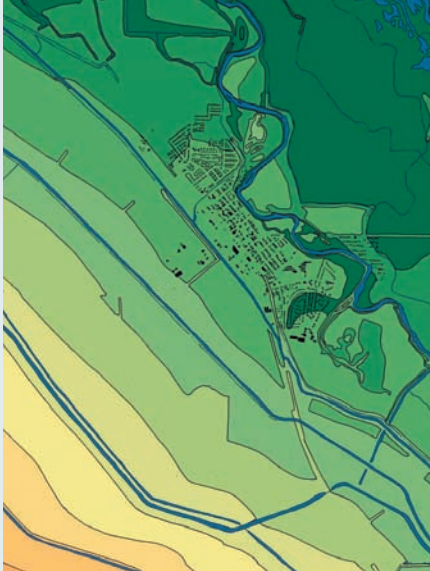


ANALYSIS OF EXISTING CONDITIONS



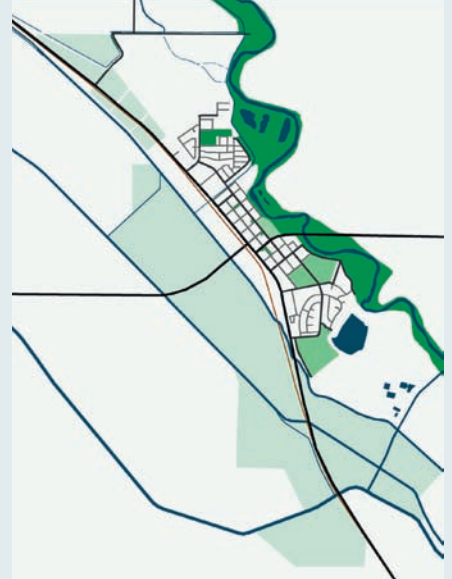
TOPOGRAPHY

Firebaugh is located in the Central valley adjacent to the San Joaquin River. A series of canals follow the topography as they move water south from the delta. The majority of the buildings in Firebaugh are located between the main canal and the San Joaquin River.



STREET NETWORK

The street network of Firebaugh began as a 6 block grid that slowly expanded into the current street network. The streets are 80' wide, typically with 56' of pavement.



OPEN SPACE NETWORK

Firebaugh has recently build a trail along the San Joaquin River. Other major open spaces and institutions include the Elementary School and the adjacent Rodeo grounds and community center. A middle and high school are located in the southern half of the town and a Community College is located at the northern end of O street.

POTENTIAL GROWTH PATTERNS

FIREBAUGH, CALIFORNIA



CP 248 URBAN DESIGN STUDIO

UNIVERSITY CALIFORNIA BERKELEY

During the 2006 Spring Semester Urban Design students at UC Berkeley analyzed the City of Firebaugh and made a series of initial design proposals based on a variety of themes. The boards on the following pages were prepared by the students for a presentation to community members on May 10th, 2006. Many of the students' recommendations became the basis for further investigations during the charrette.

Above: Presentation board prepared by UC Berkeley Urban Design students John Miki and Chunchun Tao illustrating regional analysis of topography, streets and open space.

PROPOSED GATEWAYS



FRAMEWORK OF GATEWAYS

FRAMEWORK

The entrance framework expresses the structure and growth of the city. The city is defined by the water systems, both natural and manmade, as well as the agricultural and urban interface. The entrances in to the city express this frame by marking an experience through these special characteristics of firebaugh.

The historic grid is clearly stated in its form, separating itself from the adjacent city developments. The entrances attempt to highlight the boundary of the historic grid and drawing people and expansion within.

The gateways are composed in a way that will provide change in character and form upon entering the city. These gateways are formed to establish an experience of pulling people into the city by vistas, experiential rhythm, and changes in height. Trees provide this experience in rhythm and height through tension and compression. The closely spaced trees create compression within the historic grid, slowing traffic and drawing people into the commercial center.



WESTERN ENTRANCE PLAN



BRIDGE PLAN

POTENTIAL GROWTH PATTERNS

FIREBAUGH, CALIFORNIA



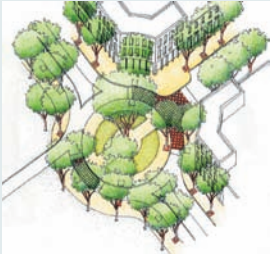
CP 248 URBAN DESIGN STUDIO

UNIVERSITY CALIFORNIA BERKELEY

Presentation board prepared by Vijo Cherian and Patrick Hood-Daniel illustrating gateway strategies.

PROPOSED GATEWAY CHARACTER

ENTRANCE DETAILS



Crossing the river becomes a special experience by activating the river edge as a pedestrian and water related recreational area. Prior to the bridge crossing, closely and thickly planted trees informs visitors that they are entering a special place. Upon reaching the bridge, the view dramatically open up to the river experience. After crossing the bridge, tall tree define the approach to the city core while allowing views through to the park and recreational areas.

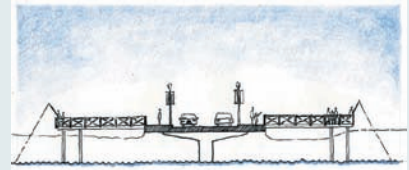
Trucks intensively use highway 33 as a resting place, as a result of the adjacent industrial western edge. An amenity is created for the truck as a resting place.

As the city grows to the west, protections of the canal from harmful contaminants by layering open space systems along the several western edges.

The farmers market defines the western entrance on highway 132 as an agricultural and urban interface to the city.



CROSSING THE BRIDGE 1

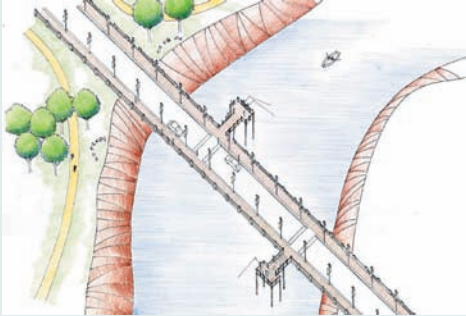


CROSSING THE BRIDGE 2



CROSSING THE BRIDGE 3

TRUCK ROUNDABOUT



BRIDGE CROSSING

TRUCK AMENITY



FARMERS MARKET



WEST OF HIGHWAY 33

POTENTIAL GROWTH PATTERNS

FIREBAUGH, CALIFORNIA



CP 248 URBAN DESIGN STUDIO

UNIVERSITY CALIFORNIA BERKELEY

Presentation board prepared by Vijo Cherian and Patrick Hood-Daniel illustrating gateway strategies.

PROPOSED OPEN SPACE FORM & CHARACTER



OPEN SPACE NETWORK

The Open Space Network is a series of parks and trails that connect Firebaugh's neighborhood with the surrounding water features and public institutions. This network is meant to guide development patterns and the character of neighborhoods.



Development along the San Joaquin River and the central canal should be oriented towards an open space network of trails and parks.



A series of courtyards front onto Firebaugh lake. A park and frontage road ring the lake with a multi-use trail and rest areas.



RIVER PARK FRONTAGE



FIREBAUGH LAKE FRONTAGE

POTENTIAL GROWTH PATTERNS

FIREBAUGH, CALIFORNIA



CP 248 URBAN DESIGN STUDIO

UNIVERSITY CALIFORNIA BERKELEY

Presentation board prepared by John Miki and Chunchun Tao illustrating potential open space strategies for new residential development in Firebaugh.

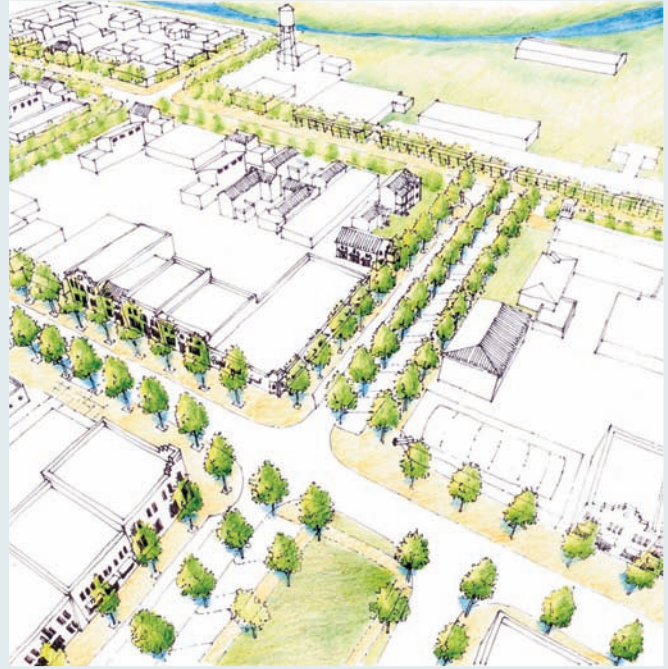
PROPOSED TOWN SQUARE



WEST NEES AVENUE AT MAIN CANAL



12TH STREET



12TH STREET AND O STREET

POTENTIAL GROWTH PATTERNS
FIREBAUGH, CALIFORNIA



CP 248 URBAN DESIGN STUDIO
UNIVERSITY CALIFORNIA BERKELEY

Presentation board prepared by John Miki and Chunchun Tao illustrating a new town square along Highway 33 in central Firebaugh.

BUILT FORM & INFILL STRATEGIES



LOTS



BUILDINGS



SMALL LOTS

50 FT. X 150 FT.

LOCATIONS: Throughout Downtown and Across Hwy 33.

OPPORTUNITIES: Infill of mixed-use and residential buildings downtown; New residential units in a range of densities.

SETRACKS: From a zero setback in certain downtown infill situations to ten feet in established residential areas.

DENSITY RANGE: 11 du/ac for alley infill unit to 48 du/ac downtown.



PRIVATE SPACE



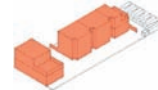
PRIVATE SPACE



PRIVATE SPACE



BUILDING ENVELOPE



BUILDING ENVELOPE



BUILDING ENVELOPE



BUILDING CHARACTER



BUILDING CHARACTER



BUILDING CHARACTER

ALLEY COTTAGE

TOWN HOMES

MAIN STREET MIXED USE

POTENTIAL GROWTH PATTERNS

FIREBAUGH, CALIFORNIA



CP 248 URBAN DESIGN STUDIO

UNIVERSITY CALIFORNIA BERKELEY

Presentation board prepared by David De La Pena and Corinne Stewart illustrating building prototypes for small infill lots in central Firebaugh.

BUILT FORM & INFILL STRATEGIES

MEDIUM LOTS

100 FT. X 150 FT.

LOCATIONS: Along O' Street near 11th, 12th and 13th Streets and Across Hwy 33.
OPPORTUNITIES: Courtyard Apartment Buildings; Mixed-use buildings with parking on-site.
SETBACKS: From a zero setback in certain downtown infill situations to ten feet in established residential areas.
DENSITY RANGE: Up to 36 du/acre.



	PRIVATE SPACE	
TOWNHOME COURT		CORNER MIXED USE COURT
	BUILDING ENVELOPE	
BUILDING CHARACTER		

LARGE LOTS

150 FT. X 150 FT.

LOCATIONS: Off 12th Street in Downtown and Across Hwy 33.
OPPORTUNITIES: Infill of mixed-use and/or residential buildings downtown; New residential units in a range of densities.
SETBACKS: From a zero setback in certain downtown infill situations to ten feet in established residential areas.
DENSITY RANGE: Up to 32 du/acre.



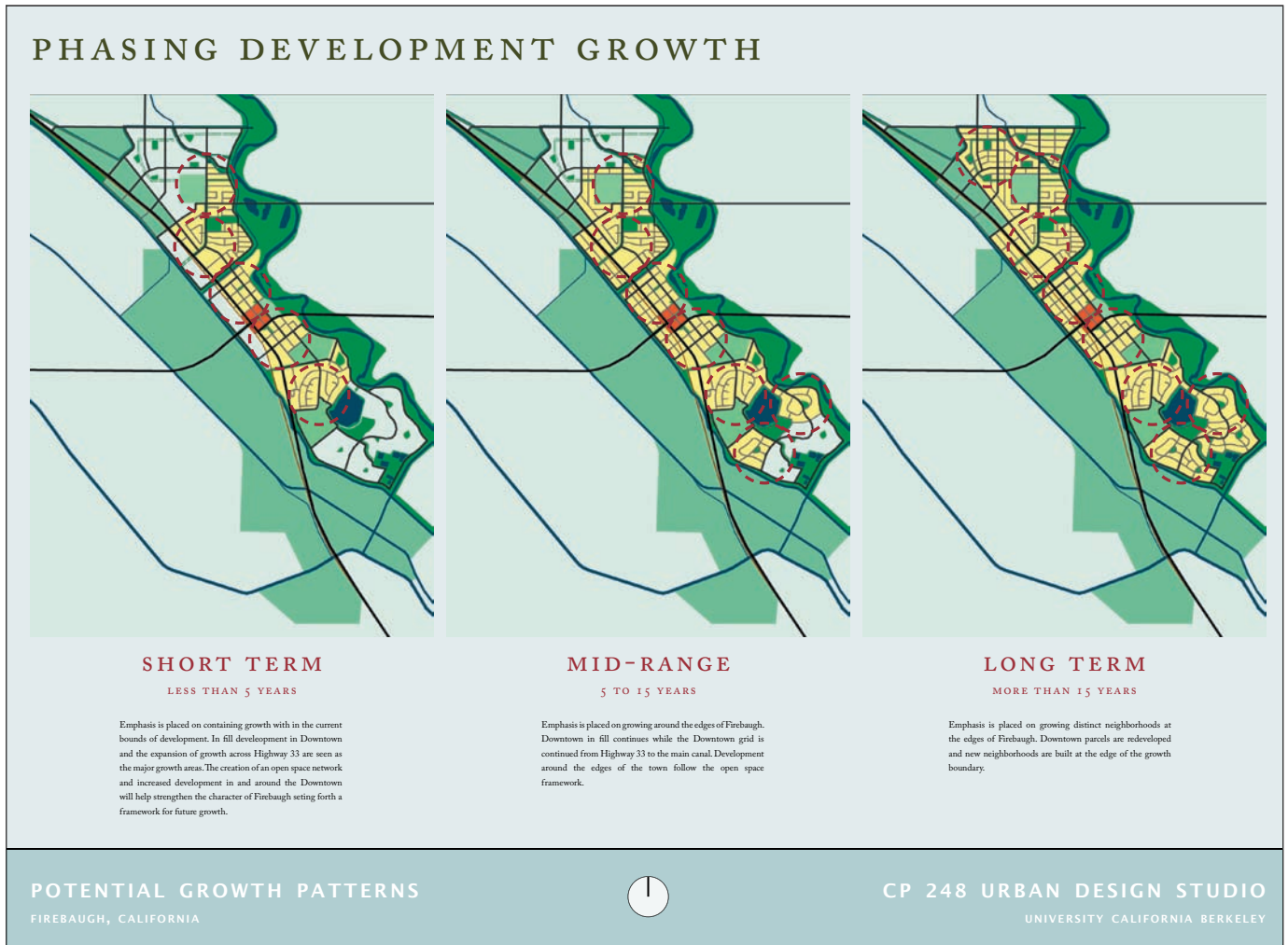
	PRIVATE SPACE	
TOWNHOME COURT		COURTYARD APARTMENTS
	BUILDING ENVELOPE	
BUILDING CHARACTER		

POTENTIAL GROWTH PATTERNS
 FIREBAUGH, CALIFORNIA



CP 248 URBAN DESIGN STUDIO
 UNIVERSITY CALIFORNIA BERKELEY

Presentation board prepared by David De La Pena and Corinne Stewart illustrating building prototypes for medium and large infill lots in central Firebaugh.



Presentation board prepared by John Miki and Chunchun Tao illustrating recommended growth strategies for Firebaugh.

Charrette Flyer

Revitalize Firebaugh!

COMMUNITY WORKSHOPS

Highway 33 and Downtown Improvement Plan

➤ Work with nationally known community planner Dan Burden to identify recommendations for safe and attractive streets and an active town center.

➤ Share your ideas with friends and neighbors for beautifying our city, creating safe streets and neighborhoods, and promoting more business and job opportunities.

➤ A team of urban design experts will translate your vision into a plan to make Firebaugh a more inviting place to walk, shop, gather and do business.

Please Join Us!

Thursday, July 13

OPENING TOWN MEETING
➤ 6:00 - 8:00 p.m.

Friday, July 14

WALKING TOUR
➤ 4:00 - 5:00 p.m.

COMMUNITY DESIGN FAIR
➤ 5:30 - 8:30 p.m.

Monday, July 17

CLOSING TOWN MEETING &
PRESENTATION OF PLAN
➤ 6:00 - 8:00 p.m.

All events will take place at
Firebaugh Middle School
Cafeteria • 1600 16th St.

Food & refreshments provided!



**Local
Government
Commission**

For more info: Jose Antonio Ramirez
(559) 659-2043 or citymanager@ci.firebaugh.ca.us
Josh Meyer, (916) 448-1198 x310 or jmeyer@lgc.org

Organized by the Local Government Commission
and the City of Firebaugh with a Caltrans
Environmental Justice Planning Grant.

¡Mejoremos el Pueblo de Firebaugh!

TALLERES DE LA COMUNIDAD

Plan para mejorar el centro y la carretera 33

- Un experto a nivel nacional en planeación y diseño, Dan Burden, estará presente para ayudarnos a preparar un plan para crear calles más seguras y atractivas, y un centro más activo.
- Participe con sus amigos y vecinos en crear un plan para embellecer nuestro pueblo, crear vecindarios seguros y promover más negocios y trabajos en Firebaugh.
- En base a nuestras ideas y nuestra visión para el futuro de Firebaugh, los expertos en diseño urbano prepararán un plan para mejorar la calidad de vida en este pueblo.



**Local
Government
Commission**

¡Participe y ayúdenos!

jueves, 13 de julio

PRIMERA REUNIÓN
DE LA COMUNIDAD

➤ 6 a 8 de la noche

viernes, 14 de julio

CAMINATA DE INVESTIGACIÓN

➤ 4 a 5 de la tarde

FERIA DE DISEÑO
DE LA COMUNIDAD

➤ 5:30 a 8:30 de la noche

lunes, 17 de julio

REUNIÓN DE CLAUSURA Y
PRESENTACIÓN DEL PLAN

➤ 6 a 8 de la noche

Todos los eventos se celebrarán
en la Cafetería de la Escuela
Secundaria, Calle 16, #1600

Comida y refrescos en todos los eventos.

Para más información comuníquese con
Jose Ramírez, Ciudad de Firebaugh, 559-659-2043,
citymanager@ci.firebaugh.ca.us, o con
Josh Meyer, Local Government Commission,
916-448-1198 x310, jmeyer@lgc.org.

Organizado por la Local Government Commission y la
Ciudad de Firebaugh con financiamiento del
Departamento de Transporte de California (Caltrans)

Focus Meeting Attendees

Alma	Antuna	United Security Bank
John	Baltierra	Rotary Club
Ian	Barrimond	Fresno County Sheriff
Rasa	Becina	Gabriela's CD Flores
David	Berggren	Caltrans
Maria C.	Ceomora	
Renee	DeVere	Fresno COG
Bianca	Echeveste	Echeveste Sheep Company
Rick	Elrod	Madera
Donald	Fischer	Fischer Lumber
Charles	Fleming	
David	Flores	
Ralph	Garcia	EDC Sewing Fresno Co.
Don	Gela	Firebaugh Desp
Sean	Howard	
Bob	Hull	Caltrans-Project Manager
Steve	Hurt	
Cliff	Jones	FLDUSD
Devon	Jones	Fresno County EDC
Mitch	Keys	Firebaugh Faith Fellowship
Ray C.	Knight	Firebaugh Planning Commission
Henry	Lara	
Maurice	Ledford	Rotary Club
Jose	Leon-Barraza	Fresno Co.
Elsa	Lopez	Firebaugh PD
Steve	Malanca	
Paul	Marquez	Caltrans Planning
Paul	Marquez	Caltrans
Dwight	McCraw	Business
Lorena	Mendibles	Caltrans
Mike	Mills	Caltrans-Landscape Architecture
Mike	Panelli	Los Banos CHP
Stefan	Pellegrini	Opticos Design, Inc
Pedro	Ramirez	Caltrans Planning
Susan P.	Ramirez	Administrative Assistant
Jose Antonio	Ramirez	City Manager
Pedro	Ramirez	Caltrans
Lynette	Rebecch	Business
Marlese	Roton	West Hills College
Oscar	Sablan	Rotary, Sablan Medical Clinic, FLDUSD
Steve	Sakata	Caltans-Design
Ben	Sanabria	Firebaugh Towing
Jose R.	Santoyo	Central Valley Engineering
Karl	Schoettler	Collins & Schoettler, City of Firebaugh
Ray	Sciaroni	
Fernando	Serna	Caltrans
Markala	Stanton	
Paul	Steinhauer	Market America
Mary	Thomsen	
Wendy	Tukloff	FLDUSD
Gloria	Tznado	
Wayne	Walters	Superintendent, FLDUSD

Focus Meeting Notes

Schools Representatives Focus Meeting

July 13, 2006

8:00 – 9:00 AM

Andrew Firebaugh Community Center

Attendees:

Marlise Roton, West Hills College

Cliff Jones, Firebaugh-Las Deltas Unified School District

Susan Ramirez, Firebaugh-Las Deltas Unified School District

Wendy Tukloff, Firebaugh-Las Deltas Unified School District

Wayne Walters, Firebaugh-Las Deltas Unified School District

Jose Antonio Ramirez, City of Firebaugh

Notes:

It is important as you come into town to have a facelift from both directions. Need to showcase the river. And need to build on the plaza that the City already has at the West Hills College site. The campus has 500 students. All are from this area. A growing number are taking online classes, which is resulting in lower enrollment. This lets students work. Most prepare to transfer to CSU or UC programs; e.g. physicians assistant programs. It is nice to spend time around the park and river. The nicest area is near the high school.

It is important to increase attendance since it is declining. Find ways to stimulate the economy. For example, Mojave tried to use the airport as catalyst for commercial development. In this area, what would make you want to come to Firebaugh? Jobs are limited. Housing is reasonably priced. People can get nicer homes for a lesser price. San Antonio riverwalk: river here could be developed in similar way with shops, short walk that is commercially developed. This would be a nice place to get away from larger cities like Fresno. There is potential for tourism as well as jobs in this area.

Is there an opportunity to make the highway better? Any examples?

Citrus Heights. As you arrive in Firebaugh, see what is pleasing and what is not. Look at what looks professional, inviting. Concentrate on visual sense of the community. Is it place I'd like to live? Does it feel safe? Expand the college. That creates focus of activity.

How do kids get to school?

There are 2400 students. We transport 1200 - 1300 students on buses. We need safety at drop off and pick up locations. Picking up children from across 33. It costs \$6 per mile. Look at reducing miles.

Susan Ramirez:

The entry into town is not very inspiring. It would be nice to see some beautification. Also, need to bring businesses into downtown. Need to increase student

enrollment. It dropped by about 82 from last year. The total is 2400. We've lost about 130 in the last 2 years. Businesses are leaving and people are moving looking for jobs. I like to park by the river and parks. The nicest area is by the high school. Beautiful river but need other things to bring that to life.

Is there any transit?

Bus service? One bus to Fresno a day. It leaves in the morning and comes back in afternoon.

What are the housing prices?

Housing prices here are less expensive than in Los Banos.

This is my First day on the job. There is tremendous community spirit in this City. I Grew up in Fowler. It has a main street. You feel there is a center – the ability to walk through and know everyone. But I don't get that sense in Firebaugh, like Visalia. Trees, landscaping alone would make a difference. Goal: students that grow up, live here, and return here. Want children that grow up here to want to come home. For grocery shopping, people go to Madera, for other shopping they go to Fresno. Madera has a Wal Mart and Office Depot.

What are the big things that could attract people in time?

Need a good grocery store, but I hate to challenge local businesses. We have a local drugstore and hardware store. Hate to see them go away although their prices are high enough. Same with hardware. You go to it if you can get it.

If I'm making large purchases for the school, I make individual trips to Fresno. If I need one thing, I get it in Firebaugh. But larger, bulk purchases, it is cheaper to go into the larger store, Fresno.

The key is the people. When trying to improve things we don't want to hurt local businesses. Recognize that we're great agricultural center. Farmers market. People will come to Firebaugh for melons. Use that as a point to attract people. A Big issue is jobs. Need to attract jobs. We're looking to attract a vocational training center, partnering with West Hills. Should also try to attract some regional shopping activities. Then you could attract people to live her. Some light industry.

I'm trying to get sheet metal factory. But it is hard to get land.

This process will help to bring these issues out into the open. We have to find ways to adapt and become attractive to people. Otherwise towns die out. Play up recreational activities along the river, bring in a golf course.

We're working with SSA Architects out of Santa Cruz to revitalize Maldonado Park. We also have a grant for a trail with from Maldonado Park and then connecting to existing trail along the river. Continue to high school. The City owns 30 acres near the river. Could build a golf course there.

The first impression is very important. As you come into town you judge the town based on what you see. If I'm an investor and see that people aren't main-

taining front yards, that buildings are not well maintained or blighted, I have trouble seeing the potential. What can we do to get others to invest? If the City invests others will invest. Need to make improvements. And then get building owners to maintain façade. Theme that we can get the City to focus on. Most businesses are leasing so they don't invest in their businesses. It's contagious. If we start making improvements we'll see others follow. We can give some carrots in the way of grants. Will then make vacant lots in downtown attractive to develop. We also need economic development activities, light manufacturing, agribusinesses. Create more jobs. Shopping Center is something we've been working on. Near the trailer park. We need about 10 acres to do a master planned shopping center. The trailer park is in bad shape, unpaved, blighted, people crossing highway, no fire hydrants. Redeveloping that site would be key. Problem: where to relocate the residents that live there.

The biggest problem: No one wants to sell property. Want to do higher density housing. To bring down costs, need to put more than 4-1/2 homes/acre. Can offer homes at less than \$175k with higher density.

Does the code currently allow higher density?

No.

We can try to illustrate through this project that if Firebaugh goes one way property values will stay low but if you get a different vision then the land value of reluctant sellers goes up.

Have you looked at a target for this type of housing? Look at people that would be interested in coming to Firebaugh and look at other approaches; e.g. cluster homes with open space, etc. Attract young families where people can afford to own a home.

Our Economic Development strategic plan is to "beat Kerman." We want property values to be higher than theirs. They don't have a downtown. Kerman is attracting folks from Fresno who want more affordable housing. Property values have appreciated over 30% in Fresno County. The City has a one million dollar grant for first time homebuyers, which can help about 10 families. Valle del Sol houses are going to be going for over \$350k. 187 homes. A Project around the lake.

We should make use of the water. Use the river to create canals for some new development.

Can't do that since water rights for San Joaquin River are all spoken for.

The City just got a safe routes to school grant. We're considering "walking buses." If the trails were completed, that would help.

The key is to work together. Get the City to work together with the schools, community colleges.

Firebaugh, SR33 and Downtown Project
Agencies Focus Group Meeting
July 13, 2006
10:00 – 11:00 AM
Andrew Firebaugh Community Center

Attendees:

Jose-Leon Barraza, Fresno County ED
Devon Jones, EDC serving Fresno County
Ralph Garcia, EDC serving Fresno County
David Berggren, Caltrans
Lorena Mendibles, Caltrans
Paul Marquez, Caltrans
Pedro Ramirez, Caltrans
Kart Schoettler, Collins & Schoettler
Renee DeVere, Fresno COG

Notes:

The attendees were asked to introduce themselves and talk about their current activities and interests that relate to the project.

Fresno County Economic Development Department

We're working with all cities on a community enterprise zone application to the state. This is an important tool for economic development. It gives employers in the area tax credits that would apply to hiring eligible people and for acquisition of equipment (exempt from sales taxes). Up to \$20 million for corporations, \$1 million for individuals. Many jurisdictions have applied and obtained designation. This is a unique opportunity. We are competing with other jurisdictions that have already received designation. The cities need to tell what type of infrastructure and programs they have in place. The application needs to demonstrate that cities and the county have the capacity to be successful in the creation of jobs, marketing, promotion, helping the business community and that there is land available for businesses to come in. This forces communities to do self-evaluation of what resources are available to show that they have the capacity to be successful. The ED corporation is already providing some functions to help with expansion/retention of businesses. There is a lot of interest from cities to participate. Every jurisdiction on its own needs to identify ways to improve itself.

Caltrans District planning coordinator for Fresno County

I've seen the impact that LGC has had to create walkable communities. We're seeing implementation of some improvements and safety projects in Cutler and Orosi that came out of a charrette organized by the LGC. We saw similar interest in a charrette in West Fresno. It is important to get residents involved. The District has some staff with personal connections to Firebaugh. There is interest in connections between transportation, housing, land use and how to revitalize

communities. Looking for successful input from residents to get a great plan.

Planning consultant to the City

We're updating Firebaugh's General Plan. We expect this process to help get a vision of what Firebaugh wants to be. Smart Growth is a wonderful thing. People know what they want. It just has to be drawn out. There is wisdom everywhere you go and it's exciting to see this happen in Firebaugh.

Caltrans Representative Systems Planning, Project Manager for TCR for Route 33

I went to school in Firebaugh. My parents still live here. I have lots of connections to this place. I used to work the fields in the summer. This was a great place to grow up. I would like to see more job diversity in Firebaugh. Give people other jobs other than agriculture.

Fresno Economic Development Corporation

We're working with rural cities. We received a USDA Rural Development Grant to promote business expansion, attraction and retention. Build capacity. We have an Americorps Vista program with 3 in training to work in rural cities. We also partner with the Economic Opportunities Commission. We did survey of all businesses to identify their needs. We did visioning and goals setting session 2 years ago. Capital improvement plan. The City Manager has been instrumental in all of that. This is a fun city to work with. I see potential. This was one of the thriving communities of the West Side. It has to diversify and bring other industries, commercial and retail. Can't depend solely on Agriculture. Need balance to get quality of life. There are opportunities along Hwy. 33.

Firebaugh could be a a model to duplicate elsewhere. That way you don't have to reinvent the wheel. Any community can do the same thing.

Vista Volunteer with the Economic Development Corporation

I'm excited to be here and to learn what to do.

Caltrans Grant Project Manager

I have had a long history of working with Firebaugh. I will be attending several of the workshops.

Caltrans Route 33 TCR Project Manager

Provided the traffic volumes for Highway 33. ADT: 12,500, with 30% comprised of truck traffic. Peak: 1,300 with truck traffic at 28%.

Caltrans Planning Dept. Representative

My husband was raised and lived here. The in-laws still live here. I would like to see more jobs for everybody, especially for young people raised here who end up moving out of town. Many go to College in Fresno and don't come back. Main

Street: nothing much there. Needs some tender loving care.

City Contract Engineer

My first trip out here was in 1945. There were 1,500 people, 99% Italian, now 8,000 people, 95% Hispanic. Now there are several large developers that are seeing potential for housing here. 2 national builders in recent years have shown interest. Need a shopping area in City. There is only one kind of supermarket. Most folks go to Fresno, Madera to do shopping. Upgrading infrastructure all time. Are currently dealing with wastewater and treatment.

There is the potential for industrial development west of the railroad, like Toma-Tek. What happens downtown is very important. Folks who buy houses here are going to want to shop here. Should try to do shopping development for the new people coming. Few trains come through. It goes to Fresno and to Los Banos.

What would draw new businesses and new families? What's missing?

Need to get into niche markets. Example, Fiesta Foods in Tulare came from Los Angeles and caters to the Latino market. Rural cities need to look at niche markets. Cities that are close together should cooperate and show there is a larger market. Can also partner with businesses, eg, Ace Hardware.

Transportation issues. Big issue is bridge that floods.

Green technology would attract people. Working at company doing solar energy, biodiesel.

We know there's a lot of leakage in Firebaugh. But because we haven't hit the magic population number we have to do work and show where money is going and to show that there's potential to invest here. Most shopping in town is convenience. Very few franchises. Need to identify land where businesses can come in and get the infrastructure in place. We're working with a specific property that has depth next to railroad. We need to find another place in town to build affordable housing for residents that are currently there.

For Selma we looked beyond and could see that there were over 200k residents in nearby proximity. We could come up with similar numbers for Firebaugh. The Niche market becomes important because people will come to you.

The combined market area can include Mendota, San Joaquin and Dos Palos.

We have about 30,000 people within 10 miles.

Work with the community college. A great asset. Example, Selma hardware added Spanish-speaking staff and sales increased significantly.

The information that the EDC office has on existing businesses is very important. But you also have to look at following up on needs, for example, technical assistance, financial assistance, etc. Need to focus on how to bring those services to the community. Also need to identify land where businesses can come into the area. Need sites for new businesses. An asset this city has is the river. There is an

opportunity for tourism promotion. The small b&b in town is always booked. New airport. Eagle Field. Have events out there. Opportunities for tourism. Develop the bridge.

There is a problem with folks crossing 33. The right of way is 100-130 feet.

Caltrans in recent years has shown more flexibility with regard to highways that cut through towns, e.g. roundabouts.

There is difficulty maneuvering out of the bakery on 33. If cars back out they end up in the highway.

Caltrans is doing a study to look at alternatives to route 180 through 33.

The downtown used to have a theater and other stores (drugs, jewelry). It has nice wide sidewalks. Need to make it very attractive to make it work well. There is lots of traffic that comes through Firebaugh and it is easy to get people to come through. There needs to be more restaurants.

Could take advantage of community events to town that draw people, like the Mexican Rodeo and Firebaugh Cantaloupe Festival.

The plan is for a farmers market. The City Council supports it. Looking to start September 15 in downtown with music and movies on the street. Locals will be allowed to bring their things to sell. Lindsey Friday nights is a model. It is hard to tell when you're in downtown. There is nothing off of 33 or 13th that tells you you're in downtown. We to not only revitalize but to clearly define downtown.

Downtown could use a façade improvement program. Parlier was very successful. You can look at other downtowns to see what they've done. Example: Exeter and Lindsay public art.

Firebaugh, SR33 and Downtown Project
Business/Community Services Focus Group Meeting
July 14, 2006
7:00 – 8:30 AM
Jack's Prime Time Restaurant

Attendees:

Members of the Firebaugh Rotary Club

Notes:

Rotary Club President Jose Antonio Ramirez opened the meeting, introduced the project, and turned the meeting over to Dan Burden, the lead charrette facilitator. Dan asked people to share what they would like to see addressed at the charrette.

Like Cambria, CA, people need a reason to stop in Firebaugh.

How do we get an enhanced view of the river?

Dan Burden: Once you have crafted the vision, people are willing to collaborate.

Truck traffic is a problem. There is no sense of welcome entering town. Need a place for the truckers.

Downtown facades: need more uniformity, colors and textures that complement one another.

Hwy 33 acts like a bypass – need something to attract people off 33.

Dan Burden: Need to slow traffic, so eyes can pick up visual attractions off side-streets.

There is the question of whether 33 will be connected to 180. That will mean more traffic.

There is no definition off 33 – if there is a downtown or how to get into downtown. People only see the ballfield at the high school after leaving town.

There needs to be signage off 33 – City Hall, food services, etc. On football night, stadium lights are on, but out-of-towners can't otherwise find their way.

Could add things like murals, like the lights across the bridge – do the same elsewhere for a common theme.

What about an airport business park?

Mendota has fountains. There is no connection to the river here, especially from the north. Ponds and fountains along the railroad would work. Need to give people a connection to the river.

Need a shopping gathering area, shopping center to keep people spending here.

Families have moved from Firebaugh because there are no jobs. We need to work together to form non-ag-based businesses. Need some industry to keep people that are here now.

We need to diversify the economy and encourage people to sell underutilized property.

Toney Daysog of Applied Development Economics, a consultant to the City addressed the group about the retail analysis they were doing. A key finding showed \$3.5 million being lost in general merchandise. This is being spent elsewhere. It is not enough to support a large new general merchandise store, but could be the basis for existing store expansions. He suggested that they devise strategies to capture what is being lost now, like changing the storefronts.

During earlier times, there was a merchant-controlled mentality. Didn't want new businesses. Counted on the people that were stuck here. Now it is important to compete with other places. Need control of the look of businesses. Don't discourage other businesses and competition.

Need to build the town as a novelty. Find novelty – uniqueness. Street entertainers, for example.

Firebaugh, SR33 and Downtown Project**Caltrans Focus Group Meeting**

July 17, 2006

10:00 – 11:00 AM

Andrew Firebaugh Community Center

Attendees:

David Berggren, Caltrans - Planning

Paul Marquez, Caltrans - Planning

Pedro Ramirez, Caltrans - Planning

Bob Hull, Caltrans - Project Manager

Steve Sakata, Caltrans - Design

Mike Mills, Caltrans - Landscape Architecture

Notes:

Lead facilitator Dan Burden presented preliminary design concepts developed by the charrette consultant team based on the focus meetings and public workshops. The group was then invited to comment and discuss their issues and goals for the project.

Driveways on Hwy 33 – we would like to have a permit for every driveway, but this is a problem on an older highway. We try to clear it up with new development, or reduce driveway openings to standard size.

Truck parking problems along Hwy 33 – the goal is to control it, not prohibit.

What about the cost of landscaping? Need the right species and planting techniques. The community will need to take responsibility for maintenance. Caltrans pays the electric bill for street lighting.

Regarding locating a truck parking area, would it be in the Hwy 33 right of way? Could Hwy 33 funding go to develop the truck parking area? It could go to make driveways, and landscaping, but not the actual lot. Also, regarding no-parking signage for trucks, not sure what the procedure would be . . . perhaps just a request from the City is needed for Caltrans to provide.

Would the use of a roundabout involve narrowing 33 to 2 lanes?

Yes, a roundabout with 2 lanes could handle 22 to 23,000 cars.

Would curbing have to be moved?

No.

One of the charrette team consultants added in details about visual access to the river from 33 and bridge improvements, such as piers.

Dan Burden discussed the importance of adding an 8 to 10 inch edge stripe on 33

for bike lanes to better control the environment by providing clear definition of the area of operation for cars.

Dan Burden reviewed other off-site (non Hwy 33 changes):

P Street – design for high pedestrian traffic

Gateway examples

O Street – create outdoor patio space for more activity

Alleys – space for small accessory units

Q Street – riverfront design

More on 33 – bike lanes can serve as pullouts for emergency vehicles to pass; signed truck turnaround points could be located at Clyde Fannon and South of 14th Street – a roundabout and one-way truck parking loop would help facilitate truck movements.

It was pointed out that it would cost about \$25,000 for 1.3 miles of painted edges.

Roundabouts – people aren't used to them. A charrette team consultant pointed out that there are rotaries in Mexico – glorietas. Can use good signage. The main problem is hesitation around yield. A first roundabout could be introduced on 13th Street to help people get used to them.

How do bikes use roundabouts?

If the speeds are okay, experienced riders take the lane. For others, can build ramps through the sidewalks.

There is a good example of a roundabout in Patterson – looks nice with palm trees.

Roundabouts are sprouting up in Washington state. They are the norm in rural sections of Europe.

Have you measured or determined the needs where bike lanes and sidewalks need to go?

We've observed pedestrians on P and 33 in the north, and in the south, near Head Start. Need to complete the sidewalk on the city side of 33.

What about lighting? Would lighting on Avenue 7-1/2 affect Hwy 33 choice?

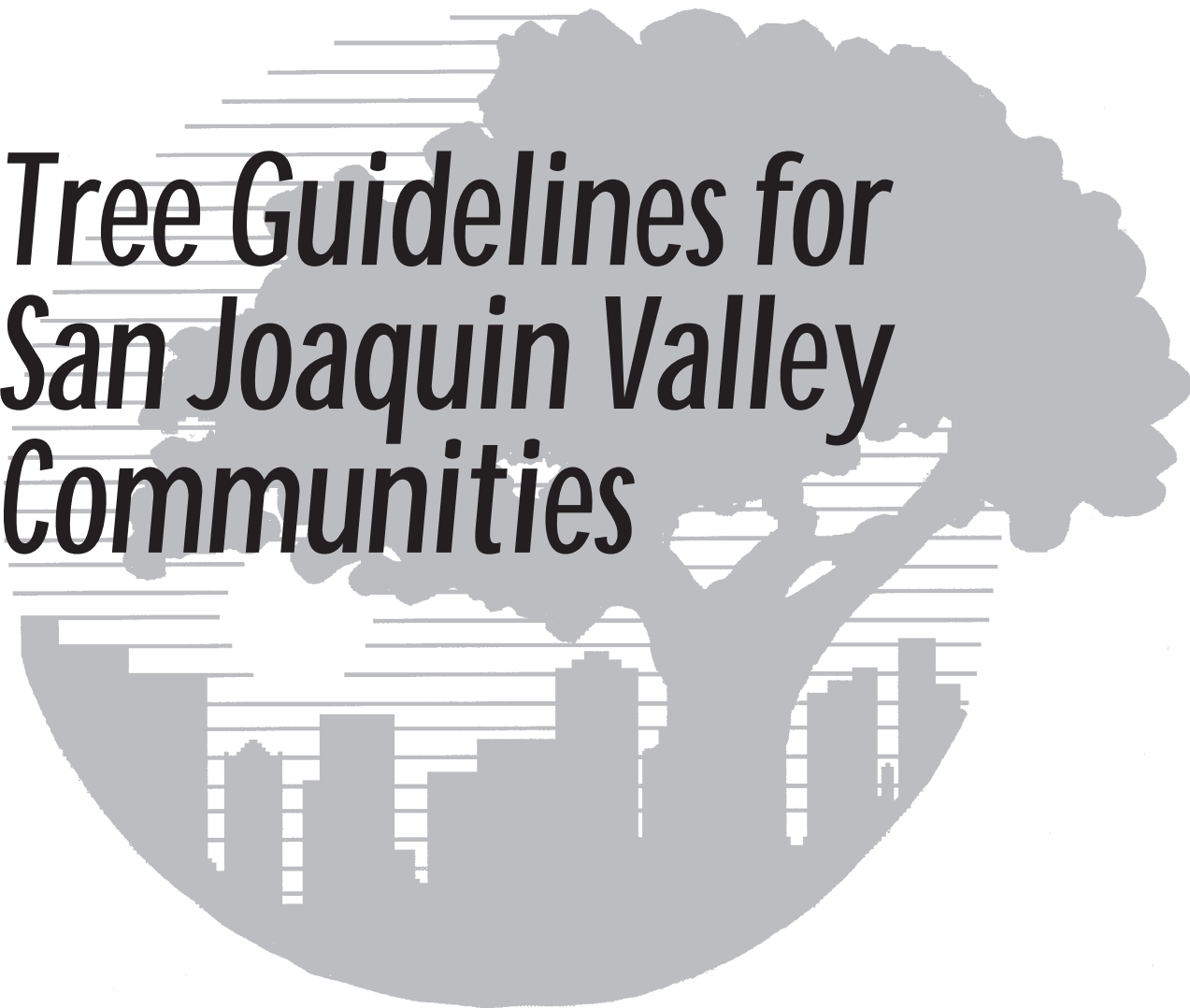
Any discussion about themes?

We've stayed away from this in our recommendations.

Last thought: remember there is maintenance cost for all this.

Public Events Attendees

Jack & Genell		Oscar	Sablan
Antonia	Abevalo	Tony	Sablan
Alma	Antuna	Stacy	Sablan
John	Baltierra	Civilo	Sava
Phyllis	Baltierra	Jose	Silva
David	Berggren	Guadalupe	Silva
Maria	Borrso de C.	Mike	Simmons
Maria	Calderon	Laxie	Stewart
Pete	Cardella	Hilary	Syde
John F.	Cinatl	Mary	Thomsen
Lorina	Cleinte	Allen	Thomsen
Jim	Cook	Gloria	Tignado
Berlita	Corimona	Mary	VanPelt
Cheryl	Craddock	David	VanPelt
Deanne	Crockett	Rosalinda	Vilchis
Bianca	Echeveste	Maria	Vilchis
Rosalinda	Espincia	Barbara	von Bieberstein
Denise	Etchegouberg	Marshall	von Bieberstein
Ines	Fraga	Wayne	Walters
Nicolas	Fraga		
Ines	Fraga		
Marta	Frausto		
Roger	Guthrie		
Georgina	Gutierrez		
Brian	Hansen		
Craig	Knight		
Ray C.	Knight		
Margie	Knight		
Tucker	Knight		
Margie	Knight		
Mari	Locke Martin		
Maria	Lopez		
Jim	Lowe		
Ray	Maldonado		
Javier	Marquez		
Mari	Martin		
Maria C.	Morales		
Maria G.	Moya		
Gloria	Moya		
Hilda	Perez		
Rigoberto	Perez		
Cuca	Perez		
Pat	Perry		
Joe	Perry		
Barbra	Powell		
Jose Antonio	Ramirez		
Lynette	Rebecch		
Betty	Rebecch		
Joe	Rodriguez		
Mari	Sabe		
Mele	Sablan		
Maria	Sablan		



Tree Guidelines for San Joaquin Valley Communities

by
E. Gregory McPherson
James R. Simpson
Paula J. Peper
Qingfu Xiao

Western Center for Urban Forest Research and Education
USDA Forest Service, Pacific Southwest Research Station

March

1999

5. Trees for San Joaquin Valley Communities

Tree selection is a compromise. There is no perfect tree that matches all the criteria required by specific sites: beautiful flowers and form, deep rooting, drought tolerance, pest/disease resistance, rapid growth, strong branch attachments, low BVOC emissions, and so on. Finding the best tree takes time and study. Collecting information on conditions at the site is the first step. Consider the amount of below- and above-ground space, soil type and irrigation, microclimate, and the type of activities occurring around the tree that will influence its growth and management (e.g., mowing, parking, partying). In most cases, it is too expensive to alter site conditions by making them more suitable for a specific tree species. Instead, it is more practical to identify trees with characteristics that best match the existing site conditions, particularly those conditions that will be most limiting to growth.

The matrix in this chapter presents information to assist tree selection. Tree species recommended in general for San Joaquin Valley communities are listed alphabetically by mature tree size category – large, medium, and small. Information is presented on characteristics influencing selection for energy and water conservation (i.e., solar friendly, deciduous/evergreen, irrigation requirement, growth rate), air quality improvement (ozone-forming potential), and reducing infrastructure conflicts (surface rooting, tidiness, pruning requirement). A general assessment of each tree's suitability for street, yard, and park locations is also presented.

We received helpful reviews of this information from Alan Lagarbo (City of Modesto), Keith Warren (J. Frank Schmidt & Son Co.), and Janet Rademacher (Mountain States Nursery).

References used to develop the tree selection matrix are listed in Chapter 6.

Key to the Matrix

- A:** Mature tree height (ft.)
- B:** Mature tree crown spread (ft.)
- C:** Tree Type: D=deciduous, E=evergreen, S=semi-evergreen
- D:** Solar friendly trees provide winter solar access as well as summer shade; trees numerically ranked based on crown density, time of leaf drop, time of leaf out, crown area and growth rate; NDA=no data available (Ames 1987).
- E:** Growth Rate: F=Fast; M=Moderate; S=Slow (Gilman et al. 1996). Note that actual growth rates depend on soils, irrigation, and other factors.
- F:** Longevity: L=Long (>50 years); M=Medium (25-50 years); S=Short (<25 years) (Gilman et al. 1996).
- G:** Availability of cultivars (an asset when trees with specific traits are needed to match site conditions, such as upright form, pest resistance, fruitless): Y=Yes; N=No.
- H:** Resistance to pests and disease: S=pest/disease sensitive; R=resistant; F=free from pests/disease (Gilman et al. 1996).
- I:** Problems with surface roots: Y=can form large surface roots; O=occasional problem; N=not a problem (Reimer 1996).
- J:** Contribute to ozone formation (data only available for Los Angeles): H=>10; M=1-10; L=<1 g ozone per day, NDA=no data available (Benjamin and Winer 1998).
- K:** Other important features that influence tree selection such as irrigation requirement (from Costello and Jones 1992), soil tolerance, tidiness, and pruning requirement (Gilman et al. 1996, Reimer 1996).
- L:** S- Street=difficult growing conditions, in heavily used areas: median, streetside, commercial plaza, and retail. Y- Yard=less difficult growing conditions, less public, sometimes restricted space: residential yard, common areas in residential developments, commercial office. P- Park=less restricted space, public use: parks =, schools, cemeteries, commercial campus/industrial park.



Tree Name	A Mature Height ft.	B Mature Spread ft.	C Type	D Solar Friendly	E Growth Rate	F Long- evity	G Cultivars Avail.	H Pest/ Disease Resistance	I Sur- face Roots	J Ozone Forming Potential	K Comments (soil, drought, tidiness, pruning)	L Suitability S=Street Y=Yard P=Park
Large Trees >50 ft. Height												
<i>Celtis australis</i> , <i>occidentalis</i> European/common hackberry	40-70	40-50	D	Y	M	L	N	R	O	L	fruit, mod. irr., avoid clay soil	S/Y/P
<i>Eucalyptus papuana</i> , <i>sideroxylon</i> , ghost gum, red ironbark eucalyptus	40-80	30-80	E	N	F	M	Y	R	Y	H	litter, little irr., limb breakage	P
<i>Fraxinus americana</i> 'Autumn Purple,' 'Chicago Regal' - white ash	40-60	35-50	D	Y	F	L	Y	S	O	L	mod. irr., fall color	S/Y/P
<i>Fraxinus pennsylvanica</i> 'Patmore,' 'Leprechaun,' 'Centerpoint,' green ash	60-70	45-50	D	Y	F	L	Y	S	O	L	mod. irr., fall color	S/Y/P
<i>Gymnocladus dioica</i> Kentucky coffee tree	40-60	40-60	D	Y	M	L	N	R	N	NDA	mod. irr., tough conditions, fruit	S/Y/P
<i>Liquidambar styraciflua</i> sweetgum	60-75	35-50	D	N	M	L	Y	R	O	H	fruits, mod. irr., fall color	S/Y/P
<i>Magnolia grandiflora</i> Southern magnolia	60-80	30-40	E	N	M	L	Y	R	Y	M	litter, high irr., flowers	S/Y/P
<i>Pinus canariensis</i> Canary Island pine	60-90	30-40	E	N	F	L	N	S	O	L	low irr., litter	Y/P
<i>Pinus pinea</i> Italian stone pine	35-80	35-60	E	N	M	L	N	S	N	L	low irr., limb breakage	P
<i>Pinus torreyana</i> torrey pine	40-60	40-50	L	N	F	L	N	F	O	M	native, low irr.	P
<i>Platanus acerifolia</i> 'Yarwood' or 'Bloodgood' London plane	50-70	50-70	D	N	F	L	Y	S	O	H	litter, low irr.	S/P

Large Trees > 50 ft. height

Tree Name	A Mature Height ft.	B Mature Spread ft.	C Type	D Solar Friendly	E Growth Rate	F Long- evity	G Cultivars Avail.	H Pest/ Disease Resistance	I Sur- face Roots	J Ozone Forming Potential	K Comments (soil, drought, tidiness, pruning)	L Suitability S=Street Y=Yard P=Park
<i>Platanus x hispanica</i> 'Columbia' London plane	40-60	40-60	D	N	F	L	Y	R	O	H	litter, low irr.	S/P
<i>Quercus frainetto</i> 'Forest Green,' Forest Green oak	40-50	30-40	D	N	F	L	Y	S	O	H	low. irr., acorns	Y/P
<i>Quercus ilex</i> holly oak	40-50	40-50	E	N	M	M	N	R	O	H	mod. irr., acorns	Y/P
<i>Quercus suber</i> cork oak	60-70	40-50	E	N	M	L	N	R	O	H	low irr., acorns	P
<i>Quercus virginiana, fusiformis</i> Southern, escarpment live oak	50-80	50-80	E	N	M	L	Y	R	O	H	mod. irr., acorns	P
<i>Taxodium distichum</i> bald cypress	50-60	25-30	D	Y	F	L	N	R	N	M	mod. irr., rusty fall color	S/Y/P
<i>Umbellularia californica</i> California laurel	40-60	40-60	E	N	S	L	N	F	O	M	native, mod. irr.	S/Y/P

**Large
Trees
>50 ft. height**

Tree Name	A Mature Height ft.	B Mature Spread ft.	C Type	D Solar Friendly	E Growth Rate	F Long- evity	G Cultivars Avail.	H Pest/ Disease Resistance	I Sur- face Roots	J Ozone Forming Potential	K Comments (soil, drought, tidiness, pruning)	L Suitability S=Street Y=Yard P=Park
Medium Trees 30-50 ft. Height												
<i>Acacia stenophylla</i> shoestring acacia	30-40	20-30	E	N	R	L	N	R	N	L	very low irr., thornless	S/Y/P
<i>Acer freemanii</i> 'Autumn Blaze', Autumn Blaze maple	40-50	30-40	D	Y	M	M	Y	R	O	L	mod. irr., fall color	S/Y/P
<i>Brachycton populneus</i> bottle tree	35-50	25-40	E	N	M	L	N	F	Y	NDA	fruit litter, mod. irr.	S/Y/P
<i>Cercidium</i> x 'Desert Museum,' palo verde	25-35	25-35	S	N	F	M	Y	F	N	L	thornless, low irr.	S/Y/P
<i>Cinnamomum camphora</i> camphor tree	40-60	50-70	E	N	M	L	N	R	Y	L	mod. irr., shallow roots	S/Y/P
<i>Dalbergia sisoo</i> , rosewood	30-50	30-50	S	N	R	M	N	R	O	NDA	low irr., low maint	S/Y/P
<i>Diospyros virginiana</i> (male clones), persimmon	30-50	20-40	D	Y	M	L	Y	S	N	NDA	mod. irr., litter, fall color	Y/P
<i>Eucalyptus microtheca</i> , coolibah	40-50	40-50	E	N	F	L	N	F	O	H	low irr., soil tolerant	S/Y/P
<i>Geijera parviflora</i> Australian willow	30-35	20-25	E	N	F	M	N	F	N	L	low maint., mod. irr.	S/Y/P
<i>Koelreuteria paniculata</i> , <i>bipinnata</i> , <i>elegans</i> goldenrain, Chinese flame, and Formosan flame tree	30-40	20-40	D	Y	M	M	N	R	N	H	litter, mod. irr., attractive flowers/fruit	S/Y/P
<i>Metasequoia glyptostroboides</i> dawn redwood	40-50	15-25	D	Y	F	L	N	R	N	M	high irr.	S/Y/P

**Medium
Trees
30-50 ft. height**

Tree Name	A Mature Height ft.	B Mature Spread ft.	C Type	D Solar Friendly	E Growth Rate	F Long- evity	G Cultivars Avail.	H Pest/ Disease Resistance	I Sur- face Roots	J Ozone Forming Potential	K Comments (soil, drought, tidiness, pruning)	L Suitability S=Street Y=Yard P=Park
<i>Paulownia tomentosa</i> princess-tree	40-50	40-50	D	Y	F	M	N	F	O	NDA	litter, mod. irr.	S/Y/P
<i>Pistacia chinensis</i> 'Keith Davey', Chinese pistache	40-50	30-40	D	Y	M	M	Y	F	O	L	low irr, fall color, use male clone	S/M/P
<i>Prosopis alba</i> 'Thornless' thornless Mesquite	25-35	25-35	S	N	F	M	Y	R	O	L	thornless, low irr.	S/M/P
<i>Pyrus calleryana</i> 'Trinity', 'Chanticleer', flowering pear	25-35	15-20	D	N	M	M	Y	R	N	L	mod. irr., fruit litter, fall color	S/Y/P
<i>Sapium sebiferum</i> Chinese tallow tree	25-40	25-35	D	Y	F	S	N	F	O	NDA	low irr., fall color, poison seeds	Y
<i>Tilia americana</i> 'Redmond' Redmond linden	30-50	30-45	D	Y	M	L	Y	R	N	NDA	mod. irr., fall color	S/Y/P
<i>Ulmus</i> 'Frontier', 'Prospector' Frontier and Prospector elm	35-50	25-45	D	Y	F	M	Y	R	O	L	mod. irr., disease resist.	S/M/P
<i>Ulmus parvifolia</i> 'Athena', 'Allee', Chinese/facebark elm	40-50	25-35	D	N	F	S	Y	R	N	L	freq. pruning, mod. irr.	S/M/P
<i>Zelkova serrata</i> 'Green Vase' Green Vase zelkova	40-60	40-60	D	Y	M	L	Y	R	N	L	low irr., orange fall color	S/M/P

**Medium
Trees
30-50 ft.
height**

Chapter 5

Tree Name	A Mature Height ft.	B Mature Spread ft.	C Type	D Solar Friendly	E Growth Rate	F Long- evity	G Cultivars Avail.	H Pest/ Disease Resistance	I Sur- face Roots	J Ozone Forming Potential	K Comments (soil, drought, tidiness, pruning)	L Suitability S=Street Y=Yard P=Park
Small Tree < 30 ft. Height												
<i>Acer bergierianum</i> and <i>truncatum</i> , trident and 'Norwegian Sunset' maple	20-30	20-30	D	Y	S	M	Y	R	N	L	mod. irr., attractive fall color	S/Y/P
<i>Amelanchier</i> 'Autumn Brilliance', serviceberry	15-25	10-20	D	Y	S	M	Y	S	N	NDA	white flws, fall color	S/Y/P
<i>Arbutus unedo</i> strawberry tree	10-30	10-30	E	N	S	M	Y	F	N	NDA	low irr., needs pruning	S/Y/P
<i>Cercis canadensis</i> , <i>occidentalis</i> , Eastern and Western redbud	15-25	15-25	D	Y	M	M	N	R	N	L	low-mod. irr., flowers/fall color	S/Y/P
<i>Chilopsis linearis</i> desert willow	15-30	15-25	D	NDA	M	M	N	F	N	H	very low irr., needs pruning,	S/Y/P
<i>Chitalpa tashkentensis</i> chitalpa	20-30	20-25	D	NDA	M	M	Y	R	N	NDA	litter, mod. irr., flowers	S/Y/P
<i>Lagerstroemia indica</i> x L. <i>faurei</i> clones, crape myrtle (Catawba, Cherokee, Pecos etc.)	15-25	10-20	D	Y	M	M	Y	R	N	L	low irr., needs training, flowers	S/Y/P
<i>Malus</i> 'Snowdrift' and 'Golden Raindrops', crabapple	15-25	15-25	D	N	M	M	N	R	N	L	mod. irr., litter, attractive flws.	Y/P
<i>Prunus</i> 'Cascade Snow' Cascade Snow cherry	20-25	15-20	D	Y	M	S	Y	R	N	L	high irr., white flowers	S/Y/P
<i>Prunus cerasifera</i> 'Krauter Vesuvius' 'Thundercloud', purple leaf plum	20-30	20-30	D	Y	M	S	Y	S	N	L	mod. irr., fruit litter, pink flowers	Y/P

**Small
Trees
< 30 ft. height**

Tree Name	A Mature Height ft.	B Mature Spread ft.	C Type	D Solar Friendly	E Growth Rate	F Long- evity	G Cultivars Avail.	H Pest/ Disease Resistance	I Sur- face Roots	J Ozone Forming Potential	K Comments (soil, drought, tidiness, pruning)	L Suitability S=Street Y=Yard P=Park
<i>Syringa reticulata</i> 'Ivory Silk' Ivory Silk Japanese tree lilac	20-30	15-20	D	Y	M	M	Y	R	N	NDA	mod. irr., white flowers	S/Y/P
<i>Quercus buckleyi</i> 'Redrock' redrock oak	20-30	20-25	D	NDA	M	L	Y	R	N	H	low irr., red fall color	S/M/P
<i>Vitex agnus-castus</i> chaste tree	10-15	15-20	D	NDA	F	M	Y	R	N	NDA	low irr., flowers	S/M/P
<i>Xylosma congestum</i> shiny xylosma	15-30	15-30	E	N	M	M	N	R	N	NDA	low irr., needs training	S /Y/P

**Small
Trees
<30 ft. height**