

NOTICE OF SPECIAL MEETING

Pursuant to Section 54956 of the Government Code of the State of California, a Special meeting of the Planning Commission is hereby called for:

Date/Time: **Wednesday, June 22, 2011, 8:00 p.m.**
(or as soon thereafter as possible)

Location: **City of Tracy Conference Room 203**
333 Civic Center Plaza

Government Code Section 54954.3 states that every public meeting shall provide an opportunity for the public to address the Planning Commission on any item, before or during consideration of the item, however no action shall be taken on any item not on the agenda.

1. Call to Order
2. Roll Call
3. Items from the Audience - *In accordance with Procedures for Preparation, Posting and Distribution of Agendas and the Conduct of Public Meetings, adopted by Resolution 2008-140 any item not on the agenda brought up by the public at a meeting, shall be automatically referred to staff. If staff is not able to resolve the matter satisfactorily, the member of the public may request a Planning Commissioner to sponsor the item for discussion at a future meeting.*
4. Director's Report
 - A. **DISCUSSION OF DATES FOR A DOWNTOWN WORKSHOP AND DISCUSSION ON WHETHER THE PLANNING COMMISSION WANTS TO ATTEND THE WORKSHOP AS A FULL BODY OR APPOINT A SUBCOMMITTEE TO ATTEND AND, IF THE LATTER, APPOINTMENT OF SUCH SUBCOMMITTEE**
5. Adjournment

Posted June 21, 2011

The City of Tracy complies with the Americans with Disabilities Act and makes all reasonable accommodations for the disabled to participate in public meetings. Persons requiring assistance or auxiliary aids in order to participate should call City Hall (209-831-6000), at least 24 hours prior to the meeting.

Any materials distributed to the majority of the Planning Commission regarding any item on this agenda will be made available for public inspection in the Development and Engineering Services Department located at 333 Civic Center Plaza during normal business hours.



Think Inside the Triangle™

Report to Planning Commission On Proposed Joint Downtown Workshop June 22, 2011

TENTATIVE DATES FOR JOINT DOWNTOWN WORKSHOP:

The two tentative dates for the Joint Downtown Workshop are:

- ❖ August 9th and August 30th @ 6:00 p.m.

The Joint Downtown Workshop was discussed with the Chamber Board on June 22nd, with the Planning Commission at your July 6th meeting, and with the TCCA Board on July 14th. A conference call has been scheduled with Michael Freedman, from Freedman, Tung and Sasaki, the facilitator on July 22nd, at which time the agenda for the Joint Downtown workshop will be finalized.

BACKGROUND:

By way of background, over the last several months, there has been heightened attention in the downtown with regard to crime, gang activity, and the effectiveness of past and future investments in the downtown. Concerns with regard to perceived increase crime and gang activity were raised by some downtown businesses over the last several months, and most recently, discussions about the Way finding Signage project has created a dialogue about which should come first: The Way-finding signage (which may bring activity downtown) or an emphasis on filling empty properties downtown (which, if addressed first before investing on Way-finding signage for downtown, would increase activity). Additionally, questions about the effectiveness of past and current investment in the downtown area, particularly after the \$50 million dollar investments of prior years and the current investments on acquiring the West side market and construction of the downtown plaza raises the question of how these investments impact downtown revitalization.

This recent dialogue about way-finding signage, perceived crime and gang activity in downtown, and the effectiveness of past investments in downtown has raised the question of "What is the vision for downtown and what do we want our Downtown to be?" While these recent downtown conversations have taken place, the Planning Commission has begun public hearings on the Downtown Specific Plan, which has inherent revitalization strategies outlined within the plan.

JOINT DOWNTOWN WORKSHOP TENTATIVE AGENDA:

This is an opportune time to have a dialogue with the Tracy City Council, Chamber of Commerce Board, the recently established TCCA Board, and the Planning Commission, and (1) revisit the vision for downtown that was laid out four years ago, (2) assess whether anything has changed since then, (3) review the revitalization strategies outlined in the Downtown Specific Plan, and (4) determine whether, in fact, these priority downtown revitalization strategies outlined in the plan will get us there.

REVITALIZATION STRATEGIES OUTLINED IN THE DOWNTOWN REVITALIZATION PLAN:

Some of the key revitalization strategies outlined in the Downtown Specific Plan are highlighted below:

To revitalize the Downtown in keeping with the community's vision of its future, the City intends to promote and guide new investment and change by employing municipal policies and resources strategically. Keep in mind that strategy must always remain sufficiently nimble to respond to unexpected opportunities and to make best use of resources as they become available. The strategic priorities include:

1. Reposition Downtown to tap into demand for Downtown lifestyle.

Reposition the downtown as the urban living choice for Tracy and the region. Simultaneously promote (1) dense housing; (2) a wide range of entertainment and retail/restaurant offerings in an amenity-rich pedestrian environment; (3) growing contemporary Civic Workplace district within walking distance of Downtown housing; (4) culture, arts and classes; and (5) better connections within and to the downtown – transit services and station amenities.

2. Substantially increase the population of Downtown residents.

Promote new housing within a half mile of the Downtown Core.

3. Target Tracy's strong family demographics

- a. Plan for types of housing that can accommodate families, especially starter homes.
- b. Target family-oriented retailers for recruitment.
- c. Program events that appeal to families.
- d. Design public improvements that consider the recreation needs of children.

4. Enhance the drawing power of the retail core.

- Use land use policy to direct the first investments in the most essential types of retail development into the Downtown Core (require ground floor activity generating uses)

- Compensate for the relatively large size of the Downtown Core by clustering uses with similar peak times to maximize synergy and street life

Focus recruitment efforts on encouraging more daytime-oriented retail businesses to locate on 10th street and along the northern segments of Central Avenue and on encouraging more nighttime-oriented businesses, such as restaurants and entertainment, to locate along the southern portion of the district.

- Put activity on display and stimulate outdoor eating. One of the key factors that draws people to urban areas is other people. Providing engaging “outdoor theater” is one of the primary means by which Downtown distinguishes itself from competing shopping areas. Revise public policies to allow and encourage outdoor dining, and plan public Improvements to enhance opportunities for restaurant and café owners and operators to do so.

5. Make Downtown look and feel like the “Heart of the City”.

As the “Heart of the City”, it is important that Downtown be easy to find and that it leaves a very positive impression on everyone who sees it. It should look like a place one wants to explore, linger, work and live in.

- Complement the sidewalk and shop front environment with an iconic gathering space in the Downtown Core.
- Promote the renovation and enhanced visibility of historic buildings.
- Make Downtown’s history visible in the design of new public and private features of the district.

PLANNING COMMISSION ACTION:

The action sought from the Planning Commission is to:

1. First, set aside Aug. 9th and Aug. 30th @ 6:00 p.m. as possible Downtown Workshop dates, and
2. Determine whether the entire Planning Commission or a subcommittee representing the Planning Commission will attend the Downtown Workshop in August.
3. If the Planning Commission elects to appoint a subcommittee to attend, appoint the Planning Commission Subcommittee members to represent the Planning Commission.

As previously mentioned, either Aug. 9th or Aug. 30th will be finalized once the Planning Commission, the Facilitator’s, Chamber Board, and TCCA Board calendars are polled. Dates will be finalized by July 22nd, at which time the Planning Commission will be informed about the final date and location.