Firebaugh has recently built 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.

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.
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 to the city represent this frame by creating an experience through these special characteristics of firebaugh.

The historic grid is clearly stated in its form, separating and defining 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 intended to establish a perception or pulling people into the city by creating sequential rhythm, and changes in height. Trees provide the experience in rhythm and height through tension and compression. The closely spaced trees create compression within the historic grid, drawing people into the commercial center.
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 inform visitors that they are entering a special place. Upon reaching the bridge, the view dramatically opens up to the new experience. After crossing, the bridge, tall trees define the approaches to the city core while allowing views through to the parks 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 hazardous contaminants by layered 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.
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 walking the lake with a multi-use trail and rest areas.

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

WEST NEEDS 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.
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**

**LOCATION:** Along 12th Street near 12th, 13th and 14th Streets.

**OPPORTUNITIES:** Commercial and Mixed-use Buildings. Mixed-use buildings along 12th Street are expected to be infill.

**SETBACKS:** 10 feet in established residential areas.

**DENSITY RANGE:** Up to 32 du/acre.

**LARGE LOTS**

**LOCATION:** Along ‘O’ Street near 11th, 12th and 13th Streets.

**OPPORTUNITIES:** Commercial and Mixed-use Buildings. Mixed-use buildings along ‘O’ Street are expected to be infill.

**SETBACKS:** 10 feet in established residential areas.

**DENSITY RANGE:** Up to 36 du/acre.

Presentation board prepared by David De La Pena and Corinne Stewart illustrating building prototypes for medium and large infill lots in central Firebaugh.
Emphasis is placed on containing growth within the current bounds of development. In-fill development in Downtown and the expansion of growth across Highway 33 are seen as the major growth areas. The creation of an open space network and increased development in and around the Downtown will help strengthen the character of Firebaugh setting forth a framework for future growth.

Emphasis is placed on growing around the edges of Firebaugh. Downtown in-fill continues while the Downtown grid is continued from Highway 33 to the main canal. Development around the edges of the town follow the open space framework.

Emphasis is placed on growing distinct neighborhoods at the edges of Firebaugh. Downtown parcels are redeveloped and new neighborhoods are built at the edge of the growth boundary.

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!

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 COMMUNIDAD

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.

¡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

FÉRIAS 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 Ramirez, 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

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Alma Antuna</td>
<td>United Security Bank</td>
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<td>John Baltierra</td>
<td>Rotary Club</td>
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<td>Ian Barrimond</td>
<td>Fresno County Sheriff</td>
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<td>Rasa Becina</td>
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<td>David Berggren</td>
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<td>Maria C. Ceomora</td>
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<td>Renee Devere</td>
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<td>Bianca Echeveste</td>
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<td>Ralph Garcia</td>
<td>EDC Sewing Fresno Co.</td>
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<td>Don Gela</td>
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<td>Sean Howard</td>
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<td>Bob Hull</td>
<td>Caltrans-Project Manager</td>
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<td>Cliff Jones</td>
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<td>Fresno County EDC</td>
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<td>Mitch Keys</td>
<td>Firebaugh Faith Fellowship</td>
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<td>Ray C. Knight</td>
<td>Firebaugh Planning Commission</td>
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<td>Henry Lara</td>
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<td>Maurice Ledford</td>
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<td>Jose Leon-Barraza</td>
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<td>Elsa Lopez</td>
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<td>Dwight McCraw</td>
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<td>Mike Mills</td>
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<td>Mike Panelli</td>
<td>Los Banos CHP</td>
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<td>Stefan Pellegrini</td>
<td>Opticos Design, Inc</td>
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<td>Susan P. Ramirez</td>
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<td>Lynette Rebecch</td>
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<td>Marlese Roton</td>
<td>West Hills College</td>
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<td>Oscar Sablan</td>
<td>Rotary, Sablan Medical Clinic, FLDUSD</td>
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<td>Steve Sakata</td>
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<td>Ben Sanabria</td>
<td>Firebaugh Towing</td>
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<td>Jose R. Santoyo</td>
<td>Central Valley Engineering</td>
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<td>Karl Schoettler</td>
<td>Collins &amp; Schoettler, City of Firebaugh</td>
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<td>Ray Sciaroni</td>
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<td>Fernando Serna</td>
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<td>Wendy Tukloff</td>
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<td>Gloria Tznado</td>
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<td>Wayne Walters</td>
<td>Superintendent, FLDUSD</td>
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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 here. 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 Tomatek. 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 indentify 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 of 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 lines 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

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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.
<table>
<thead>
<tr>
<th>Species</th>
<th>Large Tree &gt;50 ft. height</th>
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<tbody>
<tr>
<td>P. chrysocarpa</td>
<td>50-70</td>
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<tr>
<td>P. corinodendron</td>
<td>50-70</td>
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<tr>
<td>P. longifolia</td>
<td>50-70</td>
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<tr>
<td>P. menziesii</td>
<td>50-70</td>
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<tr>
<td>P. ponderosa</td>
<td>50-70</td>
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<tr>
<td>P. sitchensis</td>
<td>50-70</td>
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<tr>
<td>P. strobiformis</td>
<td>50-70</td>
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<tr>
<td>P. trichocarpa</td>
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**Key:****
- **H**: Height
- **D**: Diameter
- **L**: Leaf type
- **B**: Bark type
- **C**: Comfort
- **T**: Adaptability
- **G**: Growth rate
- **F**: Foliage
- **P**: Pruning
- **C**: Climate
- **E**: Erosion control
- **R**: Root system
- **D**: Disease resistance
- **K**: Resistance to fire
- **H**: Height range
- **L**: Leaf type
- **B**: Bark type
- **C**: Comfort
- **T**: Adaptability
- **G**: Growth rate
- **F**: Foliage
- **P**: Pruning
- **C**: Climate
- **E**: Erosion control
- **R**: Root system
- **D**: Disease resistance
- **K**: Resistance to fire

**Legend:**
- **S**: Single trunk
- **D**: Densely branched
- **L**: Low
- **M**: Medium
- **H**: High
- **F**: Flat
- **N**: Narrow
- **O**: Oval
- **V**: Vertical
- **P**: Pruning
- **C**: Climate
- **E**: Erosion control
- **R**: Root system
- **D**: Disease resistance
- **K**: Resistance to fire
- **H**: Height range
- **L**: Leaf type
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- **E**: Erosion control
- **R**: Root system
- **D**: Disease resistance
- **K**: Resistance to fire

**Notes:**
- **P. chrysocarpa**: Strong, fast-growing, drought-resistant, good for sites with poor soil.
- **P. corinodendron**: Hardy, slow-growing, good for ornamental use.
- **P. longifolia**: Resistant to pests and diseases, good for coastal areas.
- **P. menziesii**: Fast-growing, good for windbreaks.
- **P. ponderosa**: Resistant to fire, good for erosion control.
- **P. sitchensis**: Resistant to fire, good for coastal areas.
- **P. strobiformis**: Resistant to fire, good for windbreaks.
- **P. trichocarpa**: Resistant to fire, good for erosion control.
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<td>40-60</td>
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<td>F</td>
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Large Trees

Trees >50 ft. height
## Chapter 5

### Medium Trees

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<th>Height</th>
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<th>E Flower</th>
<th>E Foliage</th>
<th>E Resistant</th>
<th>E Root</th>
<th>E Taproot</th>
<th>E Edible</th>
<th>E Propagation</th>
<th>E Technical</th>
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<td>F</td>
<td>M</td>
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<td>M</td>
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<td>Y</td>
<td>F</td>
<td>O</td>
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<td>M</td>
<td>Y</td>
<td>R</td>
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<td>F</td>
<td>S</td>
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<td>F</td>
<td>O</td>
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<td><em>Tilia americana</em> 'Redmond' Redmond linden</td>
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<td>Y</td>
<td>R</td>
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<td>L</td>
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<td>Y</td>
<td>R</td>
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### Tree Guidelines

#### Chapter 5

**Small Trees (<30 ft. height)**

<table>
<thead>
<tr>
<th>Species</th>
<th>Flowers</th>
<th>Fruit</th>
<th>Matur.</th>
<th>Early Ev.</th>
<th>Prune</th>
<th>Size</th>
<th>Spacing</th>
<th>Pruning</th>
<th>Watering</th>
<th>Fertilizer</th>
<th>Soils</th>
<th>Sunlight</th>
<th>Salt Tolerance</th>
<th>Root System</th>
<th>Weight</th>
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<td>S</td>
<td>M</td>
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<td>M</td>
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<td>S</td>
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<td>S</td>
<td>M</td>
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<td>S</td>
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<td>M</td>
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</table>

**Trees Name**

- Abies
- Acer
- Betula
- Crataegus
- Corylus
- Fraxinus
- Hamamelis
- Populus
- Quercus
### Small Trees

**<30 ft. height**

<table>
<thead>
<tr>
<th>Tree Name</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
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<tbody>
<tr>
<td>Syringa reticulata 'Ivory Silk'</td>
<td>20-30</td>
<td>15-30</td>
<td>15-20</td>
<td>D</td>
<td>Y</td>
<td>M</td>
<td>Y</td>
<td>R</td>
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<td>Y/P</td>
<td>S/Y/P</td>
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<td>Ivory Silk Japanese tree lilac</td>
<td>20-30</td>
<td>20-25</td>
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<td>NDA</td>
<td>M</td>
<td>L</td>
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<td>R</td>
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<td>N</td>
<td>NDA</td>
<td>Y/P</td>
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<td>Quercus buckleyi 'Redrock' redrock oak</td>
<td>10-15</td>
<td>15-20</td>
<td>D</td>
<td>NDA</td>
<td>F</td>
<td>M</td>
<td>Y</td>
<td>R</td>
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<td>N</td>
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<td>Y/P</td>
</tr>
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<td>Vitex agnus-castus</td>
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<td>15-30</td>
<td>E</td>
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<td>M</td>
<td>M</td>
<td>N</td>
<td>R</td>
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<td>NDA</td>
<td>Y/P</td>
<td>S/Y/P</td>
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<td>R</td>
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<td>NDA</td>
<td>Y/P</td>
<td>S/Y/P</td>
</tr>
</tbody>
</table>

- **A**: Mature Height ft.
- **B**: Natural Spread ft.
- **C**: Susceptibility to wind, soil, or other adverse conditions.
- **D**: Flagged for removal.
- **E**: Height at planting.
- **F**: Maintenance level for irrigation.
- **G**: Maintenance level for pruning.
- **H**: Maintenance level for spraying.
- **I**: Maintenance level for mowing.
- **J**: Maintenance level for fire suppression.
- **K**: Comments regarding tree maintenance.
- **L**: Suitability for street tree root zone.
- **S/Y/P**: Species/Year/Planting.