

TURLOCK GENERAL PLAN UPDATE



Report on Community Visioning Workshop

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Prepared for the City of Turlock by

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I Introduction

I.1 BACKGROUND ON TURLOCK GENERAL PLAN UPDATE

In summer 2008, the City of Turlock initiated a multi-year process to update its General Plan. Many objectives of the current General Plan have been met, and they are exemplified in the City's many assets. However, numerous new issues and challenges have emerged. The existing General Plan was adopted in 1993 and partially updated in 2002, and it needs to be comprehensively reexamined to ensure that it reflects the City's goals and priorities for the next 15 to 20 years.

With a planning horizon to 2030, the new General Plan will articulate a vision for Turlock's future growth and development and contain policies and programs that will guide the city towards that vision. The plan is a basis for land use decision-making by city officials and policymakers such as the City Council and Planning Commission, and it allows city departments, public agencies, and private developers to design new projects that enhance the character of the community.

A successful General Plan reflects the goals and values of the community, and a comprehensive update to the Plan affords an important opportunity for the people of Turlock to engage in discussions about the city's potential. The planning process incorporates ongoing opportunities for public involvement, ensuring that members of the Turlock community can take an active role in shaping their city's future.

The first phase of the planning process included the preparation of the *Existing Conditions and Key Issues Report*, which is available from the City and on the General Plan Update project website, found at <http://www.gpupdate.turlock.ca.us/documents.html>. Following the completion of this existing conditions analysis, the first public workshop was held on March 26, 2009. This document summarizes the input from the workshop, which will serve as a valuable reference to guide the project team and the City Council as they define the guiding principles for the General Plan, evaluate alternative development scenarios, and begin to consider policies and programs.

I.2 PUBLIC WORKSHOP #1: COMMUNITY VISIONING

The first public workshop was held on Thursday, March 26, 2009, at the Turlock Senior Center. Approximately 75 community members participated in the two-hour event, along with 10 City staff. The purpose of this workshop was to give participants an opportunity to consider what they valued about Turlock today, what they would like to change, and what big goals they would like to see the city accomplish in the future. The ideas gathered in the workshop will





ultimately inform the guiding principles and policy decisions for the General Plan update.

The workshop was publicized using a variety of methods in order to maximize participation. These included:

- Announcements in Turlock and Modesto newspapers
- Advertising on the Turlock Auto Plaza electronic freeway billboard
- Email alerts to over 150 people who have signed up for the General Plan Update mailing list
- Publication of the first Turlock General Plan Update newsletter
- Community meeting announcement inserts in City of Turlock March utility bills (approximately 17,000)
- Community meeting “Power Point” announcement that ran for approximately three weeks on local TV Channel 2
- General Plan Update link on City’s website
- Articles and announcements on www.turlockcitynews.com

The workshop was structured in a way that fostered open, unbiased sharing of ideas. As participants signed in, they were randomly assigned to one of 12 tables that accommodated groups of up to 10 people. Each table was staffed with a neutral facilitator, either a member of City staff or the consulting team, whose job it was to moderate the discussion, record ideas, encourage equal participation, and report out to the rest of the group. The workshop agenda (included in Appendix A) consisted of three major components:

1. **Background and Introduction.** Leslie Gould of Dyett & Bhatia, the consulting firm retained by the City to lead the General Plan update process, gave a brief presentation outlining the planning process, what had been accomplished so far, what initial community interviews reported about Turlock’s successes and challenges, and the format for the evening.
2. **Question 1: Turlock Today.** The first question for community members to consider asked participants to think about Turlock today and come up with a list of five assets that they valued about Turlock and would like to preserve and five concerns they had about the city that they would like to change. After recording their personal lists, participants shared with other members at the table. The facilitator recorded all ideas mentioned and helped the groups identify similarities and distill their ideas into two Top Five lists (likes and concerns) for the table. The facilitators then shared their tables’ lists with the whole group.

- Question 2: Turlock Tomorrow.** The second question asked participants to think more broadly about bigger accomplishments that they would like to see Turlock achieve by 2030, the time horizon of the updated General Plan. In order to help them think of big ideas, participants were given a blank cover of the hypothetical “California Today” magazine, and instructed to imagine that Turlock was to be featured in the magazine in 2030. Their task was to come up with the magazine’s headline, as well as several bulleted subheadings that detailed the accomplishments they hoped to see Turlock achieve. Similar to the first question, participants then shared their headlines with the rest of their table, and facilitators helped the table decide on a headline or headlines and subheadings to report out to the group at large.

I.3 NEXT STEPS

The ideas generated from the first public workshop will help inform the next phase of the General Plan update process, the development of alternative land use and growth scenarios. City staff and the consultant team will generate three different alternatives. Key factors that will be considered and analyzed in this process will include population and employment projections, geographical considerations, environmental constraints, density of development, parks and open space strategy, and traffic and infrastructure capacity.

After the alternatives are developed, the City will hold a second public workshop in which community members can study the options and discuss the pros and cons of each alternative. This input, as well as feedback from City Council, the Planning Commission, and focus group meetings, will help determine a Preferred Plan on which policies for the updated General Plan will be based.

Following the establishment of the Preferred Plan and the drafting of policies, an Environmental Impact Report (EIR) will also be completed. There will be numerous opportunities for public input throughout the remainder of the General Plan update and EIR process, and all interim draft documents will be distributed for public review. Ultimately, the EIR will be considered for certification and the updated General Plan will be considered for adoption by the City Council.



2 Major Themes: Turlock Today

Workshop participants exhibited a remarkable degree of consistency in their responses to the first question, which asked about what aspects of Turlock they liked currently and what aspects of the city they would like to change. The following sections list the most common responses and provide descriptions that provide more detail, clarify specific points or help explain participants' thinking. A full list of responses from each table is included in Appendix B.

2.1 WHAT PARTICIPANTS LIKE AND WANT TO PRESERVE



- ***Small-town feel, friendly atmosphere, and feeling of community***
 - Participants mentioned the city's size, "hometown feel," its "small town atmosphere" that feels "safe" and "friendly." At one table, the city was described as being "small enough for participation," and "people still care."
- ***Agricultural buffer and preservation of farmland***
 - Nearly every table cited the agricultural "green belt" around the city, the City's agricultural "base," or how the farms formed "physical boundaries" between Turlock and neighboring communities.
 - Preserving the remaining farmland and maintaining the buffer around the city emerged as important priorities for participants.
- ***CSU-Stanislaus and schools***
 - Many participants like having CSU-Stanislaus in their community, calling it an "educational and cultural resource."
 - Participants also appreciate the quality of the school district, particularly the magnet program, the bilingual education opportunities, and the positive relationship that the school district has with the City.
- ***Neighborhoods – well-planned new ones, historical character of older ones***
 - Participants take pride in Turlock's neighborhoods, both new and old.
 - Newer neighborhoods are viewed as well-planned with "high quality new buildings," good design guidelines and landscaping. Participants also appreciate the bike paths and paseos that had been added as part of some new neighborhoods.

- One table described “older neighborhoods with pride and character;” others mentioned the “mature trees” and valued the idea of “old neighborhood preservation.”
- ***Affordable, high quality utilities***
 - Participants noted the benefits of the affordable electricity provided by TID, calling it a “great public utility.” Some also like getting their power from a “renewable” source, and others mentioned the inexpensive water pricing as well.
 - Some tables also mentioned the recently constructed Regional Water Quality Control Facility, its large capacity, and the fuel cell located there.
- ***Downtown preservation/revitalization***
 - Numerous tables mentioned the ongoing preservation and revitalization of Turlock’s Downtown, saying that it gave it a “hometown feeling” and that they like the “small downtown feeling.” Others specifically mentioned the statue, the sidewalks, and the trees. One group hoped that the city would “sustain momentum” of the Downtown’s revitalization.
- ***City parks***
 - Many tables mentioned Turlock’s neighborhood and community parks and sports complexes, and like that the city had “lots of parks and greenery.” Some also specifically cited the older, “historic” parks, such as Columbia and Crane. Again, participants also mentioned the landscaping and trees.
- ***Easy to get around, minimal traffic problems***
 - Overall, traffic was not perceived to be a big problem by participants; rather, many said that they thought that the city had a relative lack of traffic, especially compared to Modesto. They like being able to “drive anywhere in a short time,” think that the city was “easy to get around” and has “good traffic flow (wide roads).”
- ***Quality design and landscaping***
 - This theme was echoed in some of the other topics, such as neighborhoods and parks, but many groups specifically pointed out the city’s good overall landscaping, the landscaping and design requirements for new buildings and neighborhoods.



- **Local economy and shopping**

- Another common theme was Turlock’s local shopping opportunities. Many tables also specifically said that they like the presence of local retail, which keeps tax dollars in the city. They like that there is “no need to leave Turlock to shop” and recognize Monte Vista Crossing as a sales tax generator.
- Similarly, some participants also like the city’s “strong industrial base” because it created jobs in the community.

2.2 WHAT PARTICIPANTS ARE CONCERNED ABOUT AND WANT TO CHANGE



- **Bike lanes/paths – not enough, disconnected**

- Over half of the tables reported that they wished the city had more bike lanes, and that the existing ones were better connected to each other. They want to see a “city wide system” of bike paths that were “integrated” and “connected.” One table also wished that there were “more safe routes” for cyclists, and another thought that the city had “failed at developing bike lanes.”
- Several tables also mentioned the need for “walking paths” along with bike paths.

- **Sprawling development, not enough infill**

- Despite stating that they like the new neighborhoods developed over the past few years, many participants are also concerned about “sprawl” and the “lack of infill.” One table wanted to “minimize suburbanization, support urbanization.” Another pointed out that the vacant lots in the city were good places for infill development.
- Some tables were more place-specific, and suggested more infill development downtown, or curbing sprawl on Turlock’s north side.
- Other participants mentioned wanting to avoid “piecemeal growth” and “leapfrog development.”

- **Not enough youth activities or facilities**

- A major point of concern for participants was the lack of activities and entertainment facilities for youth and teens. Several mentioned the need for a “teen center” and some made specific suggestions for youth activities such as “bowling, arcade, farmers market” and “festivals.” One table specifically saw a need for “more youth outreach.”

- **Poor road conditions**
 - While many participants do not feel that traffic was a major problem, they are concerned about the conditions of the roads in the city. They mentioned needing “road maintenance,” “road repair,” and that the “road system needs resurfacing” especially on the “west side.”
- **Homelessness – persistent problem, no consensus on solution**
 - Many residents are concerned about homelessness issues in Turlock—the presence of many homeless people the lack of housing or services for them, and the inability of the city to find a solution to the problem. One group worried about the “lack of homeless amenities and control,” and another felt there needed to be a “community effort” to help the homeless and transitional housing population.
 - Numerous groups mentioned the specific need for a homeless shelter and more services for this population.
- **Lack of entertainment (for all ages)**
 - In addition to their concerns about not enough activities for youth specifically, many participants cited a need for more activities and entertainment for city residents as a whole, without specifying an age group. They mentioned needing “entertainment venues” and an “arts center.” Suggestions for general entertainment also included bowling, skating, water parks, sports parks, and “regional attractions.”
- **Safety of and investment in Westside neighborhoods and the area around Lander Ave**
 - Participants’ concerns about safety are mostly focused around the Westside neighborhoods and the area around Lander Avenue south of downtown. Some are worried that these areas might become “slums” and were concerned about the “blight” on Lander Avenue.
 - Gangs and security were also mentioned as being a problem in this area, described as “blight and crime downtown.” Another table said that the city needed to “reduce crime rate/gangs.”
 - Several tables reported being concerned about the infrastructure in these older neighborhoods and said that the city needs to “reinvest” in the south and west parts of town.



- Others mentioned the need to “annex and improve” the County islands, most of which are located in this part of the city as well.
- ***Limited transportation options beyond driving***
 - Many participants dislike the fact that there are limited options for getting around Turlock without a car. While some of this concern was related to the poor bike facilities discussed earlier, groups also feel that public transportation in the city could be improved, and they want to see “more options than driving a car.”
 - Several tables also want to see “more walkability” and felt that in some areas there were not enough sidewalks, particularly in the older parts of town.

3 Turlock Tomorrow

The second activity asked participants at the community workshop to think about long-term, big-picture goals and accomplishments that they would like to see Turlock achieve over the course of the planning period, through 2030. They were asked to come up with a magazine headline that captured what the city had accomplished at that time.

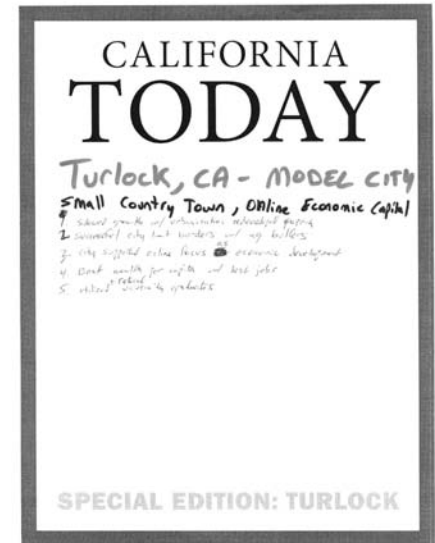
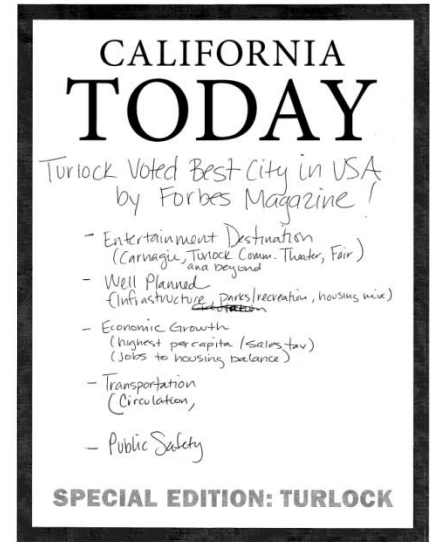
The headlines that participants produced were creative and different, though several common themes emerged from the exercise. These tend to represent a combination of what participants wish to preserve about Turlock and what they hope the city can do better in the future. The common themes from the magazine exercise are as follows:

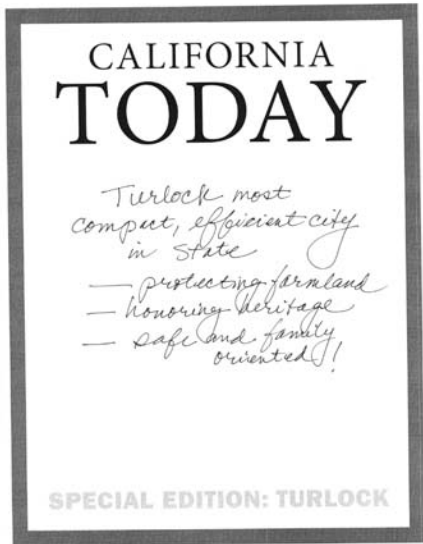
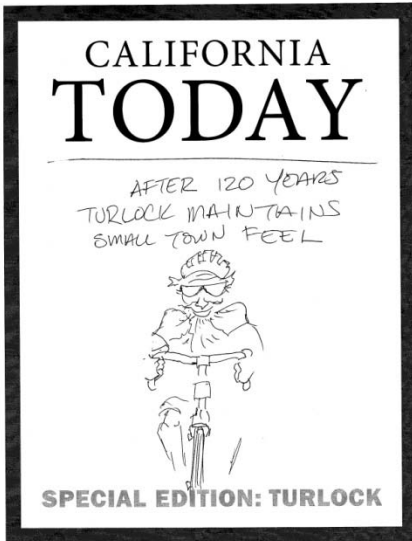
- Job Growth/Economic Development
- Resource and Agriculture Preservation, Sustainability
- Small, Close-Knit Community Feel
- Entertainment/Recreation
- Low Crime/High Quality of Life Indicators

3.1 EXAMPLES FROM COMMON THEMES

For each of the common themes listed above, this section gives examples of participants’ responses. The full list of responses is found in Appendix B. Additionally, a selection of magazine covers created during the workshop is included in Appendix C.

- **Job Growth/Economic Development**
 - “Need a Job? Move to Turlock – Central Valley town with awesome employment opportunities”
 - “Turlock, CA – Model City: Small Country Town, Online Economic Capital”
 - “WISP is Fully Developed!”
 - “Highest Per Capita Sales Tax, Jobs-Housing Balance”
 - “Good Jobs Abound in Turlock (pay well, business friendly, high educational attainment)”
 - “Downtown is completely revitalized – loft living in Downtown”
- **Resource and Agriculture Preservation, Sustainability**
 - “Turlock Maintains a 360 Degree Ag Buffer”
 - “Turlock, through growth management, has not ended up with not enough resources – not like every place else”





- “Turlock the city that grew in and up not out”
- “Saves most energy with well-planned bike system and walking paths”
- “Turlock Holds Northern Boundary at Taylor Road”
- “Well-planned good green building, good infrastructure, parks, recreation, and housing mix, bicycle paths, promoting fitness and healthy community”
- “We have more bicycles than Davis!”
- **Small, Close-Knit Community Feel**
 - “After 120 years, Turlock maintains small-town atmosphere!”
 - “Small town urban is possible in Turlock (residential and retail)”
 - “Number 1 Place to Raise a Family”
 - “Community for all ages”
 - “Small town feel – lots of modern amenities”
- **Entertainment, Recreation**
 - “Best place for kids (bike parks, jobs, activities, centers)”
 - “Turlock – the entertainment destination”
 - “Entertainment Destination (Carnegie Arts Center, Turlock Community Theater, youth performing arts, fairgrounds expanded and beyond)”
 - “Turlock leads nation in recreational amenities for teens”
 - “Activities for residents/kids – and a way to get there without a car”
- **Low Crime/High Quality of Life Indicators**
 - “Achieve better than national average in unemployment, crime, income”
 - “Turlock has the lowest crime rate in California”
 - “We have no ‘bad parts’ of town!”
 - “City ends homelessness with community involvement”
 - “Lowest crime rate in the nation – gang activity almost gone”
 - “Unemployment rate in Turlock down to 2%”

Appendix A: Workshop Agenda

March 26, 2009
Turlock Senior Center
6:00 – 8:00 p.m.

TURLOCK GENERAL PLAN UPDATE COMMUNITY VISIONING WORKSHOP

AGENDA

- 1. Welcome (Debbie Whitmore, City of Turlock)**
- 2. Project Background and Key Issues (Leslie Gould, Dyett & Bhatia)**
- 3. Question #1: Groups Discuss and Report Back**

Think about Turlock today. What do you like and want to preserve? What are key concerns and things you want to change? Be specific about places and locations. Look at the photos on the wall that show different areas of the city.

- 4. Question #2: Groups Discuss and Report Back**

Think about Turlock 20 years from now, and what top five accomplishments you want to see in Turlock in 2030. What would be the headline for a feature article about Turlock 20 years from now?

- 5. Next Steps and Adjournment**

CONTACT INFORMATION

Interested in learning more about the General Plan Update and staying informed throughout the process?

Please visit the website: <http://www.gpupdate.turlock.ca.us>

Or Contact:

Debbie Whitmore, Deputy Director
Development Services Department, Planning Division
156 S. Broadway, Suite 120
Turlock, CA 95380-5454
209-668-5640
Email: gpupdate@turlock.ca.us

Appendix B: Responses to Questions

This section contains the transcribed notes from each table group at the workshop. Ideas that are highlighted or labeled with numbers generally indicate those that were shared by the most group members at the table.

LIKES

TABLE 2

- Ag belt around city
- Planned communities
- Local government located Downtown
- Like having college in City
- Small schools in county – everyone knows everybody
- Small town feel – it’s safe! (Turlock is smaller and compact)
- Downtown has been revitalized
- TID for water and power – rates lowest in the nation – great public utility
- Use power from La Grange Dam – source of renewable power
- More affordable homes = lower taxes
- Mature trees and landscaping
- Emanuel medical Center – family and retirement center – serves community

TABLE 3

- (2) Friendly – people available in public
- Loves small businesses
- (2) College CSUS
- (3) Size – controlled growth
- (3) Defined urban/agricultural boundary with retaining green belts, pedestrian trails
- Drive anywhere in a short time
- (2) Cross section of people

TABLE 4

- (3) Hometown feel
- Industrial commercial in right direction
- (4) Like shopping in town
- Like higher-end (selection) of restaurants
- (3) easy town to get around to get across town
- Good traffic flow (wide roads)

- Sewer infrastructure
- (1) Lots of parks and greenery
- Reasonable utilities
- (1) Still has agri-base

TABLE 5

- Unique schools systems
- Placement of schools – keep demographics
- TID – available water
- TID – available power
- Master Planned well
- Like regionalized waste water plant
- Fuel cell at WWTP
- Strong industrial base – job creation
- CSUS
- Unique parks (Pedretti, sports complex)
- Recreational programs
- Old neighborhood preservation idea
- Old small town feel
- Landscape requirements for commercial centers
- Like strong border on north and east
- Like having fairgrounds in town

TABLE 6

- (1) Look and feel of Downtown (small downtown feeling)
- (2) School district – choice of bilingual, etc
- (1) Berkeley – crane park area (streetscape)
- Community participation and investment (ownership)
- (2) CSUS – ed and cultural resource
- Quality of developments and fiscal responsibility of development
- Physical boundaries – green space between cities

TABLE 7

- Small town atmosphere
- Nice neighborhood parks well maintained – Crane Park
- Good inter-agency relationships school and city coordination
- Localized economy (shop in area)

- Downtown Revitalization/preservation – statue, sidewalks, trees
- Shopping on Geer – close to houses
- Strong school district – good teachers/good schools
- New retail keep money here
- CSUS/schools/education
- Carnegie Arts
- Greenbelt

TABLE 9

- 1. Downtown Revitalization
- 2. Bike paths and paseos
- 3. Friendly small town
- 4. Design guidelines
- City landscaping
- 5. Gateways like MV avenue
- City Parks
- 4. Mixed housing types (throughout comm.)

TABLE 10

- Rural atmosphere
- 1. Feeling of community (values/churches)
- Small enough for participation
- People still care
- 2. CSUS
- 3. Downtown – sustain momentum – hometown feel
- Efficient traffic (in comparison to other cities)
- 4. Specific plans and general plans
- Traffic shopping, parks, bicycling
- Connectivity between neighborhoods
- 5. Jobs/business development
- Shopping – no need to leave Turlock to shop
- Bicycling, parks, schools

TABLE 11

- Preservation of farmland
- Planned development
- Master planning in NE area

- Crossings – shopping – sales tax
- Compact mixed use
- Smart growth
- Easy to get around
- Downtown preservation
- Historic parks – Columbia
- Canal walking path
- Older buildings
- Positive small town customer service
- Small town value and feel
- Master planning of large areas
- Sense of community from community venues (planned)
- University and the value it adds
- Road network allows getting around
- Positive relationship with school district
- Community pride in doing the right things not necessarily the easy decisions
- Nice shopping centers
- Older neighborhoods with pride and character
- WWTP capacity
- Respect for agricultural heritage and TID
- City parks and regional parks for sports
- Good planning

TABLE 12

- (2) Small town feel – know people
- (3) Agriculture surrounding town – barrier
- Good, clean parks
- Quality school districts – unique magnet, GATE, immersion
- (3) Not a lot of traffic
- Older buildings downtown preserved
- (2) Old neighborhoods, east side
 - Strict design guidelines for new residential areas
 - Quality new buildings
- Preserved, old neighborhoods, high school
- Maintain traffic patterns with new development

- (2) Eastern skyline – preserve

DISLIKES/CONCERNS

TABLE 2

- Streets and roads – services
- Not enough bike paths/ don't connect/ and more safe routes (Geer/Monte Vista/ Berkeley)
- Move DMV out of residential area
- Botanic Garden/more natural, unchanged setting in town
- Avoid parks with a ring of trees and grass
- “Green Belt” between Denair and Turlock needs to be defined
- Neighborhood school consolidated
- Need “real” water conservation
- No more growth until meet needs
- Not enough youth activities
- Too much sprawl need infill development

TABLE 3

- That people become apathetic
- (2) Growth – don't become Modesto – keep quality planned growth
- Public transportation
- (1) Keep police and fire staffed when growth occurs
- (5) Need teen center, youth activities
- Low cost housing (housing for all)
- Community effort for transitional and homeless
- Entertainment downtown and youth and adult and elsewhere
- Worried Lander area will become slum
- New library needed
- Lack of infill, need higher densities so older areas don't become slums.
- Public safety

TABLE 4

- (4) Road maintenance
- (2) Sprawling development – leap frog development
- (4) Lack of homeless amenities and control
- (1) Lack of commercial youth activities
- (4) Lack of public recreation facilities for youth
- (1) Lack of dog parks

- (2) Public safety (fire) boundaries
- (2) Maintenance of islands (annex county islands in the City)
- (1) Encroachment of neighboring cities
- (4) Lack of non-preservation of farmlands (Greenbelt)

TABLE 5

- North Turlock sprawl
- Lack of arterials east/west and north/south
- Entrances are not appealing/promoting
- Highway 99 does not look good
- Need more youth outreach, bowling
- Homeless need more services
- More retail –boutique-style higher end
- Downtown is not alive/strong
- Road system needs resurfacing – west side
- Need storm system in west side
- Need to annex and improve county islands
- Access over highway 99 at Tuolumne
- Need bike paths connected. Walkable
- Need fitness locations on paths and parks
- City council to master plan. Catering to Developers
- Require developer to process development agreements and pay additional money for city improvements
- Expansion has affect on Revenue of Special District (i.e. Keyes Fire District)

TABLE 6

- (1) Variety in housing types – more!
- More infill development – USE DOWNTOWN SPACE!
- Infrastructure in older neighborhoods
- (1) Shelter for homeless
- Redevelop downtown
 - Designate historic buildings
 - Lower fees and tax credits
- More community-wide facilities to prevent isolating neighborhoods

TABLE 7

- Bike path integrated (Colorado between Monte Vista: Christofferson)

- Homeless shelter/services need to be addressed
- Downtown vacancies – get tenants
- Entertainment for youth – bowling, arcade, farmers market
- Losing retailers – want to keep
- No growth west of 99
- Preserve Greenbelt between Denair
- Add Senior housing
- No Hodge Podge Development (70's development)
- Minimize suburbanization, support urbanization
- Grow West of 99
- Being inclusive
- More native plants I public landscape areas – save water

TABLE 8

- Beautify Golden State Blvd
- Incorporate County Islands
- 0 round-abouts
- Landscaping too high in median
- Entertainment venues – more
- Fix roads
- Better East-West circulation in midtown
- Infill-less sprawl
- GSP/Berk/Golf/Paulson/1st intersection is problematic

TABLE 9

- 1. Expand downtown revitalize
- 5. Look into regional park (i.e. fairgrounds)
- 2. Bike path (City wide system)
- Improve design guidelines
- Infill likes
- Improve canals and traffic flow
- 4. City invest (in south and west)
- Lack Greenbelt
- 3. Expand Public transportation (bus or alt)
- Senior living
- Lack of downtown housing

TABLE 10

- Post office – need a satellite or bigger parking lot
- Relocate homeless out of downtown
- 2. More for teenagers to do
- Planned process for addressing the homeless issue
- Activities for youth
- 3. More options than driving a car
 - Bike: inconsistent bike facilities
 - Pedestrian
- Attract active families
- 4. No proposed 165 interchange – improve transportation
- Local contractor preference for projects
- 1. Too much turmoil over homeless issue – lack of a plan/political consensus solve comprehensively
- 5. Improved communication – government – citizen
- Streamline processes
- County Islands
- Animal control
- Reduce crime rate/gangs

TABLE 11

- More walking paths, more bike lanes
- Growth must pay for itself
- City friendly/business friendly bike and walking lanes
- Dangerous walking areas
- No right hand turn lane on older roads
- Hate speed bumps on residential streets
- Wider roads
- Road repair
- Older areas without sidewalks
- Peace meal Growth
- Vacant lots (infill)
- Public safety Westside
- Lack of public arts
- Not low income housing
- Northing for large families

- Not enough sidewalks
- More walkability
- Southern end of Lander Ave
- Need more higher paying jobs
- Turlock infrastructure is used by other communities
- More flexible planning
- Poor traffic through past planning
- Lack of regional sports
- County Islands
- Failed at developing bike lanes
- More smaller city parks
- West Main and other street conditions
- Improvements needed on west side
- Better housing mix

TABLE 12

- (3) blight on Lander, South Downtown Area
 - (2) Security needs, gangs in South
 - Redevelopment
- Library too small
- (2) Too much like Modesto – ignored existing infrastructure – reinvest! Infill
- Monte Vista crossings – congestion
 - Puts small businesses out
- Too many retail outlets, needs money – generators
- Westside neighborhoods
- County islands
- No arts center
- Not enough for teens
 - Used to be festivals, markets
- Public transit limited
- Downtown – bring residential units – 2nd floors
- Interchange down south
- (2) Lack of entertainment (e.g. bowling, skating, etc.)
- More bike lanes – limited in east
- Hard to go East/West – regionally

- Blight/crime – near downtown
- Lack of activities
 - Arts, teen activities, festivals, water park, sports parks, regional attraction
- Needs an economic engine

HEADLINES (TURLOCK IN 20 YEARS) AND ACCOMPLISHMENTS

TABLE I

Headlines

1. Turlock Rated best city to live in
2. Turlock the city that grew in and up not out
3. Most alternative energy in the state
4. Turlock maintains a 360 degree greenbelt AG buffer

Accomplishments

- Very safe city
- Lowest crime rate
- Comprehensive mix of housing
- Clean city
- Still distinctly separate from Keyes, Denair, Hillmar
- Beautify Turlock
- Maintain AG separations between Turlock and other Cities
- Growing in and up instead of out
- More attractions
- Alternative energy
- More Wi-Fi

TABLE 2

Headlines

- Turlock, through growth management, has not ended up with not enough resources – not like every place else
- Unemployment rate in Turlock is down to 2%
- Turlock is a stellar community!
 - Lowest unemployment rate in nation
 - Lowest crime rate in California
 - Power and water resources preserved
 - Preserved the past, planned for the future
 - Saves most energy with well-planned bike system and walking paths

Accomplishments

- Downtown is completely revitalized – loft living in Downtown
- More production jobs than real estate or consumer spending jobs
- Great university – community partnerships
- Well-planned neighborhoods
- Physically small community connected with bike and walking paths
- Lowest crime rate in the nation – gang activity almost gone
- Power and water resources preserved
- Preserved the past, planned the future
- First in agriculture – economy based on local agriculture

TABLE 3

1. Clean, safe, neighborhoods with character
2. Established boundaries maintained
3. City ends homelessness with community involvement
4. Housing, employment, entertainment and cultural needs met.
5. Youth activities abound

TABLE 4

1. Safest city in California
2. Turlock self contained central valley utopia
3. Highest rate of employment (jobs, jobs, jobs)
4. Best place for kids (bike parks, jobs, activities, centers)
5. Highest school test scores in California
6. No gangs/no homeless

TABLE 5

Turlock: Voted Best Place to Live in the U.S.

1. Unique shopping centers
2. Top schools
3. Neighborhoods that have character and do not look like every other planned development.
4. Strong job base
5. Parks and recreation that engage and invite people of all shapes and sizes

Need a job? Move to Turlock – “Central Valley town with awesome employment opportunities”

1. Expansion of health care network
2. Two more high schools

3. Full scale gospel mission meeting the homeless needs
4. All county islands annexed
5. Transitional Housing Program and Affordable Housing for large families.

Turlock, CA – Model City: Small County town, on line economic capital

1. Slow growth with urbanization redevelop property
2. Successful city limit borders
3. On-line focus
4. Best wealth per capita
5. Utilized returning university grads

Top 5

1. Top schools
2. Expansion of health care network
3. Strong base (employment)
4. Utilize returning university grads
5. Successful on-line economic development

TABLE 6

- After 120 years, Turlock maintains small-town atmosphere!
- “Small town” urban is possible in Turlock (residential and retail)
- Turlock has it all for seniors! (Housing, activities, etc)
- Turlock – the entertainment destination
- Turlock – the most sustainable city in the country!
- We have no “bad parts” of town!
- We have more bicycles than Davis!
- We’re a high speed rail stop!
- WISP is fully developed!

TABLE 7

- Alternative transportation – bike paths
- Go green/smart growth
- High tech business park
- CSUS high tech ed program
- Reduction of pesticides/organic
- Blended of old and new
- AG – urban integration – preserve AG
- Solar technology

- Water preservation
- Destination City
- Housing for all
- Entertainment for all
- Jobs for all
- High speed rail
- Sports center – minor league baseball

TABLE 8

- Entertainment destination (Carnegie Arts Center, Turlock Comm. Theater, Youth performing arts, fairgrounds expanded and beyond
- Well-planned good green building, good infrastructure, parks, recreation, and housing mix, bicycle paths, promoting fitness and healthy community
- Lots of trees
- Economic growth
- Highest per capita sales tax jobs to housing balance
- Retaining and diversifying economic engine of agriculture
- Transportation
- Multiple modes of transport
- Clean transportation and circulation
- Public safety
- Teen center – discouraging gang activity
- Police and fire fully staffed
- Good traffic circulation
- Good landscapes – lots of trees
- Maintaining history/heritage
- Surrounded by AG
- Well-defined urban lines
- Small town feel – lots of modern amenities
- CSUS
- WISP – land should be shovel-ready
- Fairgrounds
- Design of new community Development

TABLE 9

Turlock holds northern boundary at Taylor Road

- Residential lofts and housing downtown

- Turlock number 1 college town
- Most sustainable in the Central Valley
- Opens dog park in North Turlock
- Corridor plans realized

Turlock is where to be

- Great schools
- Great jobs
- Great housing
- Great government
- Great environment

2009 GP still guiding development in 2029

- Maintain population at 100,000 max
- Community for all ages
- Family town
- Free trans system

City Turlock

- Environmentally sustainable
- High edu comp
- Low crime
- High employment
- Preserve historical

Turlock comfort with self

- Population and housing balance
- City and university interaction
- Popular age group interactions
- Well maintained “green” character

Statewide award for Turlock

- Excellent use of infill
- Comp plan to help homeless
- College turn
- Beautification of entrances to city
- Low crime

TABLE 10

- 5. Downtown core – heart for shopping, recreation, living
- Low crime rate
- 1. #1 place to raise a family in USA/World
- Most churches
- Per capita income leads state
- Lowest unemployment in state
- 4. Solved homeless problem – homeless recovered
- No drugs in Turlock
- Family friendly
- Multigenerational – kids stay in Turlock
- 2. Good jobs abound in Turlock (pay well, business friendly, high educational attainment)
- Crime rates drop to 1970 levels
- CSUS enrollment exceeds 15,000
- 3. Turlock leads nation in recreational amenities for teens
- Shopping
- Lowest cost of living in state

TABLE 11

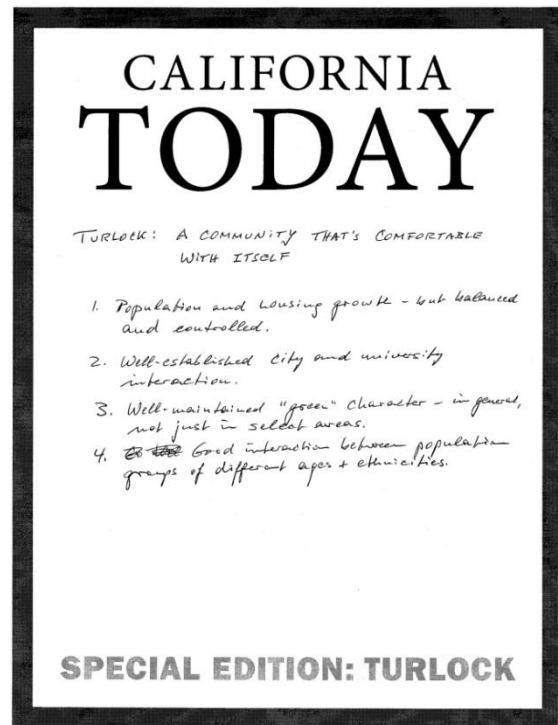
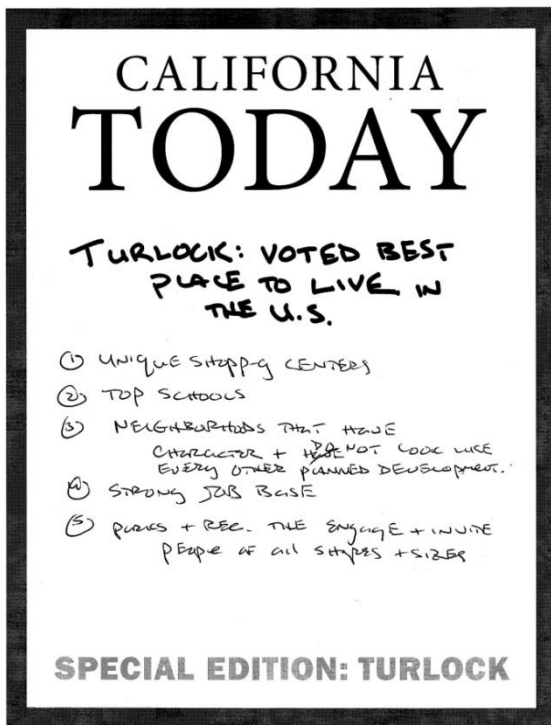
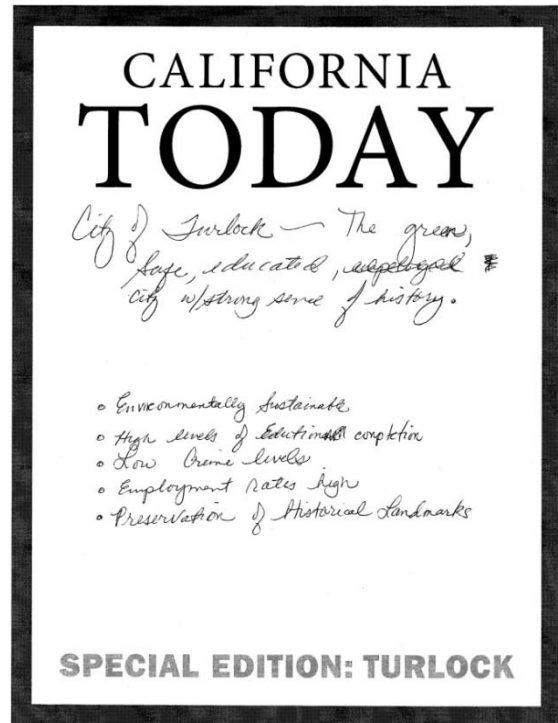
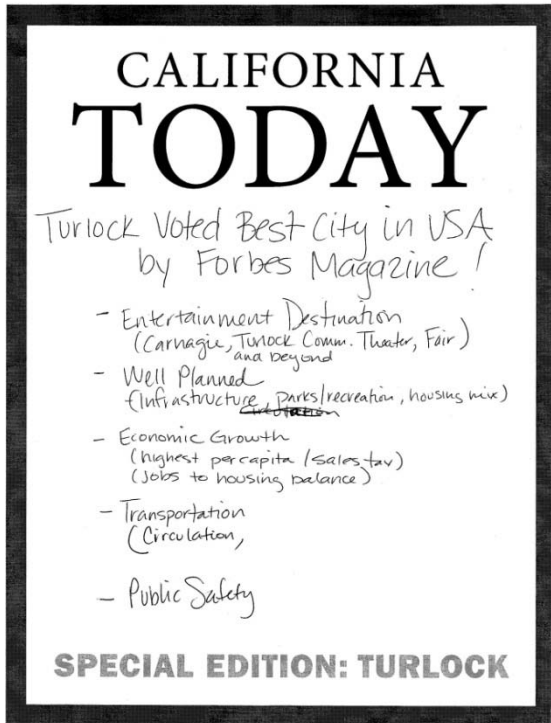
- Forbes magazine rates Turlock in the top 10 best cities in the US
- Turlock Boasts world class art transportation system
- Regional transit connects to high speed rail
- Turlock draws major entertainment venue – west coast brewfest
- Turlock has the lowest crime rate in California
- Governor Bates pays a visit to his hometown

TABLE 12

- Vibrant, active downtown
- Turlock on Forbes Top 10
- Nice hotel, convention center
- Amphitheatre
- Better use of fairgrounds
 - Used as big regional venue
- Achieve better than national average in unemployment, crime, income
- Attract higher paying employers
 - Attract the CEOs

- Establish infrastructure
- No more gangs / low crime
- Activities for kids/residents – and a way to get there without a car

Appendix C: Selected Magazine Covers



CALIFORNIA TODAY

Turlock 2009 General Plan
IS STILL Guiding Development
IN 2029!

- 1) Small Town Atmosphere
- 2) Growth Doesn't Exceed 100,000
- 3) A Community For All Ages
- 4) Best Town in California to Raise a Family.
- 5) Free Business Registration System

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

Need a Job? Move to Turlock!

"Central Valley town with
awesome employment opportunities"

- 1) Expansion of Health Care Network
- 2) 2 more High Schools
- 3) Full Scale Gospel Mission meeting needs of Homeless and others.
- 4) All County Islands annexed
- 5) Transitional Housing Programs and Affordable Housing for large families.

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

TURLOCK HOLDS NORTHERN BOUNDARY
AT TAYLOR ROAD

1. RESIDENTIAL LOFTS & HOUSING DOWNTOWN
2. TURLOCK #1 SMALL COLLEGE TOWN
3. MOST SUSTAINABLE CITY IN THE CENTRAL VALLEY
4. CITY OPENS DOG PARK IN NORTH TURLOCK
5. CORRIDOR PLANS REALIZED

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

Turlock Does it Right!

- Provides great educational opportunities
- Has a vibrant downtown w/ retail & services - A destination for residents
- Grows up not out
- Provides housing opportunities for all
 - Seniors
 - Homeless
 - Low income
 - Students
- Provides entertainment for all Ages
 - Bowling
 - Concerts/Phys
 - Dancins
- Provides jobs for all skill levels
- Provides ~~the~~ opportunities in the great outdoors - Bike paths
Local/resident parks

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

Turlock: is a model in innovative planning
Turlock has become a destination thru well-designed neighborhoods where people want to live. The economy is based on production rather than consumer spending & real estate development.

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

Turlock maintains its small town size

We did not become a sprawling City.

We preserved an agricultural base and our small town feel.

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

Turlock The Place to Be in 2030
Population 70,000
You can visit but you can't move there

- * Homeless Programs ends homelessness thru community involvement
- * Downtown Turlock is the ~~center~~ entertainment center of the valley
- * Youth activities & intervention programs ends gang problems
- * Most Affordable housing, lowest unemployment rate in state

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

Embracing
Art Music Design
Festivals [community activities] → for all ages
recreational paths - bike jogging
Homeless Shelters

SPECIAL EDITION: TURLOCK

CALIFORNIA
TODAY

TURLOCK

SELF CONTAINED
Central Valley UTOPIA

Jobs +
- Manufacturing / New High Tech Center
- Highest School Scores in CA
- Builds Reput while you wait.

SPECIAL EDITION: TURLOCK

CALIFORNIA
TODAY

Turlock Wins ^{Statuette} Top Awards for:

1. Excellent use of ^{infill} land.
2. Comprehensive plan to help homeless services (College town)
3. Integration of University into community
4. Entrances to city - beautiful & beautification Environmentally (Green City)

Low crime - no gangs.
housing & population controlled

SPECIAL EDITION: TURLOCK

CALIFORNIA
TODAY

TURLOCK - The
Friendliest big/little
town in Calif.
A great place for

- students
- seniors
- knowing neighbors
- bicyclists
- walkers
- tree lovers =

DOGS

SPECIAL EDITION: TURLOCK

CALIFORNIA
TODAY

Turlock most
compact, efficient city
in state

- protecting farmland
- honoring heritage
- safe and family oriented!!

SPECIAL EDITION: TURLOCK

Bible 10

CALIFORNIA TODAY

Motivated Workforce

Lowest Unemployment Rate

- Jobs Local
- Fast track to ~~24/7~~ jobs
- Need ~~to~~ *to* ~~be~~ *restored*
- Lowest crime rate.
- Shopping, recreation *entertainment*
- Low cost of living in state.

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

IN Sync

- ① *Finite Resource Sustainability*
- ② *Active Community*
- ③ *CSUS college town / cooperation*
- ④ *Rural / Urban interaction*
- ⑤ *Old / New*

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

1. *Turlock completes the newest "High Tech Business Park"*
2. *Turlock welcomes its 1st high speed rail transportation station w/ connections to Bay Area, Sac & L.A.*
3. *Turlock celebrates the completion of its "New Sports Center" with minor league baseball team.*
4. *Stanislaus State University adds its celebrates the completion of its High Tech Education wing.*

SPECIAL EDITION: TURLOCK

CALIFORNIA TODAY

TURLOCK, through growth management, has NOT ended up with NOT enough resources (WATER, POWER, SEWER) LIKE MANY OTHER AREAS OF THE STATE AND NATION.

TURLOCK HAS A SUBURB NETWORK OF WALKING PATHS AND BIKE TRAILS THAT GO TO PARKS, SHOPPING AREAS AND RESIDENTIAL AREA. WE WERE SO FORTUNATE TO PLAN AHEAD AS BIKE TRAFFIC HAS INCREASED SINCE GAS IS OVER \$1000 A GALLON. WE STILL HAVE ADEQUATE WATER SUPPLIES OF OUR BASIC RESOURCES AND OPEN SPACE FOR RECREATION. OUR CRIME RATE IS AMONG THE LOWEST IN THE NATION.

SPECIAL EDITION: TURLOCK

PREPARED BY

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Urban and Regional Planners