

# Southwest Modesto Plan

## Community Workshop #2 Economic Opportunities and Housing Opportunities

**Date/Time:** Tuesday, October 3, 2023 | 6:00-8:00 pm

**Location:** Self-Help Federal Credit Union | 900 Crows Landing Rd, Modesto, CA 95351

### OVERVIEW

The second community workshop for the Southwest Modesto Plan was held in-person and attended by about 10 community members and 7 project team members. The purpose of the workshop was to review and discuss economic opportunities and propose development concepts for two opportunity sites within the Southwest Modesto Plan Area and Crows Landing Road Area. The workshop was hosted at Self-Help Federal Credit Union in Modesto.

During the small group discussions, frequent comments and themes of discussions included the following:

- Affordable housing options for residents are desired.
- Gentrification and displacement are top concerns.
- Infill housing, including traditional apartments and modular homes, and mixed-use housing should be built on vacant or underutilized lots.
- Higher density housing should be located near transit corridors.
- More workforce development programs for the young population are desired and the existing workforce development services should connect residents to more jobs in Stanislaus County.
- Improvements to transit services, pedestrian and bicycle infrastructure are needed, especially along Paradise Road and Crows Landing Road.
- Other amenities such as healthcare facilities, childcare facilities, and laundry services should be developed in proximity to new housing development.



## PRESENTATION:

Bruce Brubaker, Principal of Place Works, welcomed all participants and gave a presentation about economic and housing opportunities.

- Overview of the workshop agenda
- Plan purpose and objectives
- Plan Area map and boundaries
- Overview of past community engagement and workshops
- Economic Opportunities Report
- Housing Development Opportunity Sites
- Workshop Discussion and Exercises
- Community engagement schedule



## QUESTIONS & ANSWERS

The presentation was followed by a time of Q&A. Following questions and comments were discussed and documented:

- Question: Will eminent domain laws apply to this project?
  - Bruce Brubaker explained that the City is not acquiring any properties through this project. Additional residential development could be allowed by rezoning the properties to allow for new development.
- Comment: One of the participants mentioned that Opticos Design did some similar work on opportunity sites for the City of Modesto.
- Comment: Few participants had concerns about the parking proposed for opportunity sites and thought the proposal should consider multi-generational housing and parking needs.
- Question: Is the housing development on Municipal Golf Course site included in this Southwest Modesto project?
  - Jessica Hill (Director of Community and Economic Development, City of Modesto) explained to participants that the Municipal Golf Course site is handled by a different consultant and is not a part of this project.

## WORKSHOP EXERCISES

Bruce Brubaker introduced the workshop exercise at the end of the presentation and provided participants a preview of the questions to be discussed during the workshop exercises. The participants broke out into two groups to engage in approximately 60 minutes of workshop exercise. Each group had approximately 4 community participants, 1-2 project team facilitators, and 1 notetaker. Each table had two large table maps showing two different opportunity sites (one at California Avenue and Madison Street and the second one at Crows Landing Road and Hatch Road) and handouts listing economic development opportunities.

For the economic development priority exercise, the participants were asked to add a dot sticker next to the economic development opportunity that they would like to prioritize. For the opportunity site

development exercise using table maps, the participants were asked to answer two questions related to opportunity sites.

The discussion topics and questions included:

### **Economic Development Priorities**

Question: Which workforce development and housing opportunities should be prioritized?

The following Workforce Development Opportunities were included in the exercise:

- Young population should benefit from existing workforce development programs.
- Community partners should provide more small business support services.
- Modesto has 15 of the top 25 largest employers in Stanislaus County and programs should connect residents to those jobs.

The following Housing Opportunities were discussed in the exercise:

- Infill housing should be built on small- and medium-sized parcels.
- Housing should be built to take advantage of proximity to jobs and amenities in Downtown and other parts of the City.
- Mixed use housing should be built on underutilized parking lots (especially along Crows Landing Area)

Top priorities identified by participants:

- During the dot exercise, participants expressed strong support for maintaining existing workforce development programs that are available to young population and which connect residents to large employers in Modesto Stanislaus County.
- Development of infill housing on small and medium-sized parcels and mixed-use housing on underutilized parking lots was identified as top priority under housing opportunities.

### **Opportunity Site Development**

Question 1: What are advantages of new housing in the residential neighborhoods (Opp. Site #1 and Opp. Site #2)? Disadvantages?

#### Summary of discussion:

Few participants thought the opportunity site at California Avenue and Madison Street is a good location for mixed-use development which is accessible via existing or planned transit or bike facilities along Madison Street or California Avenue. One of the participants also mentioned a planned Bus Rapid Transit (BRT) route along Paradise Road.

Regarding the opportunity site located at Crows Landing Road, a few participants preferred to have traditional apartment-type of development instead of townhomes. A majority of participants expressed strong support for higher-density housing development that is affordable to residents of Modesto. Potential gentrification and lack of parking for multi-generational families were named as top concerns for both opportunity sites.

Question 2: What type of existing services (for example, schools, parks, grocery stores, shopping, transit, and bike facilities) are needed to support housing development?

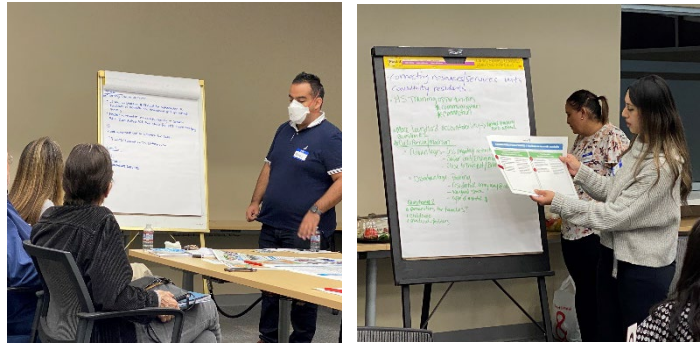
Summary of discussion:

Participants would like to see more childcare and healthcare facilities added within half-mile distance of opportunity sites. In addition, access to high-quality transit systems, such as BRT, will help provide fast transportation options to residents. Some participants had safety concerns and expressed a preference for gated communities.



## REPORT BACK

Following the workshop exercises, a community “spokesperson” from each group reported back to the entire workshop, highlighting key discussion items and themes from their group. A summary of each workshop exercise/report back is located at the end of this workshop summary.



## CONCLUSION & NEXT STEPS

At the end of the meeting, the project team described the project’s next steps, including the refinements to development concepts, and shared a link to the project website at <https://www.modestogov.com/2973/Southwest-Modesto-Plan>.

The next workshop related to Southwest Modesto Plan Implementation will take place in Spring 2024. The date, time, and location of the next workshop is to be determined.



# SUMMARY OF WORKSHOP EXERCISE AND REPORT BACK

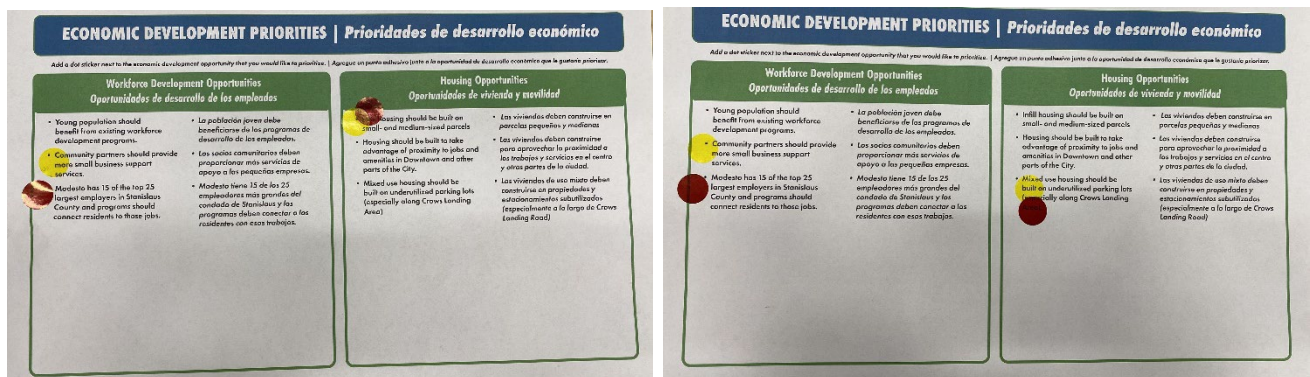
**Table 1**

## Project team staff

- Peter Ibrahim (City of Modesto – facilitator), Christina Ridley (City of Modesto – notetaker) and Bruce Brubaker (PlaceWorks – facilitator)

## Top Economic Development Priorities

- Support services for small businesses are required.
- Workforce development programs should connect residents to large employers in Modesto Stanislaus County.
- Development of infill housing on small and medium-sized parcels and mixed-use housing on underutilized parking lots was identified as top priority.



## Opportunity Site Development

- The road is wide enough for bus lanes and Bus Rapid Transit (BRT), which is a high-quality bus transit system that delivers fast transportation services through the provision of dedicated lanes with busways and stations typically aligned to the center of the road, off-board fare collection, and fast and frequent operations.
- Crows Landing Area can have more density.
- Downtown Modesto does not have much parking.
- Concerns about gentrification and displacement due to new development.
- Supportive of ADU's as infill but depends on who owns the property. Don't want owners abusing renters.
- Housing should go in empty lots.
- Modular homes should be considered.
- Parking can be an issue for a multi-generational family.
- New construction should be affordable to residents of Modesto. New development gets gentrified quickly.
- Houses identified as examples for opportunity sites are not dense enough to support surrounding commercial and transit facilities along Paradise Road. Adding more density will allow more people to be close to transit facilities along Paradise Road.
- There are plans for BRT along Paradise Road.
- Participants like the mixed-use type of development that is planned along 7<sup>th</sup> Street.

- Participants would like to see more transit and healthcare facilities added within half-mile distance of opportunity sites.

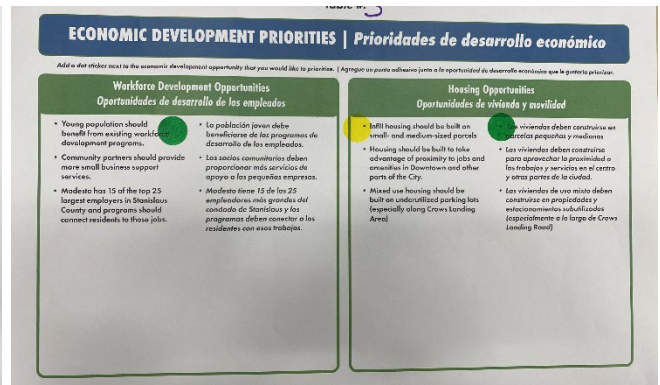
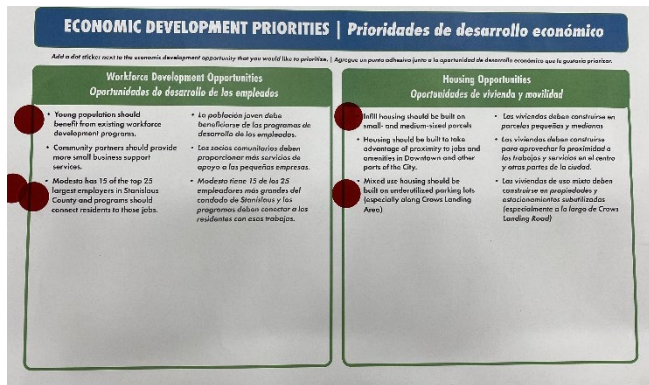
## Table 2

### Project team staff

- Edwin Borquez (City of Modesto – facilitator), Pranjali Deokule (PlaceWorks – facilitator) and Raul Tovar Gonzalez (PlaceWorks – notetaker)

### Top Economic Development Priorities

- Strong support for maintaining existing workforce development programs and making them available to the young population. The existing programs should connect residents to jobs and employers in Modesto and Stanislaus County.
- Participants would like to prioritize development of infill housing on small and medium-sized parcels and mixed-use housing on underutilized parking lots.



### Opportunity Site Development

- California Ave/Madison St Opportunity Site Advantages:
  - Less negative activity
  - Safer unit/environment
  - Close to transit /bike paths
- California Ave/Madison St Opportunity Site Disadvantages:
  - Parking
  - Residential entryway from alley
  - No yard spaces.
  - Type of rental units
- There should be more childcare and medical facilities nearby.
- Crows Landing Opportunity Site Advantages:
  - Accessible to major street or corridor
- Crows Landing Opportunity Site Disadvantages:
  - Traffic/ safety
  - Rental Affordability
  - Potential gentrification

- Traditional apartments instead of townhomes are preferred. Development similar to Merced Station communities would be good.
- Prefer gated communities.
- Units with patio/balcony/back porch would be good.
- Landry services are required near Crows Landing opportunity site.