

GENERAL PLAN UPDATE COMMUNITY WORKSHOP #1: VISIONING PUBLIC INPUT SUMMARY

The City held the first General Plan Update Community Workshop on November 10, 2009 at the Gene Bianchi Community Center from 6:00 PM to 8:00 PM. The objectives of the workshop were to: (1) provide information on the General Plan Update process, and (2) solicit input about Oakdale's assets, issues, and ideas that will form the basis for the City's future vision.

The workshop consisted of an overview presentation on general plans, the Oakdale General Plan Update process, and how the community can become involved in and stay informed about the process. The presentation was followed by the workshop participants completing a series of exercises. Four stations were set up, with each asking for input on a number of specific questions. Participants provided their input either through post-it notes, dot voting, or comment cards.



The following summarizes the input received from the approximately 40 participants that attended the workshop. If a specific comment was made more than once, the number of times it was made is indicated in parentheses at the end of the comment.

Assets & Issues Station

1. What makes Oakdale a desirable place to live, work, and play?

- Small town atmosphere. (9)
- The schools. (7)
- Great police/fire protection – safety. (7)
- Nice people. (6)
- Parks. (4)
- The farms, ranches are so close. Rural atmosphere. (3)
- A community that helps out when there is a need. (3)
- The scenery, the land, the animals, nature. (3)
- Great sports. (3)
- Clean streets and neighborhoods. (2)
- Community events. (2)
- River access. (2)
- Perceived pace of life. (2)
- Family environment. (2)

- One high school. (2)
- Great school district staff.
- Local hospital.
- Quiet/easy going areas.
- Cowboy charm.
- Community location.
- Everyone knows what's going on.
- Relatively low crime rate.
- Heritage.
- Oakdale is wonderful. We have done a good job. Keep it up.
- Some unique services.
- Local jobs/ local employees.
- Local employers give feeling of community comradeship.
- Variety of business and commercial options.
- No vehicle smog.
- Little vehicle noise.
- No freeway noise.
- No known congestion.
- No commute.

2. What do you consider Oakdale's most significant issues/problems?

- Lack of entertainment and places to go for kids, youth, and adults. (5)
- Lack of retail. (4)
- Graffiti and gangs. (3)
- No shopping and grocery stores on the west side of town. (2)
- Traffic. (2)
- Specifically, downtown traffic – F Street and Yosemite. (2)
- Stable support for our police and fire departments in good times and bad. (2)
- Police and fire department cuts – not being proactive.
- Bigger is not better.
- We need to get rid of the good-old boy system and think out of the box.
- Creating a place where businesses can thrive – need more retail.
- Not enough retail to support police, public works, and fire.
- Funding for public safety.
- Lack of diversity.
- Oakdale Irrigation District missed the opportunity to demonstrate the beauty of a less thirsty landscape.
- The main highway through town looks ugly – let's unify it.
- Hwy 120/F Street is the path that communicates who we are to the world – how it looks matters.
- Development potentially growing into the size of Manteca or Modesto and becoming just another small city aspiring to import the problems and undesirable after-effects of such growth.

- Stuck in past unrealistic perspective of holding onto what used to be but wanting the convenience that demands revenue.
- The Bypass will require some re-districting, especially along Yosemite – we'll be losing some businesses along East 108 but gaining potential for business along Yosemite.
- Adolescents find it dull and unusually look forward to moving away. This is due to a lack of places to socialize and just enjoy each-others company. Shopping centers are also rather limited. But I cannot stress enough ensuring the upkeep of these places if added to the City.
- We should welcome and plan to happily accept tourism dollars.
- Job availability.
- Don't get rid of the movie theatre.
- Same restaurant cuisine.
- Too high property tax based on new development. Need more year round jobs versus seasonal. Increase manufacturing or retail jobs.
- Too high a percentage of property taxes go to schools.
- Property taxes go to schools because those children are our future even if they're not related to you.
- Positive sales tax.
- Need for funding.
- Too much money to schools.
- Specifically addressing the issue many believe to be one of the most prominent in Oakdale, especially among the academic community. Our school system. We need to reform our school system, so that we produce brighter intellectuals, and more of them. With our current system, high school students are forced to rise at ridiculous hours, hours of which they are not susceptible to learn, rendering some early classes useless to students. Also, something that must be addressed is the length of these periods. There is simply not enough time to effectively teach students. If we implemented a block schedule, teachers would have plenty of time to teach their classes, and to address student questions and to offer them help in such subjects regarding questions. Another issue is summer vacation. While we do find solace in the tradition, the 1-3 month summer vacations is a terrible situation for the learning mind, and was only originally implemented to allow children to return home to assist during the busiest agricultural months, and I don't see many children in the fields these days, right? In short, we need to implement block schedules, change school times (of both daily beginning and annual occurrence) and ensure the teachers we hire are competent and actually give a darn about their students. (You would be surprised by how incompetent and how contemptuous some teachers can be without even being provoked).
- Ways to get the seniors around to their appointments that is affordable.
- No public transportation for elderly – ROTA doesn't work for them.
- Lack of east-west connectivity.
- Parking.
- Lack of density.
- Air quality – regional problem, not just Oakdale.
- Oakdale needs to provide access to the river – dining and playing.
- Transition of neighborhoods from residential to commercial has been painful for long time residents – sense of loss of the "Oakdale" they knew.
- Transition zones – commercial to residential (e.g., one block off F Street).

Land Use & Growth Station

1. What would you like to see more, the same, or less of the following types of uses?

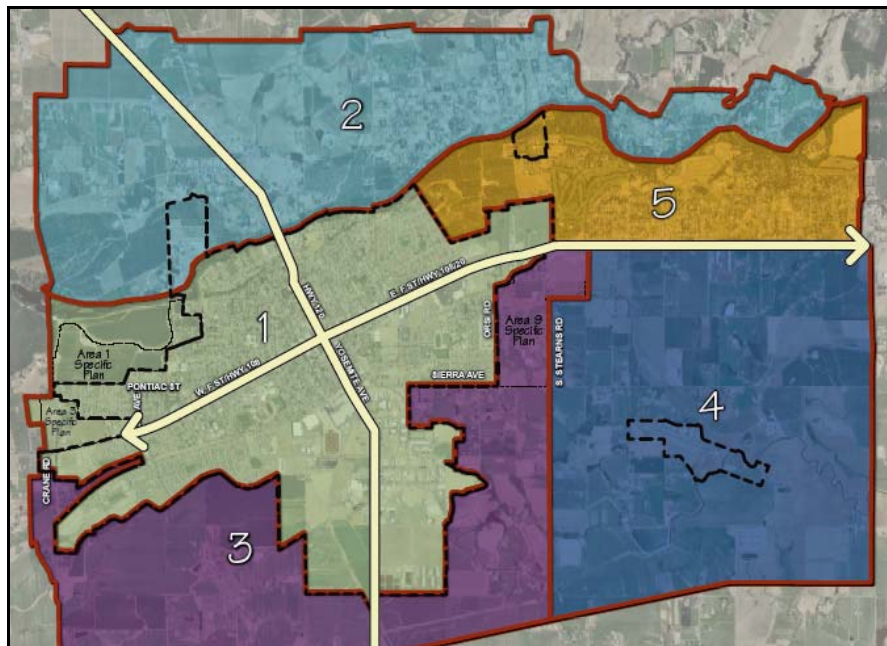
Participants were given 5 votes and asked to vote for each use in the column – more, the same, or less – that reflects how they feel.

Land Use	More	More/ The Same	The Same	Less
Commercial/Retail	37 votes	n/a	3 votes	0 votes
Single-Family Residential	13 votes	n/a	11 votes	4 votes
Multi-Family Residential (e.g., condos, apartments)	18 votes	n/a	12 votes	5 votes
Industrial	25 votes	1 vote	4 votes	2 votes
Parks/Open Space	19 votes	n/a	11 votes	3 votes

2. As the City considers future growth opportunities, where do you feel that growth would best be located?

Participants were given 2 votes and asked to choose the top 2 areas they think future growth should be located. See map below for a general reference to the area boundaries.

Area #1	Area #2	Area #3	Area #4	Area #5
Within current City limits/ specific planning areas, south of the River	North of the Stanislaus River	South of the City	East of the City/ South of Hwy 108/120	East of the City/ North of Hwy 108/120
21 votes	8 votes	21 votes	17 votes	8 votes



Visioning Stations

1. How would you maintain Oakdale's character, heritage, and quality of life?

- Continue with current small town events – Rodeo Parade, Chocolate Festival, Halloween Parade, Christmas Event Downtown/Tree Lighting, Cowboy Santa. (4)
- Keep Oakdale a one high school town and that will solve all the problems. (3)
- Keep the growth at a slow pace that has happened in the past 20 years. (2)
- Keep community small. (2)
- We can and should celebrate and continue to acknowledge our cowboy heritage. We can do this without being hokey – we can do it well. (2)
- Place emphasis on our heritage. (2)
- Use and celebrate the River; make a boardwalk or area to view the River (bridge). (2)
- Improve retail services so people will shop in Oakdale, not just live here. (2)
- Decide on a population limit.
- Keep rural areas not smaller than 5-acre lots.
- Community beautification projects – clean up weeds in rural areas and small older neighborhoods.
- When building areas for residential, build home styles that are more of real ranch styles to tie into the Oakdale heritage.
- Don't take too much farm/ranch land for City use.
- Give thought to why many young creatives are choosing Oakdale to live instead of Modesto – beauty and quality schools, and a caring community.
- Prevent unsupervised growth.
- Keep crime down through community awareness and policing.
- Keep parks updated and clean.
- Fix up the main highway to be more attractive.
- Look at how San Ramon built California High School.
- Study Livermore – they have done a great job.
- Design standards for commercial buildings – especially in core downtown (CBD) – to reflect a smaller scale and less of a “big box” look.

2a. What is your vision for the future of Downtown Oakdale? (preservation, revitalization/redevelopment, entertainment, restaurants, shopping, housing...)

- Need more of a selection of uses/services – entertainment, shopping, restaurants. (6)
- Make owning small businesses more feasible. Provide incentives to those who open businesses in downtown. (3)
- Renovate, restore, revitalize, and modernize existing buildings/storefronts. (3)
- I want it to look like Livermore – classy, but with character – cowboy character. (2)
- Revitalize using streets parallel to F Street as the primary attraction (something similar to Pleasanton's downtown).
- Restaurants and bars that stay open on the weekends.
- Encourage the growth of the entertainment sector beyond bars and restaurants – expand the Oakdale theater and get other businesses.
- A book store or department store.

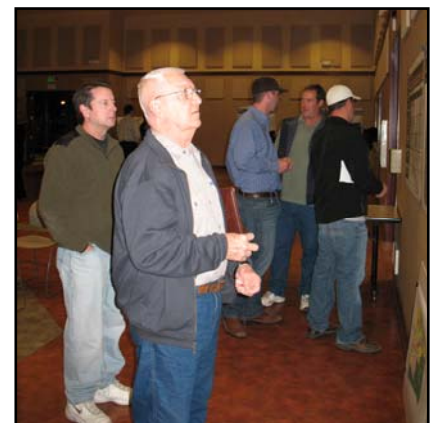
- Seek clothing stores.
- Include a water feature in new development.
- Help with parking.
- Need a large shopping center on the west side.
- Keep City spending low.
- Make roads not to be compacted with rush hour traffic.
- Higher densities.
- Creative re-use.
- The High School's location relative to downtown should be capitalized upon.
- The downtown area will probably shift somewhat with the inclusion of the Bypass. We must remember our heritage and save some of the more important buildings and real estate.
- Create an SPD overlay zone.
- Downtown needs a form base code.
- Restore and preserve character through design.
- Farmers market is great – brought people to downtown, make it go for a longer period – June through October.

2b. What is your vision for the future of Oakdale's established neighborhoods? (preservation, revitalization, added amenities...)

- Fix and maintain streets and sidewalks. (3)
- HOA or similar to improve housing exterior and landscaping.
- Undergrounding utilities.

3. What is your vision for future retail and services in Oakdale? (shopping, restaurants, entertainment, tourist serving, offices, medical...)

- Better and more retail shopping stores. (5)
- Need a supermarket and more stores on the west side of town. (5)
- Need more established well-known restaurants and a variety of cuisines. (3)
- Need large department stores and clothing retail establishments. (3)
- High end retail and restaurants. (2)
- We need to use our River. I would love to eat dinner or shop along the River. (2)
- Better hospital. Looking forward to Oak Valley Hospital being a true hospital, not just emergency. (2)
- Rest stop area.
- Need upscale bars and clubs to go to.
- Entertainment businesses.
- Enough fast food restaurants.
- Book store.
- Oakdale must be realistic about what level of retail services our population can support.
- It would be great to have one or two more contemporary establishments in Oakdale.
- Need a combination of all – do not focus on one type.
- Perhaps more opportunities to do things with friends (i.e., mini-mall)? Something to make Oakdale more appealing to its youth. Also, expanded shopping centers, because much tax



revenue could be gleaned from such popular stores as Gamestop. And possibly a diner, such as an up-scale burger joint which could attract high school kids.

- A real movie theatre.
- Bowling alley or billiards bar.
- Office supply store (small) to serve businesses in Oakdale, right now we have to go to Riverbank and Modesto.
- Encourage businesses along S. Yosemite.
- More neighborhood retail designed for the pedestrian scale and less big box.
- Need big box or plaza type development at both ends of the City.
- Maximize the presence of Con Agra in Oakdale. It is the largest on the west coast. How about promoting some sort of tomato festival to generate tourism.
- Plan for all of those tourist buses and happily take their money.
- Need more money from our sales tax to stay in the City.
- Invite more PBR (professional bull riding) events.

4. What is your vision for future residential growth in Oakdale? (housing types and densities, diversity of housing, affordability, mixed use...)

- Slow growth, fill in the holes in the current neighborhoods. (6)
- More mixed use. (5)
- Stop building homes, condos, and apartments. Let's focus on providing jobs and entertainment for the ones who already live here. (3)
- No seriously, need some density here. More MD and HD. (2)
- Single family housing – keep growth to a minimum until businesses grow to meet needs of City infrastructure. (2)
- Draw a line in the sand for how big Oakdale will get. You can't grow forever on a finite land base.
- Housing but that's walkable and affordable.
- Need a variety of diverse housing.
- Modify architectural design standards to become flexible – especially with older lots (R-3, etc.).
- Need more apartments to reduce the rental of homes. Encourage the family owned home.
- Believe the existing plan has well thought out provisions.
- We need to be aware of home owners who are being affected by redistricting of zone toward commercial with the Bypass. Included the shift of commercial emphasis will be to the south. Realigning Residen, Zone 5 – need to take this into account.
- We need to find a way to bring our elderly into our new communities.
- Townhouses – attract first time homebuyers.
- Apartments – with park access. Maybe gated?

5. What is your vision for future jobs and industry in Oakdale? (type, diversity, and growth of new jobs and industries; retention of existing jobs and industries...)

- Build what we currently have stronger. (4)
- More shopping. (2)
- Reduce fees and provide incentives for old and new businesses. (2)
- Do whatever it takes to please companies like Con Agra.

- Realize that bigger companies have smaller companies below them (i.e., Con Agra has Ball Can and Rotucci Bin Company).
- Continue to offer high quality vocational training for all non-college bound students – give them real skills.
- Use existing spaces and buildings for green energy.
- Consider windmills going out of town.
- Make the building permit process easier and less costly and less time to get to shovel ready stage.
- More dental offices.
- More medical jobs to sustain the hospital growth.
- Need to have a focus on recruiting new industries from the Bay Area such as medical device manufacturing and computer software development to increase the tax base.
- More shopping – keep taxes and jobs in Oakdale. Riverbank got it all.
- I'm not fussy – any industry would be fine with me.
- Oakdale needs to be concurrent with projected job and industry development.
- Industry needs to open up so there are more jobs available.
- Work to entice more businesses like the cannery and candy ones.
- Smart shopping.
- Shopping plazas similar to Riverbank.
- Movie theatre.
- Perhaps an opportunity for schooling outside of high school.
- Expansion of job opportunities in both the agricultural and legal environments.
- Will there be industry development in Modesto, Tracy, etc. allowing Oakdale to develop subsidiary industry and jobs?
- Expand Oakdale Irrigation District to support rural areas that do not have irrigation.

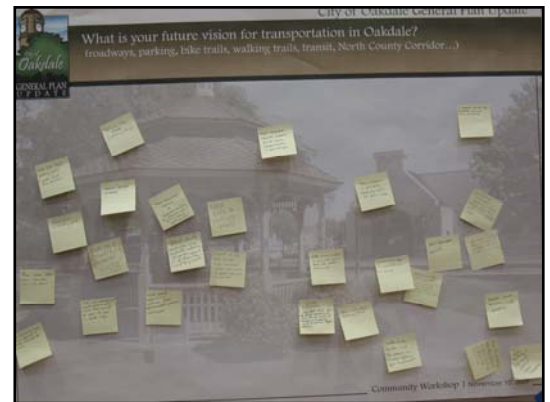
6. What is your future vision for community services in Oakdale? (law enforcement, fire protection, schools, parks, libraries, general government...)

- Support the police department. (4)
- Increase law enforcement and update our police department. (2)
- Keep one high school. Expand like San Ramon (see California High School – they did a great job with limited space). (2)
- Libraries – bigger/modern or have 2 libraries – one for youth and one focused on modern technologies for businesses. (2)
- Bike/BMX park – large enough to hold events here where we can draw monies instead of bonds/taxes to new development. (2)
- Skate park. (2)
- Sports complex (soccer, baseball, softball). (2)
- Current services adequate. (2)
- I'm pretty happy now.
- Less police – we don't need so many to patrol a small town.
- Take a tip from Kennesaw, Georgia – for safety.
- Consider public safety tax.
- Have a better tax base to support police, public works, and fire.

- More of our sales tax money needs to stay in Oakdale.
- Part of Oakdale's small town feel is the personal interaction of services with the public (beyond doing a job). When you lose that, you make the City be more impersonal.
- We are AG based, let's support more of that.
- Open a true AG division to make our bids stay here.
- Destination parks.
- River park.
- New tennis courts to maintain with the growth.
- Keep parks – use for different ideas not all playgrounds.
- More parks in neighborhoods.
- Less tax money for schools.
- More preventative training in schools with the police and fire departments (i.e., drugs, gangs, stop drop and roll).

7. What is your future vision for transportation in Oakdale? (roadways, parking, bike trails, walking trails, transit, North County Corridor...)

- Need bike and walking trails that are safe throughout Oakdale. (6)
- More accessible public parking (especially in the downtown area and T.L. Davis Sports Complex). (3)
- Pathway along River (walking/biking). (2)
- I would like to see Oakdale become more walkable. (2)
- There is more heavy traffic on the roads. One main road is not enough. Let the distant commuters go around the City. (2)
- More and easier transportation for our seniors, including the bus service to better accommodate the elderly. (2)
- More frequency regarding transit and more pick up and drop off locations.
- Better maintained current bike and walking trails.
- Wider streets through downtown.
- Maintain the ROTA concept.
- Give people beautiful options that encourage health and fitness.
- North County Corridor is a growth inducer. I could support it if there was a limit to growth.
- North County Corridor will be welcome as means of transportation from east to west.
- Smaller streets.
- Bicycle lanes.
- Increase connectivity to reduce GHG.
- Keep Hwy 108 and 120 with current lanes (no more) to keep traffic flowing.
- Better timing of lights to keep traffic moving through City – east/west and north on Hwy 120.
- Roads that create less traffic.
- Stay current in providing services such as Dial-A-Ride.
- Encourage carpooling.
- Build a Park & Ride lot for people commuting to Bay Area.



8a. What is your future vision for environmental resources and open space in Oakdale? (agricultural lands, open space areas, greenbelt, other natural resources...)

- No more growth – stay within current limits. Infill.
- Continue to use open space at a slow growth.
- Ensure adequate green spaces around circumference of Oakdale (north/south/east/west).
- We need space for AG.
- Keep all intact as they are.
- Oakdale growth should involve making use of existing resources such as unused commercial buildings before expanding too much.

8b. What is your vision for the future of the Stanislaus River corridor? (preservation, improved access, trails, picnic facilities, views areas...)

- River trail. More public access. (3)
- Protect it from growth. No homes near it. Leave it in AG. (2)
- Let's celebrate the River! Make good use of the River as a primary asset for Oakdale. (2)
- Save the River bank for recreation – all purposes.
- When the City has more money, we should have a public park for River access.
- Preserve area around River except for well planned walking trails.
- Make River a tourist attraction – walking trails, pro shops, restaurants.
- Leave the River the way it is.
- Be more organic.

9a. What is your future vision for utilities and infrastructure in Oakdale? (water, wastewater, drainage, energy, telecommunications, solid waste...)

- Undergrounding utilities – replacing outdated above ground – power and telecommunications. (3)
- Solar. (3)
- Go green. (2)
- Have new residents pay their way. (2)
- More coordinated effort by City in recycling – current program with Gilton is not working. (2)
- Fix the sewer system to handle the rain runoff along main roads.
- Greater ability to handle drainage.
- Plan ahead for growth so that the services are available when the growth occurs.
- Present electrical production.
- Wind.
- Be more efficient and conserve what we have/use.
- Solar panels are ok on buildings, but no solar farms.
- Protect surface water rights through Oakdale Irrigation District.
- Communities limited wi fi access.

9b. What other thoughts, visions, or desires do you have about Oakdale future?

- Smart growth – use to our advantage.
- Continue the slow growth that has been on the plan.
- Don't need to grow any bigger – improve on what we already have.

Specific Plans Station

The following comments were collected:

- Area 3 – commercial use on Hwy 108 only, not on Crane Road. Area 1 – keep that land as farming, even though it smells awful sometimes.
- Allow Area 1 to develop as it has been planned for 30 years.

