

CITY OF DINUBA

LAND USE STRATEGIC PLAN FOR THE EAST EL MONTE ECONOMIC VITALITY AND COMMUNITY SUSTAINABILITY PLAN



APRIL 2018

FUNDED BY A COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)



LAND USE STRATEGIC PLAN FOR THE EAST EL MONTE ECONOMIC VITALITY AND COMMUNITY SUSTAINABILITY PLAN

Prepared for:

City of Dinuba – Public Works Department
405 E. El Monte Way
Dinuba, CA
Contact Person: Cristobal Carrillo
Phone: (559)591-5924
ccarrillo@dinuba.ca.gov

Consultant:



6051 North Fresno Street, Suite 200
Fresno, CA 93710
Phone: (559) 449-2400

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EXECUTIVE SUMMARY

Project Purpose

The purpose of this study is to prepare a **Land Use Strategic Plan** focused on land uses, circulation, economic incentives, and other strategies to revitalize the Mercantile Row Shopping Center within an approximately 170-acre area along the East El Monte Commercial Corridor. The Study Area is bounded by Road 92 to the east, Crawford Avenue to the West, Sierra Way to the south, and a line parallel to and one quarter mile north of El Monte Way.

The Land Use Strategic Plan, funded by a Community Development Block Grant (CDBG), is the second part of a two-part plan that will help restore and improve economic vitality and community sustainability to the area. The first part was a **Retail Trade Area Demographic Profile** prepared by The Retail Coach. Together, the two documents make up the **East El Monte Way Economic Vitality Sustainability Plan**.

The Land Use Strategic Plan allows for focused and innovative land use planning that will supplement the City's General Plan. It allows land uses, housing types, transportation solutions, and other strategies that assist in re-conceptualizing this area of east Dinuba.

Goals and Objectives

Relying on input from residents and officials during the community visioning process, combined with a demographic analysis, economic and land use trends, and economic data provided by the City's consultant, seven project goals and numerous objectives were developed.

- *Goal 1: Revitalize the Mercantile Row Shopping Center.*
- *Goal 2: Implement approved East Side Master Land Use Strategic Plan*
- *Goal 3: Actively market and recruit development consistent with the Land Use Strategic Plan and Retail Recruitment Strategy to improve economic development for the east side.*
- *Goal 4: Encourage more single family residential development to increase housing opportunities and provide more "rooftops" to support the commercial businesses.*
- *Goal 5: Ensure greater connectivity within the eastside planning area.*
- *Goal 6: Provide for the preservation and extension of infrastructure, community services, parks and open space.*
- *Goal 7: Prepare a conceptual streetscape plan for the E. El Monte Way Corridor.*

Planning Process

Two community workshops were held to obtain community input on the project. The first workshop allowed the public to select a preferred land use scenario out of three alternatives. The second workshop allowed the public to review the proposed plan and its development potential.

Challenges/Constraints

The following challenges have constrained the Study Area in the past.

Western Growth. Dinuba's westside has an extensive amount of commercial businesses anchored by Wal-Mart that are creating competition for similar businesses, customers, and development.

Existing Uses. While nearby restaurants, fitness center, and drugstore may attract people from the immediate neighborhoods to the Study Area, other businesses like used car lots, large diesel truck repair, mini-warehouses, auto repair and detailing do not attract shoppers from other areas in the city or the region.

Public Facilities. Currently, all available parks are approximately one-half mile from the Study Area boundaries.

Connectivity. Direct access to shopping from residents south of E. El Monte is limited, as is overall pedestrian and bicycle connectivity.

Aesthetics. Much of East El Monte Way remains under-landscaped and, in many instances, lacks shade trees.

Annexation Required. Approximately 60-acres will need to be annexed into the city in order for development under this plan to occur.

Fees. Development impact fees and development review fees could potentially discourage new development to the area.

Opportunities

Despite the challenges, there are also opportunities that could stimulate development within this area of the City.

- *Mercantile Row Shopping Center – High vacancies, aged landscaping, and general condition of center.*
- *Available land for commercial and residential development*
- *Available and planned parks and open space facilities*
- *Non-motorized transportation*

- *Vacant retail space*
- *Population support services such as health clinics, community center, and other public facilities.*

Proposed Master Development and Conceptual Parcelization Plan

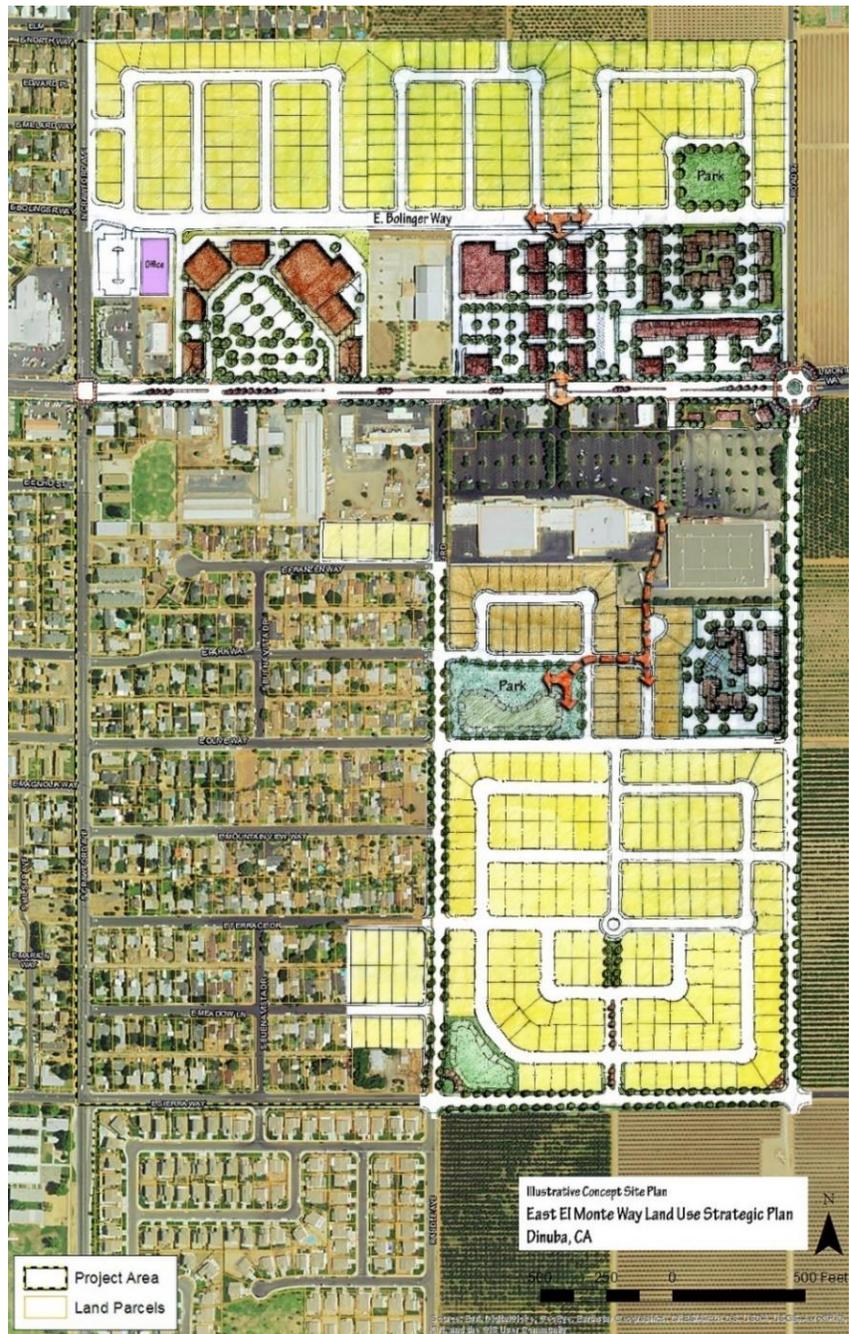
The following summarizes conceptual Key Vignette Areas of the Illustrative Conceptual Site Plan.

East El Monte Way Street Improvements.

The proposed plan is to provide for two lanes of moving traffic in each direction, sidewalks, ADA curb ramps at street corners and pedestrian crossings, enhanced paving at crosswalks, a center median with turn lanes, drought tolerant landscaping, hardscape, shade trees, and either a roundabout or traffic signal at East El Monte Way and Road 92.

Approved Noroian Tentative Map. The Noroian tentative map was approved for eighty 6,000 square foot single family lots and 11.4-acres of commercial development north of East El Monte Way and east of Crawford Avenue.

North of Bolinger Way Single-Family. With the extension of Bolinger Way to the east and ending at Road 92, the new roadway provides access to the commercial areas and a new single family detached



Illustrative Conceptual Site Plan (Key Features) Map

residential community with a pocket park. The Key Vignettes Plan depicts approximately 109 lots.

Commercial and Multifamily North of El Monte Way. A vehicular and pedestrian connection is proposed between the commercial component on the northside of East El Monte Way and the Mercantile Row Shopping Center. The commercial area could yield 120,000 to 148,000 square feet of retail goods and services and restaurants to complement existing development to the south. The entry drive should provide access to the new residential neighborhoods. A gas station, convenience store, and car wash are proposed at the southwest corner of East El Monte Way and Road 92.

Proposed Single-Family and Multifamily North of Olive Way. A 10-acre small lot development south of the shopping center would have vehicular and pedestrian access from the proposed extension of Olive Way to Randle Avenue and Road 92. A community of attached products located south of the existing fitness center and west of Road 92 could provide 50 dwelling units on four-acres. Pedestrian access is encouraged between Mercantile Row and the residential communities.

Proposed Single Family South of Olive Way. Randle Avenue will extend from East El Monte Way to Sierra Way when completed. This will open the existing and proposed commercial uses to residential areas to the south and west. The Dinuba General Plan identifies future schools in an area south of the extension of Olive Way and east of Randle Avenue. If the school district decides not to construct schools here, that area could potentially yield more than 120 single-family detached lots.

SECTION 1 - PURPOSE, GOALS, AND PLANNING PROCESS

1.1 - Purpose

The purpose of this study is to prepare a **Land Use Strategic Plan** focused on land uses, circulation, economic incentives, and other strategies to revitalize the Mercantile Row Shopping Center within an approximately 170-acre¹ area along the East El Monte Commercial Corridor. The Study Area is bounded by Road 92 to the east, Crawford Avenue to the West, Sierra Way to the south, and a line parallel to and one quarter mile north of El Monte Way.

The Land Use Strategic Plan, funded by a Community Development Block Grant (CDBG), is the second part of a two-part plan that will help restore and improve economic vitality and community sustainability to the area. The first part was a **Retail Trade Area Demographic Profile** prepared by The Retail Coach. Together, the two documents make up the **East El Monte Way Economic Vitality Sustainability Plan**.

The Land Use Strategic Plan allows for focused land use planning that will supplement the City's General Plan. It identifies land uses, housing types, transportation solutions, and other strategies that may assist in re-conceptualizing this area of east Dinuba.

1.2 - Historical Context

The Mercantile Row Shopping Center opened in November 1990. This shopping center was anchored by Save-Mart Supermarket and Kmart along with smaller retail shops and restaurants. At its peak, the shopping center was the hub of commercial activity on the east side of Dinuba.

Over time, several events occurred that impacted the shopping center. First, the commercialization of West El Monte Way in the early 2000's brought Walmart and other national chains to Dinuba shifting the shopping habits of many residents. Second, residential growth occurred to the northwest of the community within closer proximity to the new commercial developments on West El Monte Way. Third, structural changes occurred in the retail sector due to the introduction and growth of e-commerce. Lastly, the widening of West El Monte Way provided for improved connectivity and increased traffic to the west of Dinuba.

The City, eager to reverse this decline, began exploring strategies aimed at revitalizing the East El Monte Way Commercial Corridor and surrounding area. In 2014, the City applied for and was awarded a Community Development Block Grant (CDBG) in the amount of \$1.4 million to help revitalize the east side. The grant consisted of \$1.3 million to extend Randle Avenue from Olive Avenue north to East El Monte Way to improve connectivity from the

¹ The CDBG program originally identified 240-acres for the Study Area; but, approximately 70-acres includes an existing well-established residential neighborhood, charter school, several one-acre estate lots, and multifamily housing.

existing and planned residential development to the south and \$100,000 to prepare the East El Monte Way Economic Vitality Sustainability Plan. The design of the Randle Avenue extension is in progress and the Retail Recruitment Study is in place. The preparation of the Land Use Strategic Plan is the next step in the process.

Despite the factors that contributed to the decline of this area, there exist opportunities to revitalize the east side through good land use and infrastructure planning and focused retail recruitment.

1.3 - Goals and Objectives

For the long-term community vision to become a reality, Dinuba must utilize the guidance of this Strategic Plan. The Land Use Strategic Plan will set forth the vision for the revitalization of the Mercantile Row Shopping Center and facilitate the development of the East El Monte Way Commercial Corridor planning area. Relying on input from local residents and local officials during the community visioning process, combined with a thorough analysis of demographic, economic and land use trends, a distinct set of project goals and objectives was developed. These goals and objectives should guide decision-making relative to land use, transportation, growth management, and economic development. City officials should be mindful of the community's vision and should rely on these goals and objectives when examining development proposals, administering the zoning ordinance, and considering public input. Each of those key terms is defined below to ensure clarity and understanding.

Goals are broad-based statements of intent that establish a direction. Goals could be thought of as the "desired results" of successful implementation of the Plan.

Objectives are the stated "means" of achieving each goal, or the tasks to be carried out in the process of successfully achieving goals.

The goals and objectives that follow were developed through input from the City Council, City staff, General Plan policies and objectives, the CDBG requirements and policies, the retail analysis prepared by The Retail Coach and the public.

Goal 1: Revitalize the Mercantile Row Shopping Center.

Objective 1A: Have city's contract retail recruitment firm work closely with property manager/owner on recruiting an anchor tenant for the center.

Objective 1B: Focus retail recruitment on filling vacancies and development of available pads.

Objective 1C: Commit to streamline entitlements and/plan checks for all businesses locating in center.

Objective 1D: Review and revise incentives to encourage businesses to locate in the center.

Objective 1E: Add marketing material of available retail spaces/buildable pads on the City's economic development web page.

Objective 1F: Consider opportunities for evening and weekend events in the Mercantile Shopping Center to draw people to the center similar to Summer Night Lights (e.g., concerts, markets, parking lot sales, custom bike show, etc.).

Objective 1G: Enforce building codes and encourage renovation, repair, and maintenance of commercial buildings, signs, parking areas, and landscaping on a regular basis.

Objective 1H: Ensure that current development-related ordinances and guidelines are reflective of the type and quality of development that the City desires for this project area.

Objective 1I: Promote regional and community awareness of the East El Monte Way as a great place to live and promote the East El Monte Way as a shopping destination.

Goal 2: Implement approved East Side Master Land Use Strategic Plan

Objective 2A: Amend General Plan Land Use Map and Zoning Map consistent with the Land Use Strategic Plan that is responsive to the existing context and is founded upon realistic market expectations.

Objective 2B: Encourage property owners to regularly maintain buildings and vacant properties to maximize curb appeal.

Objective 2C: Create content on the City's economic development web page specifically marketing development opportunities on the east side and incentives for doing so.

Objective 2D: Pursue opportunity for a regional commercial center near East El Monte Way and Road 92.

Goal 3: Actively market and recruit development consistent with the Land Use Strategic Plan and Retail Recruitment Strategy to improve economic development for the east side.

Objective 3A: Focus on recruiting retailers to the east side by listing properties available for sale and development.

Objective 3B: Provide economic incentives to attract commercial and residential developments to the area (e.g., reduced Development Impact Fees, waiver of entitlement application and annexation fees, etc.).

Objective 3C: Consider a mix of non-retail office uses, entertainment, restaurants, local retailers, and regional and national retailers that brings employment and traffic to the area that will encourage day time eating and shopping.

Goal 4: Encourage more single family residential development to increase housing opportunities and provide more "rooftops" to support the commercial businesses.

Objective 4A: Contact owners of properties that have a valid tentative tract map to determine status and ask what the City can do to help facilitate residential development.

Objective 4B: Conserve existing neighborhoods by providing them with the necessary improvements to enable infill development and redevelopment.

Objective 4C: Increase home ownership rates, since permanent residents are more likely to frequent the shopping opportunities available in their own close by neighborhood.

Objective 4D: Provide quality housing diversity that meets community market demands throughout the East El Monte Way neighborhoods.

Objective 4E: Continue with existing housing programs and attempt to add additional funding as needed.

Goal 5: Ensure greater connectivity within the east side planning area.

Objective 5A: Complete the extension of Randle Avenue project to provide connectivity to residential south of East El Monte Way.

Objective 5B: Prepare a circulation plan for the planning area to ensure connectivity and evaluate the use of boulevards and roundabouts.

Objective 5C: Plan for the installation of decorative, stamped-colored pedestrian crossings along East El Monte Way with new development.

Objective 5D: Consider opportunities for placing several bus/trolley stops/shelters within the East El Monte Way neighborhoods to improve transit access to key locations.

Objective 5E: Provide future collector roadways that encourage walking and biking as well as safe and efficient vehicular movement.

Objective 5F: Establish/construct sidewalks in accordance with the most recent sidewalk improvement plans including wide sidewalks on both sides of new and existing streets, ADA curb ramps at street intersections, and improvements to damaged or dangerous sidewalks.

Goal 6: Provide for the preservation and extension of infrastructure, community services, parks and open space.

Objective 6A: Evaluate and update existing sewer, water, and storm drain master plans to ensure there is adequate infrastructure planning to serve the area.

Objective 6B: Fund the preparation of a Parks Master Plan for the area to include a variety of parks, open space and walking trails.

Objective 6C: Invest in improving roadways and other infrastructure.

Objective 6D: Ensure police, fire, and emergency services are consistent with growth of the area and public needs.

Objective 6E: Work with the Dinuba School District to identify short-term and long-term

student education needs and timeline for developing the two sites located in the southern portion of the Study Area.

Goal 7: Prepare a conceptual streetscape plan for the E. El Monte Way Corridor.

Objective 7A: Prepare a plan for raised landscape medians between Crawford Avenue and Road 92.

Objective 7B: Plan for gateway treatment with monument sign at Road 92.

Objective 7C: Install decorative pedestrian crossings to Mercantile Row Shopping Center.

Objective 7D: Install directional signage consistent with wayfinding signage program.

Objective 7E: Landscape pedestrian walkways on both sides of E. El Monte Way to increase curb appeal and promote walkability.

Objective 7F: Investigate the potential for relocating overhead utility lines underground.

1.4 - Planning Process

1.4.1 - BASE DATA COLLECTION AND ANALYSIS

The first step in the planning process involved a collection, review, and analysis of existing planning documents, utility master plans, and current and proposed development plans of the Study Area. A GIS aerial base map of the Study Area was produced and was subsequently used at the public workshops to educate and gather input from the local residents, business owners, and City staff. The base map was used to graphically identify existing General Plan land use designations and circulation. These policies, CDBG requirements, input from the community and city staff, and information provided by the economic analysis were eventually used to form the project's Goals and Objectives.

The information gathered from the base data collection was used to identify the project's opportunities. Three development scenarios were prepared that included land use, open space, and circulation. The scenarios also included a summary of potential dwelling units and types of dwelling units, square footages of commercial uses, and park acreage. Meetings were held with City staff for review and approval of all exhibits, goals and objectives, and land use data tables. The information was then presented to the public for their input.



1.4.2 - COMMUNITY WORKSHOP #1

The first public workshop was held on July 13, 2017 at the Island, a meeting and banquet facility located in the heart of the Study Area. The workshop included a PowerPoint presentation, surveys, and group roundtable discussions using aerial photographs of the site and the surrounding area. The workshop was well-advertised with posters placed in local business windows in and around the Study Area, notices placed in utility bills and mailed to local residents, and an advertisement in the Dinuba Sentinel newspaper. Beverages, snacks, and raffle prizes were included with the event. Approximately thirty participants attended the event.



Residents who live near the Study Area listened to a presentation on the East El Monte Way project and participated in a real time survey.

Surveys were conducted using TurningPoint Technology. Participants provided their response to a series of questions using handheld “clicker” devices that gave their input in real time. The results of surveys and roundtable discussions can be found in Appendix A. Following were the contents of the first workshop:

- Purpose of the Study
- Project Goals
- General Plan Policies that Impact Development
- Study Area Amenities
- Clicker Surveys
- Three Land Use Development Scenarios
- Visual Preference Survey
- Roundtable Discussion

The three development scenarios included transportation options such as primary pedestrian circulation, bikeways, transit stops, and vehicular circulation. The three scenarios are can be found in Appendix B. The Visual Preference Survey allowed participants to select the types of commercial development that they would prefer to see in the Study Area. There was a noticeable preference for a walkable environment, places to sit, outdoor cafes, and dining opportunities.

Following the workshop, the consultants met with City staff to review the results of the public's input and to provide direction on the next step in the planning process.

1.4.3 - COMMUNITY WORKSHOP #2: OPEN HOUSE

The second public workshop was held on February 1, 2018, at the Dinuba Senior Center. The workshop included a PowerPoint presentation, question and answer period, and stations with large scale exhibits of the Goals and Objectives, Preferred Land Use Development Scenario, and Illustrative Conceptual Site Plan depicting how the project could potentially develop. The Illustrative Conceptual Site Plan included conceptual subdivision layouts, layouts of commercial buildings such as retail and office buildings and their associated parking, multifamily attached layouts, roadways, parks, stormwater detention basins, crosswalks, conceptual landscaping, medians, and gateways.

The contents of the presentation included:

- Recap of the first workshop
- Results of the “Clicker” Survey and roundtable discussions from Workshop #1
- The Preferred Development Scenario
- Illustrative Concept Site Plan of the Study Area
- How the Plan meets the City’s and the Community’s goals
- Three stations with exhibits



Residents who live near the Study Area broke into smaller groups and participated in roundtable discussions.



Example of the flyer mailed to local residents and posted at businesses and public facilities in the area.

The community was asked to provide input on the various exhibits using preference dots, Post-It notes, and comment cards. The workshop was well advertised with posters in local business windows and public facilities in and around the Study Area, notices placed in utility bills and mailed to the local residents, and an advertisement in the Dinuba Sentinel newspaper. Beverages, snacks, and raffle prizes were included with the event. There were approximately 30 participants that attended.

1.4.4 - PREFERRED DEVELOPMENT SCENARIO AND MASTER DEVELOPMENT PLAN

The consultant met with City staff and discussed comments from both meetings. Based on input from City staff and public comments, the preferred concept plan was revised. The Illustrative Concept Site Plan included a concept parcelization of the Study Area. Following input from City staff, the consultants prepared this report for review by the Planning Commission and City Council.

1.4.5 - PLANNING COMMISSION AND CITY COUNCIL PRESENTATIONS

The Consultant prepared and conducted a PowerPoint presentation with both Planning Commission and City Council. The presentation included a summary of the project approach, background and methodology used to arrive at the preferred land use development plan scenario, benefits and advantages of the preferred plan, and how the scenario will contribute to the economic revitalization of the Study Area and community sustainability. The City Council accepted the Plan at their April 24, 2018, meeting.



SECTION 2 - EXISTING CONDITIONS, OPPORTUNITIES AND CONSTRAINTS

This section describes the existing General Plan land uses and policies, zoning for the subject property, existing land uses, surrounding land uses, approved tentative maps, utilities, and transit routes that affect the proposed Land Use Strategic Plan.

2.1 - Existing Policies

2.1.1 - GENERAL PLAN

The following policies have been identified in the General Plan as having impact on the planning of the Study Area. The Land Use Strategic Plan strives to comply with the policies of the General Plan; however, a general plan amendment will be required for some changes to the Land Use Map. The numbers in this section reference adopted General Plan policies.

Land Use Element

COMMUNITY COMMERCIAL LAND USE DESIGNATION

1.25b. The community commercial land use designation provides for a 10-acre or larger cluster of commercial establishments serving needs like the neighborhood commercial centers, but also includes grocery, drug, general merchandise, variety, and specialty stores. The community commercial center generally serves a market area of 1-2 miles. Such facilities should be in each residential quadrant of the community to minimize cross-town traffic.

1.27. Community Commercial uses should be located along major traffic ways in consolidated centers that utilize common access and parking for commercial uses, discourage the introduction of strip commercial uses, and require adequate pedestrian links to residential areas.

GENERAL COMMERCIAL LAND USE DESIGNATION

1.25d. This designation provides for commercial areas with a wide range of retail and service activities along major traffic corridors, such as El Monte and Alta.

PUBLIC/SEMI-PUBLIC LAND USE DESIGNATION

This land use designation is intended to reserve land for existing and future schools, parks, and other public facilities and open space.

RESIDENTIAL – MEDIUM LAND USE DESIGNATION (4.6 – 7.5 UNITS/GROSS ACRE)

1.7c The medium density residential category provides for a land use pattern of predominantly single-family development as permitted in the R-1 district. This designation also provides for innovative designs which utilize clustering, duplexes or half-plexes on corner lots, zero lot line, or planned development features. Lot sizes generally range from 4,500 – 7,000 square feet. Developments in excess of 7.0 units per acre should be encouraged for infill parcels, in specific plan or master plan areas, and where it will address unmet housing needs.

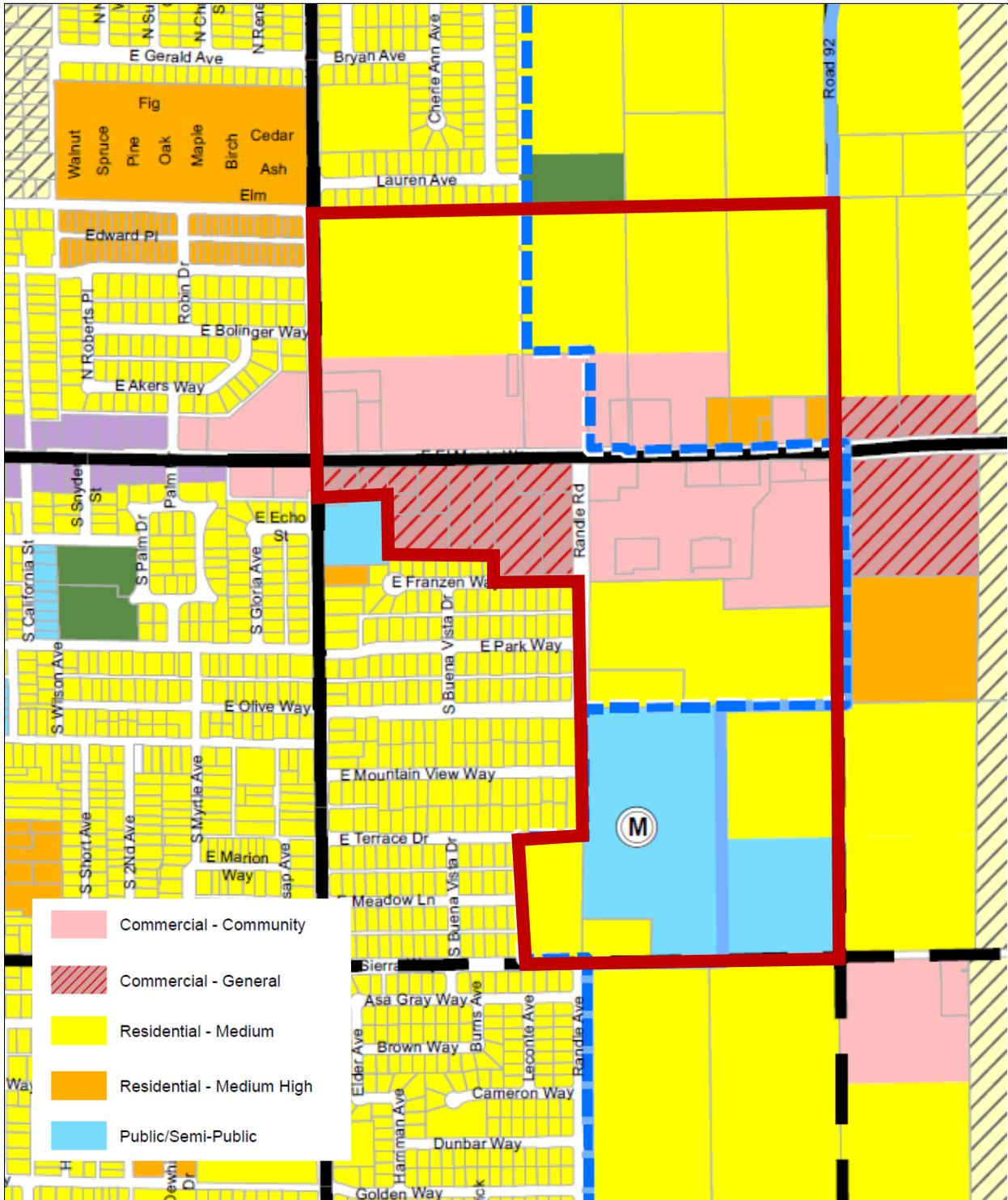


Figure 2-1
General Plan Land Use Map

RESIDENTIAL – MEDIUM-HIGH LAND USE DESIGNATION (7.6 - 15.0 UNITS/GROSS ACRE)

1.7d This land use category provides for a land use pattern characterized pre-dominantly by small scale multiple family residential developments. The typical residential pattern includes duplexes and larger scale, high-amenity apartments. Areas designated medium-high density residential are to be integrated throughout the community adjacent to transportation, community services and commercial developments. To avoid inappropriate concentration of these facilities, such developments shall be limited to 25 contiguous units when integrated into a single-family neighborhood and to 50 contiguous units when developed as a free-standing development. New development shall conform to the Urban Design Element of the General Plan.

1.14 Multifamily residential developments with more than 25 units shall have direct access to a collector or arterial street, and where feasible, be located near commercial and community services.

Circulation Element

2.7 The overall circulation plan for future neighborhoods shall... include off-set minor collectors, traffic calming features as needed, a neighborhood park within ¼-mile walking distance per neighborhood, and a commercial/office/transit node.

2.8 Alta and El Monte shall be developed with a minimum right-of-way of between 104'-119', to include four travel lanes, parking and/or bicycle lanes, and a two-way left center turn lane or landscaped median. Where widening these two arterials is neither feasible or practical, the right of way shall remain 96 feet.

2.61 Transit centers/stops shall be established to encourage the interface between commercial centers, alternate transportation modes, high density residential uses and the transit system.

Open Space, Conservation, and Recreation Element

3.17 Provide adequate parks facilities distributed throughout the City to provide organized and informal recreation opportunities and open space for City residents.

3.26 Where possible, parks should be developed in conjunction with existing and future drainage basins to create a larger combined open space along with additional space for active and passive recreation. Existing park ponds should be adapted for park use where possible. Safety concerns must be addressed and adequate space at or above street level should be provided.

3.27 Park facilities should be provided in each quadrant of the City and should be within a ¼ mile walking distance of most residents.

3.39 When a site designated for a park is part of a subdivision map, the City may require the subdivider to dedicate the park area and prepare plans for its phased development. Development of the park proposal shall be consistent with this element and the Parks and Recreation Master Plan.

Air Quality

3.49 Encourage land use development to be located and designed to conserve air quality and minimize direct and indirect emissions of air contaminants by doing the following:

- Consider the jobs/housing/balance relationship (i.e., the proximity of industrial and commercial uses to major residential areas) when making land use decisions.
- Provide for mixed-use development through land use and zoning to reduce the length and frequency of vehicle trips;
- Accommodate a portion of the projected population and economic growth of the City in areas having the potential for revitalization;

- Locate public facilities (libraries, parks, schools, community centers, etc.) with consideration of transit and other transportation opportunities;
- Encourage small neighborhood-serving commercial uses within or adjacent to residential neighborhoods when such areas are aesthetically compatible with adjacent areas; do not create conflicts with neighborhoods schools; minimize traffic, noise, and lighting impacts; encourage and accommodate pedestrian and bicycle access; and, are occupied by commercial uses that have a neighborhood-scale market area rather than a community-wide market area; and
- Encourage a development pattern that is contiguous with existing developed areas of the City.

Urban Design Element

5.4 New residential development should be designed in easy walking and bicycling distance to neighborhood commercial areas and community facilities such as schools (a distance equal to approximately 1/4 mile). This guideline may require placement of new neighborhood-serving commercial centers within new subdivisions.

5.28 The preference is that new commercial integrate well into surrounding neighborhoods. Towards this objective, new neighborhood commercial development should be designed in a “village core” or “main street” fashion, with buildings set at the back of sidewalk, and parking to the rear or to the side.

5.29 Encourage two-story mixed-use development in commercial centers, such as office over retail.

2.1.2 - ZONING

Areas within the city limits are zoned for Community Commercial (C-3) along both sides of East El Monte Way, Community Commercial or One-Family Residential (R-1-6) for single family detached lots at a minimum size of 6,000 square feet. The remainder of the project area is outside the city limits but within the Sphere of Influence. The C-3 district is intended to provide locations outside the downtown business district for unified shopping centers serving the entire community and areas surrounding the city. The R district is intended primarily to provide living areas at locations designated by the general plan for medium low and medium density, involving single-family dwellings.

2.2 - Existing Conditions

2.2.1 - EXISTING LAND USES

Commercial - Community. The Mercantile Row Shopping Center located on the south side of El Monte Way between Road 92 and Randle Avenue has the following breakdown of approximate building sizes totaling approximately 200,000 square feet:

- Big Box Retail 90,000 square feet
- Mid-box Retail 70,000 square feet
- Inline shops 26,500 square feet
- Pad buildings 15,800 square feet

Commercial - General. The area south of El Monte Way and east of Crawford includes a variety of commercial land uses: car wash, convenience store, auto and truck service/repair, motel, auto detailer, storage facility, and vehicle storage/salvage yard.

Public/Semi-Public. Dinuba Unified School District owns two sites totaling approximately 28 acres east of Randle Avenue and north of Sierra Way. The District has indicated that school construction on these two sites may not occur for at least a decade.

Residential – Medium High. Four parcels on the north side of El Monte Way are identified as multifamily uses, but the number of dwelling units per lot is no more than two units. Approximately 27 acres of vacant land is planned for residential medium land uses north of El Monte Way but has not been annexed into the city.

Residential – Medium. 214 single family residences on approximately 8,000 square foot lots are located west of Randle Avenue in the southwest portion of the Study Area. Nearly two-thirds have rear yard access from an alley. The remainder have garages that are accessed from the street. Approximately 17 acres of vacant land is zoned R-1-6 south of the existing commercial development and east of Randle Avenue. An additional 10 acres of land is planned is located south of this area but has not been annexed into the city.

Table 2-1 describes the existing, developed land uses. All acreage, square footage of commercial uses, and number of dwelling units are approximate.

**Table 2-1
Existing Developed Land Use Data**

Designation	Acreage	Square Feet
Commercial – General East of Crawford, West of Randle Avenue, and South of El Monte Way	13	32,000+ (estimate does not include garages, storage, and car/truck wash space)
Commercial – Community. South of El Monte Way	21	200,000
Commercial – Community. North of El Monte Way Randle Avenue Right of Way	8 1	24,000 (includes The Island) --
TOTAL	43	276,000+

Note: Square footage of existing residential uses within the commercial zoned designation are not identified.

2.2.2 - SURROUNDING LAND USES

A majority of properties within a quarter mile of the Study Area are single-family detached residences. Some higher density housing exists, such as the mobile home park northeast of the Study Area and west of Crawford Avenue.

Existing commercial uses located west of Crawford Avenue and north of El Monte Way include an approximately 60,000-square foot neighborhood center with grocer, take-out

restaurants, discount store, hair salon, and other retailers. Used auto sales and a restaurant are located on the southside of El Monte Way and west of Crawford Avenue.

Two elementary schools are located within a quarter mile of the Study Area's eastern boundary – John F. Kennedy and Jefferson. The Dinuba Junior Academy is located on the east side of Crawford Drive approximately 400-feet south of El Monte Way. The academy is a private Christian school with an enrollment of less than 25 students. Roosevelt Park is within a quarter mile of the site's western boundary and south of El Monte Way.

Land to the east is outside the city limits and is currently being farmed in either orchard or field crops. Some rural residential are located northeast of the Study Area.

2.2.3 - APPROVED TENTATIVE MAPS

A tentative subdivision map has been approved for 80 single family lots east of Crawford Avenue and south of Lauren Avenue within the Study Area. In addition, 10.4 acres of commercial land uses have been approved adjacent to El Monte Way and east of Crawford Avenue.

2.2.4 - UTILITIES

The City of Dinuba provides water service, sewer collection, storm drainage collection, and solid waste collection services to the area. The top Internet providers include AT&T, dishNET, Spectrum, and Xfinity by Comcast. Pacific Gas & Electric provides electricity and gas to the city.

2.2.5 - TRANSIT

Dinuba Area Regional Transit (DART) operates Monday through Thursday from 7:00AM to 6:00PM, Fridays from 7:00AM to 9:00PM, and Saturdays from 9:00AM to 9:00PM. Route 2 has a bus stop in the Mercantile Row Shopping Center and stops here every thirty minutes. Dinuba's Jolly Trolley provides for a stop in the Study Area. Jolly Trolley circles through downtown Dinuba, Walmart, and to the Dollar Tree and other retailers east of and near Road 72. Routes 1 and 2 provide connections to the Jolly Trolley at the transit center and two locations on the east side and west side of the City. Figure 2-2 shows the Dinuba Area Regional Transit Route Map

2.2.6 - SCHOOLS

The presence of quality schools can help attract new residential development. Currently, a private school – Dinuba Junior Academy – is located near Crawford Avenue and El Monte Way. Jefferson Elementary School is located approximately one-quarter mile from the southern boundary of the Study Area. John F. Kennedy Elementary School is located approximately one-quarter mile north of the Study Area at Saginaw Avenue and Crawford Avenue.

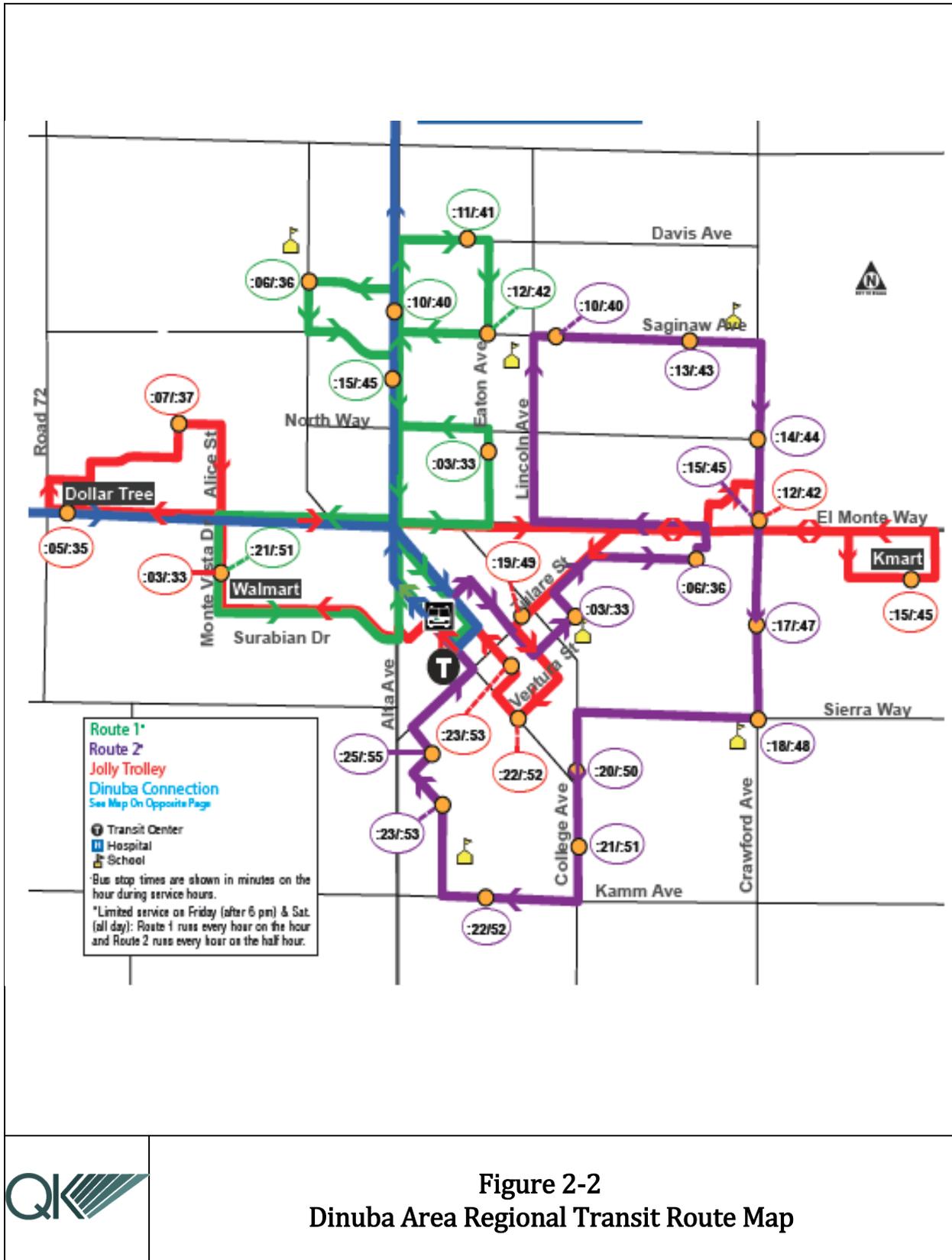


Figure 2-2
Dinuba Area Regional Transit Route Map

A middle school and an elementary school are planned for the Study Area, located south of the extension of Olive Way, north of Sierra Way, and east of Randle Avenue. Dinuba Unified School District staff estimated that school construction on these two sites is at least ten years away.

2.2.7 - PARKS AND OTHER PUBLIC FACILITIES

The Kamm Avenue Sports Park is located approximately one-half mile from the Study Area. Access to the park would be improved if Randle Avenue were completed south of Sierra Way. Currently, the City is planning on completing the Randle Avenue from Sierra Way to El Monte Way. The extension of Randle Avenue could help improve vehicular, pedestrian and bicycle access.

Rose Ann Vuich Park is located more than one half mile from the Study Area. The park houses a stage and amphitheater, playgrounds, on-street parking, picnic areas, and open play areas. Roosevelt Park is located more than one half mile from the Study Area and has two baseball fields, playground, and parking.

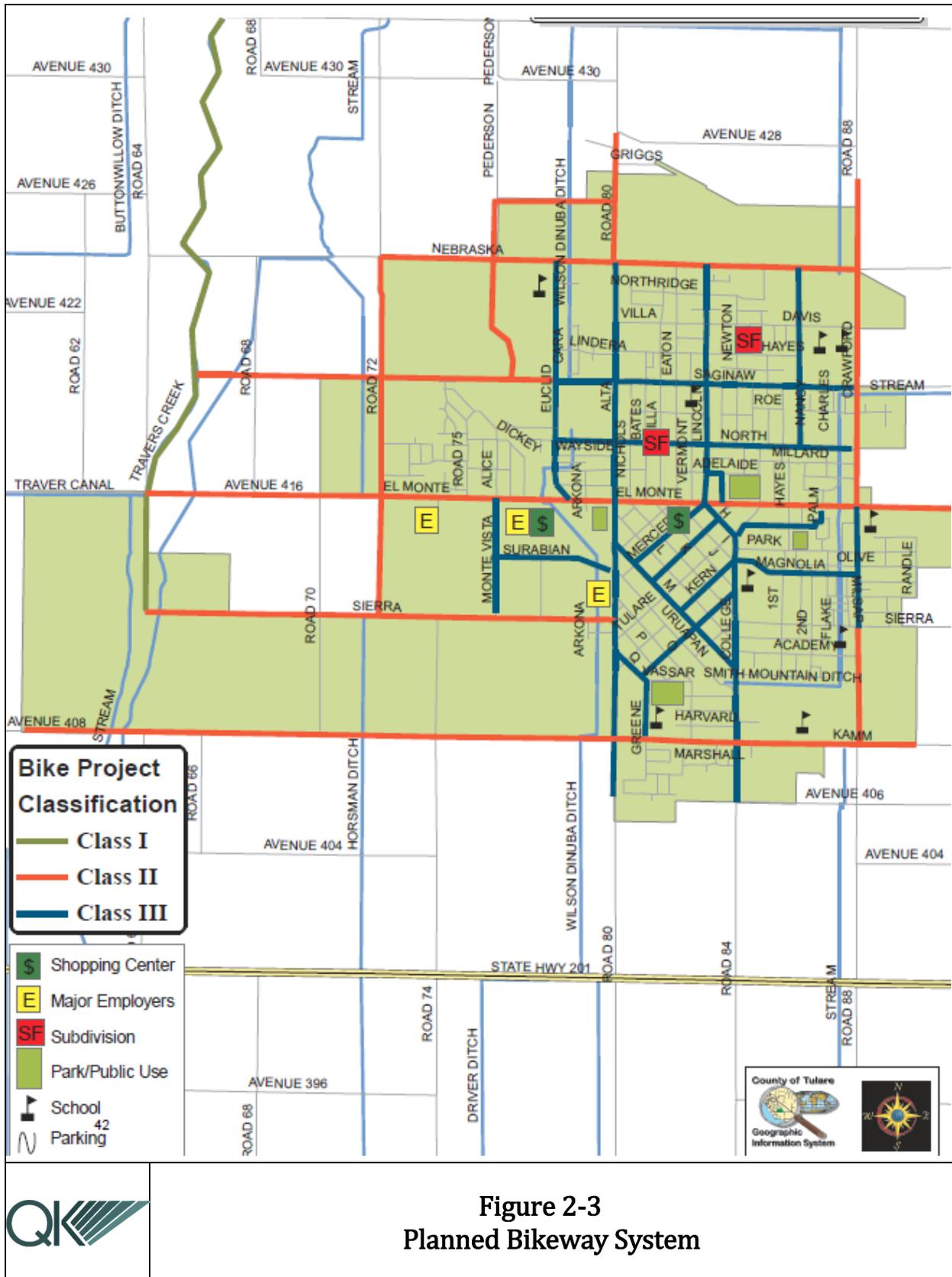


The General Plan indicates that open space is planned north of the Study Area at the eastern end of Lauren Avenue.

2.2.8 - PEDESTRIANS AND BICYCLISTS

Pedestrians currently have limited means of accessing sites within the Study Area along El Monte Way. Sidewalks only line existing commercial development. Nearby residential areas also have limited sidewalk access. As development in the area grows, these gaps in the pedestrian network can be filled. Improved pedestrian access could increase the number of customers to the commercial areas who like to walk. There are approximately 1,000 residences within less than a ten-minute walk to the western portion of the Study Area at East El Monte Way.

The 2010 Tulare County Regional Bicycle Plan identifies a Class II bicycle facility planned for El Monte Way that will extend from Road 64 to Road 92 on the eastern limits of the Study Area. Bike lanes and signage have not been installed. Improved bicycle access could increase the number of customers to the commercial areas who like to bike. A Class III bikeway is planned for Crawford Avenue from Avenue 426 to Kamm Avenue along the western boundary of the Study Area. Figure 2-3 illustrates the entire planned bikeway system for Dinuba.



**Figure 2-3
Planned Bikeway System**

2.3 - Revitalization Opportunities and Strategies

The City should consider the following suggested strategies for revitalization and economic development for the East El Monte area.

2.3.1 - VACANT RETAIL SPACE

Retailers have recently embraced the trend of bigger is better and continue to develop megastores that offer the convenience of shopping for a wide range of consumer goods under one roof. Rural and suburban communities have seen mid-box and big-box retailers relocate to super stores. The trend of building new super stores has left behind vacant retail space. Suburban communities are struggling with the reuse of vacant, large retail space.

However, in cities across the country, vacant retail buildings are finding new tenants. For example, in some cities vacant Wal-Mart buildings are being replaced with Dollar General stores that offer fresh meat and produce.² There are a number of retail, office, and service establishments that can easily move into vacant retail buildings with minimal building remodeling. The most common ones are:

- medical/urgent care centers
- physical therapy centers
- churches
- flea markets
- museums
- car dealerships
- wireless/mobile device retailers
- military recruitment centers
- libraries
- vocational schools
- family fun centers
- fitness centers
- thrift/consignment shops
- antique shops
- hobby and crafts stores
- studio space for local artists
- auction houses
- video game retailers
- wine/liquor/cigar shops
- tax preparers/insurance services
- pet care and pet supplies
- salons/spas
- massage and acupuncture services
- beauty supply shop
- copy/mailing/shipping services
- rental centers³

As another example, some vacant retail buildings are finding a new interest in food halls. Food halls are a fairly recent culinary trend. Food halls allow for one-roof shopping from different vendors who had a hand in the food's creation, with an emphasis on locally-sourced and artisan-crafted foods and beverages. They give local talent a chance to sell their goods at brick-and-mortar locations, often with less start-up costs. They offer a snapshot of a community's culinary identity.

² "Dollar General to Replace Vacant Walmart Locations in South Georgia". Catherine Patters. July 28, 2016.

³ "Filling Vacant Retail Boxes Requires Thinking Outside the Box". Sasha M. Pardy. March 4, 2009. <http://www.costar.com/News/Article/Filling-Vacant-Retail-Boxes-Requires-Thinking-Outside-The-Box/110455P>.

Sometimes land owners must recognize that the traditional retail tenant may no longer be interested in filling the available vacant space. Getting creative with commercial space helps keep storefronts filled, which helps keep properties secure and community spirit intact, and may even bring in a little income to the owners of empty buildings to offset costs like utilities, taxes, and maintenance.⁴ According to a 2014 study, the Top 5 new uses for old shopping centers are:

1. Offices (including civic use)
2. Mixed-use town centers
3. Educational facilities (college or vocational)
4. Mixed use (not a town center)
5. Church/religious center⁵

2.3.2 - CREATE A THIRD PLACE OR DESTINATION ENVIRONMENT

Just filling retail space may not be enough to sustain long term growth, other commercial development, and jobs in the Study Area. The eastside would have to compete with the popular retailers on the westside of the city. The focus should be about not only what retailers you attract, but how to attract and keep more customers to the area. Some examples appear below.

Both national and local retailers. It isn't necessary to attract only national retailers to be a success. Successful centers often have a mix of locally owned and operated vendors, especially specialty food stores (selling baked goods, ethnic foods, coffee, and wine), ethnic restaurants, pharmacies, art shops, antique stores, hardware stores, and service providers (laundry, video rental, garden).

Design guidelines. Cities establish design guidelines to make sure that new developments, as well as facade and other improvements in existing developments, are compatible with the planned character of existing quality development. Guidelines can control not only aesthetics, building scale and materials, building setbacks, bicycle parking and location, lighting, landscaping, furnishings, store signage, awnings, and other outdoor advertising. Details like this help frame the pedestrian experience. Many retailers like it when everyone “plays by the same



⁴ “The Vacancy Blight: Finding New Uses for Empty Stores”. Barbara Kiviat. TIME. October 3, 2009.

⁵ “Here’s What’s Becoming of America’s Dead Shopping Malls”. Department of Architecture and Urban Design at the Georgia Institute of Technology. September 10, 2014.

rules” and when they can be confident that the attractive look of the retail center will be maintained over time.

Places to sit. There should be ample room throughout the retail center for visitors to sit, eat, and relax with friends and family members.

Nearby residential opportunities. Increase homeownership (including condominium ownership) to create more stakeholders and customers. Residential development creates a customer base for neighborhood-serving retail, especially grocery stores and pharmacy anchors. A big challenge for many retailers is the recruitment of retail workers who also need a convenient and affordable place to live. A stock of potential workers living close by enhances the attractiveness of the site for retailers.

Mixed use option. A mix of housing and offices supports retail by creating more customers and supporting longer business hours. Office components provide daytime retail and restaurant demand, while residents add customers in the evening and weekends. Professional, commercial, medical and dental, and governmental offices are all permitted in the C-3 (Community Commercial) and C-4 (General Commercial) zones with administrative approval.

Transit. Shuttles and buses should be promoted by retailers because it reduces parking needs, extends the retail center’s trade area, and brings a greater diversity of demand. If the east side shopping district is to grow and expand, bus and trolley stops need to be comfortable, shaded, and conveniently located throughout both sides of East El Monte Way.

Bike parking. Bicycling as an alternative mode of transportation is growing. The need for bicycle parking is especially important to attracting residents, young people, and workers living in nearby neighborhoods.

Special events. Holiday and other special events give people an extra reason to visit and bond with the shopping center. Events that bring tenants to a center are a good form of attracting shoppers. For example, Fig Garden Village Shopping Center in nearby Fresno plays host to the following events: Spring Fest, Christmas Holiday Open House, Fall Fest, Wine Walk, Fig Gig music festival, sidewalk sales, blood drives, and individual retailers hosting their own specific events.

Promotions. Loyalty programs and coupons distributed through social media and mail are a widely used retail promotional tool.

Trending retailers and services. Attracting more than locally missing retailers may not be the only approach to make the eastside a destination. There are often trending uses that attract shoppers. Currently trending uses include: frozen yogurt and smoothies, home décor, locally made goods that include clothes and personal care products, and personal care services like waxing and threading.

Security. Lighting should be bright enough to ensure security in the evening. Crime prevention and customer security are keys to bringing the shoppers back, so security guards should be visible. ^{6 7}

2.3.3 - POPULATION NEEDED TO SERVE COMMERCIAL CENTERS

According to the Retail Trade Area Demographic Profile, the retail trade area for Dinuba has a current estimated population of 126,276 and a projected population of 133,215 by 2021. The trade area encompasses a roughly eleven-mile radius from the Study Area and includes Kingsburg, Orange Cove, Reedley, Parlier, and several smaller communities in northern Tulare County to the south. The estimated five-year growth rate is 5.49%.⁸

The Urban Land Institute (ULI) and the International Council of Shopping Centers (ICSC) provide information on what a typical community shopping center trade area looks like. Table 2-2 identifies the population and the distance criteria that can typically support a community shopping center. The minimum trade population is 30,000 to 75,000 people, who generally live within an eight-mile radius of the shopping center.

Based on this information, a community shopping center could normally be supported by the retail trade area. The proposed square feet of community commercial use for the Study Area is approximately 200,000 square feet of existing space and 240,000 square feet of proposed space.

**TABLE 2-2
Typical Community Shopping Center Trade Area***

Community Shopping Center	
Anchors	Junior department, Mid-box stores
Number of Stores	25 – 80 stores
Total Retail Space	100,000 – 450,000 square feet
Site Area	10 – 30 acres
Market Area Population	30,000 – 75,000 people
Market Area Radius/ Trade Area	3 – 8 Miles

Definition: General merchandise or convenience-oriented offerings. Wider range of apparel and other soft goods offerings than neighborhood centers. ⁶

*Urban Land Institute & International Council of Shopping Centers. (2008). *Dollars and Cents of Shopping Centers / The SCORE 2008*. Washington, D.C.: Urban Land Institute.

** SICSC Research and CoStar Realty Information, Inc. (www.costar.com)

⁶ “Ten Principles for Rebuilding Neighborhood Retail”, Michel D. Beyard, Michael Pawlukiewicz, and Alex Bond. The Urban Land Institute. 2003.

⁷ “Strip Malls Turn Heads”. Mariwyn Evans. Realtor Magazine. July 2013.

⁸ Retail Trade Area Demographic Profile – Dinuba, California. The Retail Coach. October 2016.

2.4 - Challenges and Constraints

2.4.1 - WESTWARD GROWTH

Dinuba's westside, the area west of the railroad, has an extensive amount of commercial facilities anchored by Wal-Mart. Wal-Mart typically provides many retail goods and services under one roof thus pulling shoppers that would otherwise use grocery stores, automotive goods, clothing, and other retailers in the area. In addition, a high school is planned for the westside of Dinuba, which could attract new home buyers to that area of the City. The General Plan also stated that a "new hospital and fire station is needed on the west side of town". The General Plan also states that "contiguous growth in all directions, but primarily to the west" is the Plan's intent. Dinuba's eastside will need to attract retailers and take an innovative approach to bringing shoppers and new residential development to the eastside.

2.4.2 - PUBLIC FACILITIES

Currently, all available parks are approximately one-half mile from the Study Area boundaries. No parks are within the desirable five-minute walk or one-quarter mile from the site. To attract new residential development, parks should be included on any proposed strategic sustainable land use plan and should meet the city's minimum standard of five acres of park space per 1,000 population.

2.4.3 - EXISTING USES

Some existing uses attract people in the surrounding neighborhoods to the East El Monte Way area such as markets, local restaurants, fast food eating places, and a drug store. However, these uses won't have the tendency to attract shoppers from other areas in the city, the region, or those that currently shop at Wal-Mart for a majority of their needs. Some businesses such as used car lots, large diesel truck repair and sales, and mini-warehouses aren't typically magnets for shoppers in the area. A variety of big-box and mid-box retailers, locally-owned small shops, and other retailers would be needed to attract more shoppers.

2.4.4 - PEDESTRIAN AND BICYCLE ACCESS

Sidewalks are needed on both sides of East El Monte Way. There are lengthy gaps in the sidewalk network that make it difficult for pedestrians to walk to shopping and other facilities. The area and the city need a well-connected bicycle network. Creation of a "City-wide bike/pedestrian path system" is identified as a goal in the General Plan. El Monte Way is identified to have parking and/or bicycle lanes. Minor collector roadways are also identified as locations for bikeways.

2.4.5 - AESTHETICS

The Dinuba General Plan states that a "more aesthetic streetscape is needed along El Monte Way." A majority of the length of El Monte Way lacks streetscape. West El Monte Way around the Wal-Mart Center is landscaped with mature palms. Parking lots that face the

street are screened with hedges and other landscaping. By contrast, East El Monte Way remains under-landscaped and lacks shade trees in some locations.

2.4.6 - ANNEXATION

Approximately 60-acres will need to be annexed into the city for the entire plan to come to fruition. Most of the acreage is located at the northwest corner of East El Monte Way and Road 92. The remainder is located at the northwest corner of Sierra Way and Road 92.

2.4.7 - FEES

Development impact fees and development review fees could potentially discourage new development to the area. Development impact fees generally increase housing construction costs. The higher costs are generally passed onto homebuyers who may seek other locations for more affordable homes. New homebuilding often decreases in those areas that impose high fees on development. The City may want to consider reviewing their development impact fees to stay competitive with other cities.



SECTION 3 - MASTER DEVELOPMENT PLAN

3.1 - Land Use Plan

The preferred land use plan increases the amount of commercial land on the north side of East El Monte Way. While most of the existing general plan land use designations will remain as a Residential – Medium designation, two areas are proposed to be changed to the Residential – Medium High designation. The Residential – Medium High designation allows for densities up to 21.78 dwelling units per acre. The higher density land use permits a variety of housing types that includes small lots under 6,000 square feet, townhomes, duplexes, triplexes, fourplexes, and apartment buildings.

Sites identified as Public/Semi-Public east of Randle Avenue and north of Sierra Way were identified by the Dinuba Unified School District as sites for middle and elementary schools. The two sites could be redesignated to Residential – Medium if the District decides to locate schools elsewhere. The Residential – Medium designation allows single family detached residential uses on 6,000 square foot or larger lots.

Table 3-2 represents proposed land uses and the potentially achievable residential units and square feet of commercial space. All acreage, square footage of commercial uses, and number of dwelling units are approximate. The total acreage includes both areas to be annexed and areas currently in the City limits. The recommended Land Use Map (Figure 3-1) depicts the proposed general plan land use designations and circulation.

**Table 3-2
Proposed Land Use Data**

Designation	Acreage	Potential SF/Dwelling Units
Residential - Medium - South of El Monte Way and East of Randle Avenue	50	250
Residential - Medium – North of El Monte Way	41	200 (includes Noroian Tract and Bolinger Way ROW)
Residential – Medium High - South of El Monte Way	4.5	75
Residential - Medium High - North of El Monte Way	3.5	50
Commercial - Community - North of El Monte Way	22	240,000 (includes Noroian Tract)
Residential - Medium – West of Randle Avenue	3.5	15
Randle Avenue Extension	2	--
TOTAL	126.5	

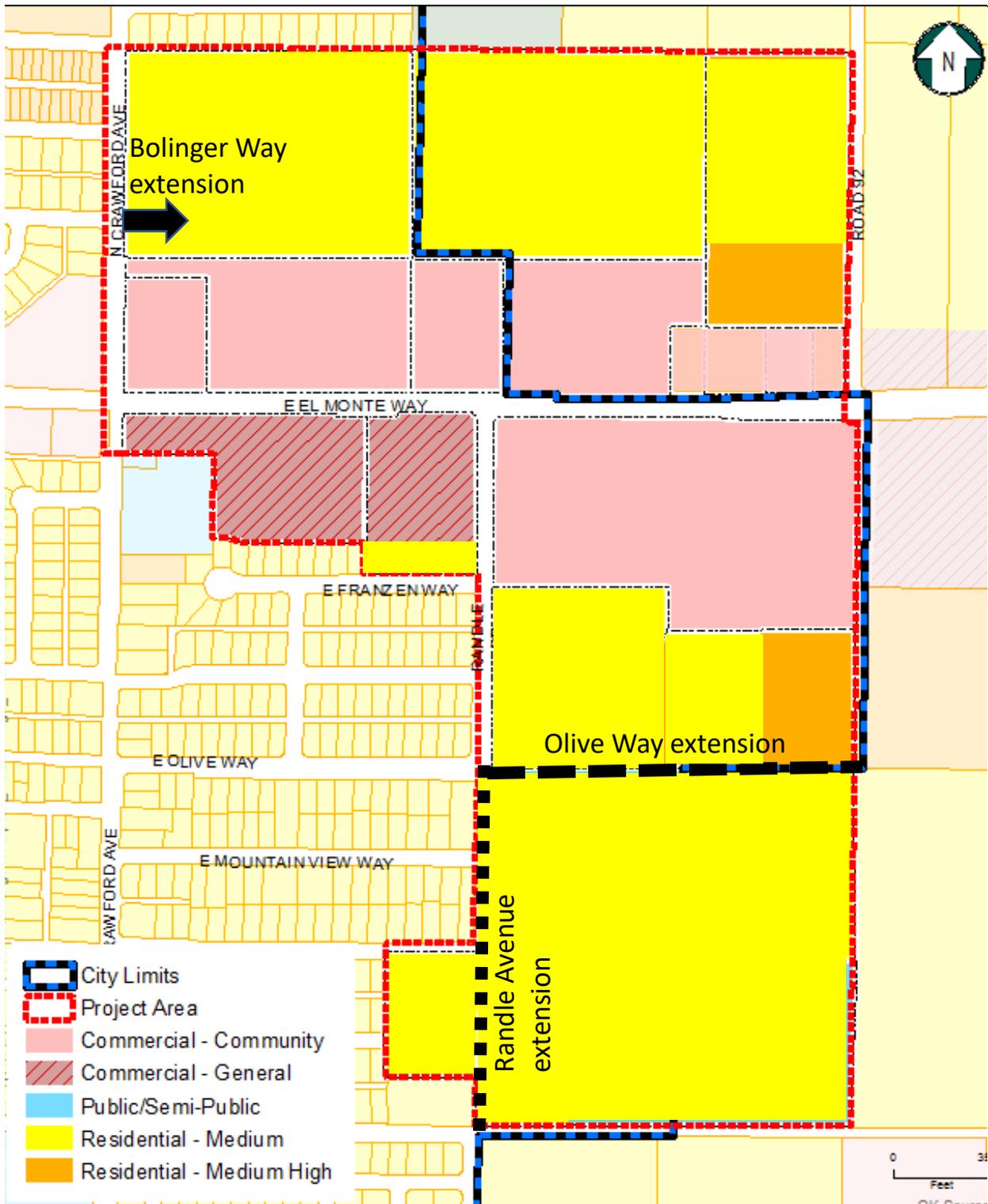


Figure 3-1
Recommended Land Use Map

3.2 - Conceptual Parcelization and Site Plan Vignettes

The following site plan vignettes of key areas provide conceptual illustrations of how development and parcelization of land uses could potentially occur within the Study Area. The order of discussion below does not necessarily represent the phased order of development.

3.2.1 - EAST EL MONTE WAY IMPROVEMENTS

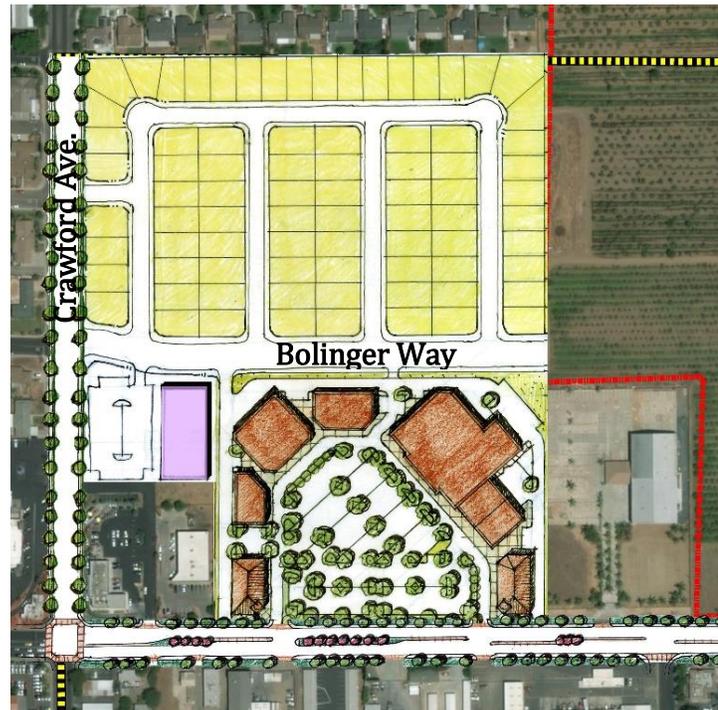
Based on input from the City, the community, and our recommendations, the proposed plan for East El Monte Way is to provide for two lanes of moving traffic in each direction, sidewalks and ADA curb improvements at street corners, enhanced paving at crosswalks, a center median with turn lanes and drought tolerant landscaping, shade trees along sidewalks to encourage walking, landscaping in setback areas, and either a roundabout or traffic signal at the intersection of East El Monte Way with Road 92. Further study will need to occur to determine the timing of the need and suitability for traffic improvements and traffic calming at this location.



A vacant parcel is located at the southwest corner of El Monte Way and Road 92 in the Mercantile Row Shopping Center. The approximately one-acre site can accommodate a restaurant, small shop, or gas station with convenience store and possibly a car wash.

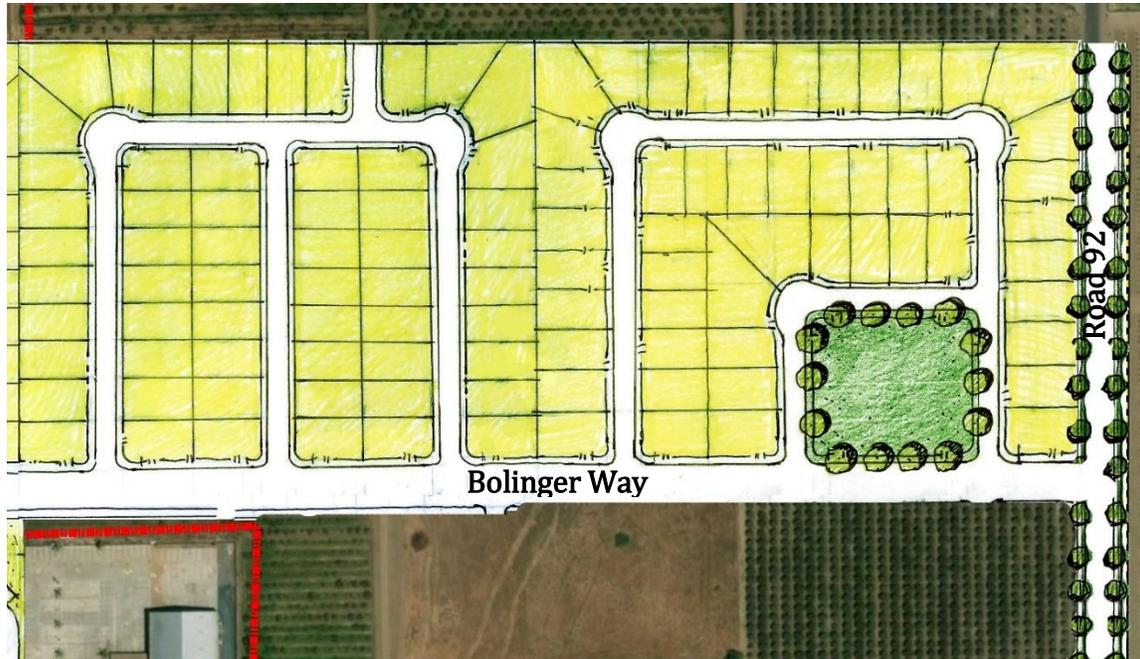
3.2.2 - APPROVED NOROIAN MAP

A tentative subdivision map has already been approved for a 26.85-acre site located north of East El Monte Way and east of Crawford Avenue. The map was approved for eighty (80) 60' x 100' single family lots on 15.42-acres with 11.43-acres of commercial development adjacent to East El Monte Way. Some of the commercial uses could include neighborhood office space (i.e., one story building fronting Crawford Avenue and/or Bolinger Way). The site is large enough to provide for grocery store or other mid-box retailer, drugstore, restaurants, and inline shops.



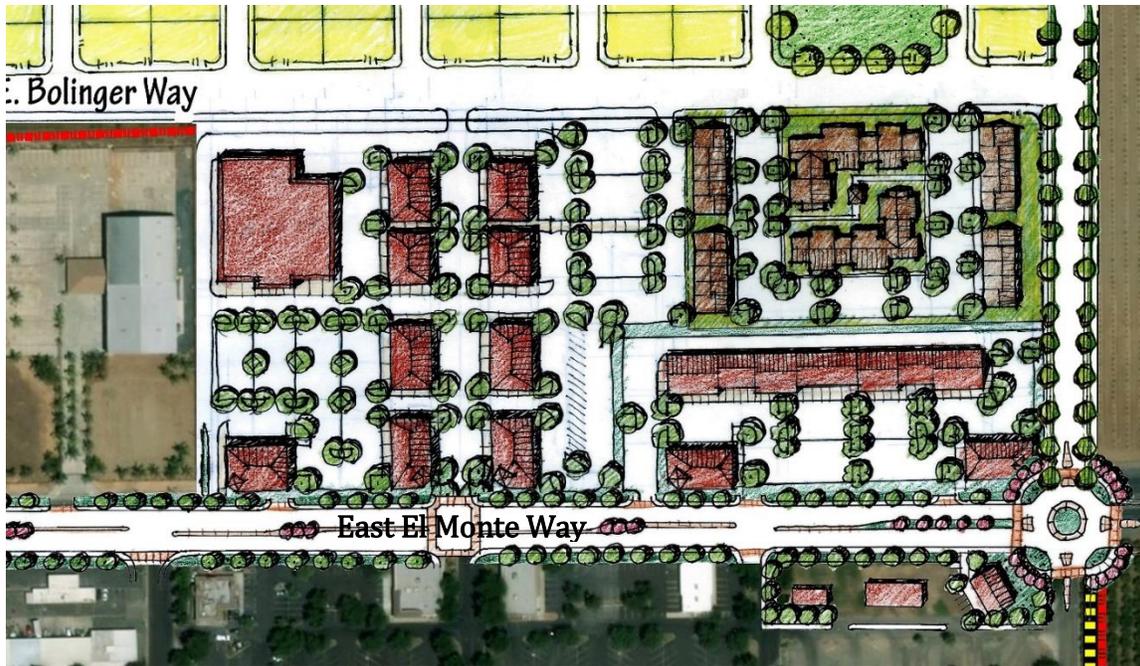
3.2.3 - NORTH OF BOLINGER WAY

With the extension of Bolinger Way to the east and ending at Road 92, the new roadway provides access to develop a new single family detached residential community with a pocket park at its entry near Road 92. More rooftops mean more customers who can shop, dine, exercise, attend events, and fill up with gas at the retail centers on both sides of East El Monte Way.



3.2.4 - NORTH OF EL MONTE WAY

The key vignette area proposes a direct vehicular and pedestrian connection between the commercial component here and the existing main entrance drive to the Mercantile Row Shopping Center. The commercial component would comprise approximately 12.4-acres of retail goods and services and restaurants to complement existing development south of East El Monte Way. Similar to a “village main street”, the entrance drive would include wide sidewalks in front of storefronts, shade trees, and direct access to the new residential neighborhoods to the north of Bolinger Way. A 12-acre shopping center could typically yield anywhere from 120,000 square feet to 148,000 square feet depending on the uses. The vignette depicts the opportunity for a gas station, convenience store, and car wash at the southwest corner of East El Monte Way and Road 92.



3.2.5 - NORTH OF OLIVE WAY

The Mercantile Row Shopping Center consists of vacant buildings that could be the location of a health clinic or urgent care facility which was one of the preferred uses identified by the local community. The opportunity for senior homes on small lots and minimal interior floor area near a health clinic would be logically appropriate for the parcels south of Mercantile



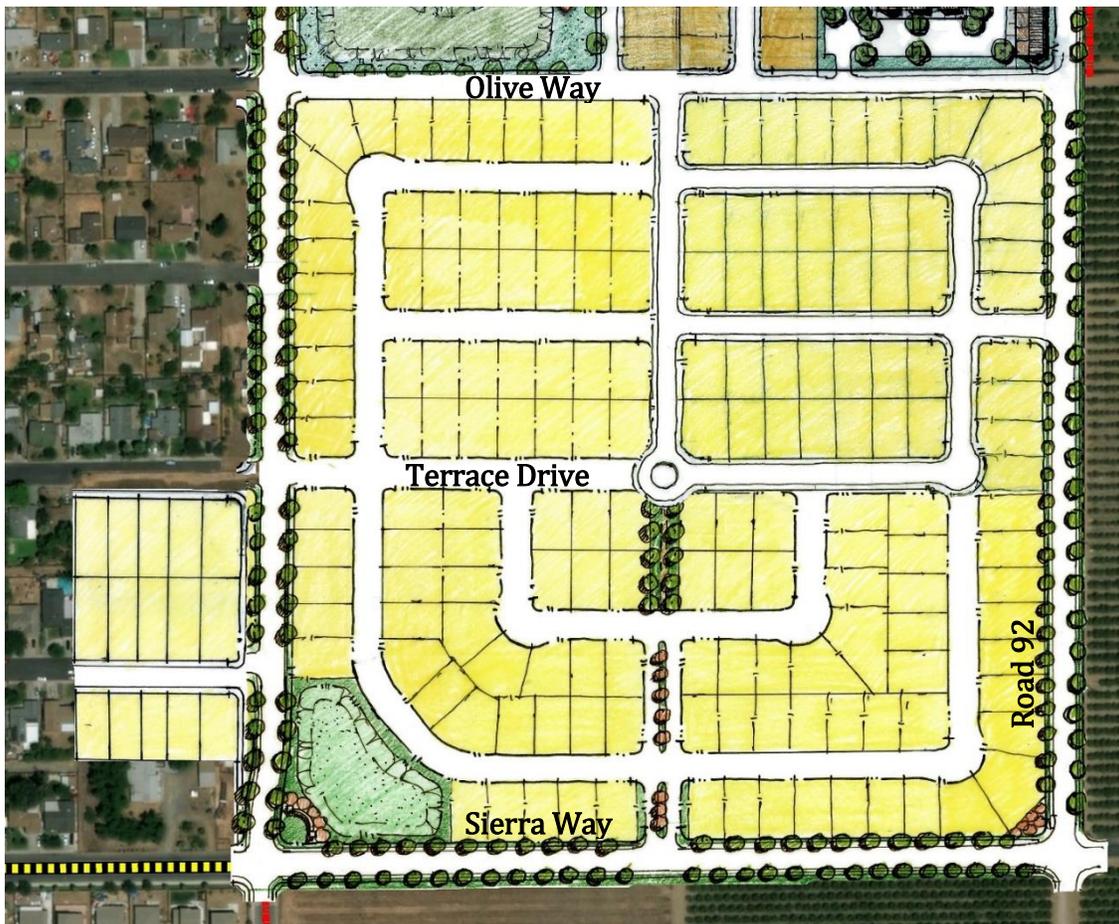
Row or nearby. This 10-acre small lot development for seniors/retirees would have access to a 3.0-acre park or dual use park and basin. Pedestrian access should be provided for residents to easily move to and from the shopping center. These homes would have primary vehicle access from the proposed extension of Olive Way.

A residential community of attached products located south of the existing fitness center and west of Road 92 could provide approximately 50 dwelling units on approximately four acres.

A one-acre site north of Franzen Way and east of Randle Avenue is currently owned by the business to the north and could yield six single family residential detached lots with rezoning and other procedures as required by the City.

3.2.6 - SOUTH OF OLIVE WAY

The City of Dinuba General Plan identifies public/semi-public uses in an area south of the extension of Olive Way, east of Randle Avenue, and north of Sierra Way. The approximately 28-acre area is planned for a middle school/elementary school complex. If the school district decides not to construct schools here, then that area could yield approximately 122 single family detached lots. The approximately 9-acre site located at the southwest corner of Olive Way and Road 92 that is currently planned for single family detached lots (60' x 100' lot



size), could yield approximately as many as 45 lots. All lots could use the approximately 3.0-acre park/basin for recreation. All lots are located less than one-third mile or six to seven-minute walk to this park. The extension of Randle Way, Terrace Drive, and Meadow Lane would provide opportunities for approximately fifteen new single family residential detached lots.

The overall Illustrative Concept Plan is shown in Figure 3-2.

3.3 - Implementation

While most of the improvements to the Study Area will be carried out by the private sector through new business investment and new residential and commercial developments, the following individual projects can be carried out by the City to help encourage new development.

General Plan Amendment and Zone Change – The City should process a General Plan Amendment and a Zone Change to change the General Plan Land Use Map and the Zoning Map to be consistent with the recommended land use designations shown in Figure 3-1.

Sewer trunk line extensions – There is a project underway to extend the sewer trunk line in the Randle Avenue alignment up to Terrace Drive. This sewer trunk line is needed to service the undeveloped lands north of El Monte Way that are in the Study Area. Extending the sewer trunk line further from Terrace Drive to El Monte Way or to Bolinger Avenue is needed so that those properties can develop. The Dinuba Sewer Master Plan also plans for a new lift station near the El Monte Way /Randle Avenue intersection. The City can consider a project to extend the sewer trunk line ahead of development to make development of the land more attractive to developers.

El Monte Way improvements – The City should begin the process to redesign the El Monte Way right of way between Crawford Avenue and Road 92. This new design can include a median with turn-pockets in appropriate locations, wider sidewalks, street trees and landscaping, and well-identified crosswalks. Some type of entry statement can be placed at the intersection of El Monte Way and Road 92. The entry statement could be as large as rebuilding the intersection with a landscaped roundabout⁹, or as small as a decorated welcome sign.

Improvements at time of development – For the undeveloped areas both north and south of El Monte Way, water lines, storm drain lines, and extension of sewer lines from the trunk line can be installed at the time of development. The storm drainage ponds will need to be expanded along with new development. There are water lines in Randle Avenue, El Monte Way, and Crawford Avenue, as well as the portion of Road 92 adjacent to the shopping center. These improvements would be carried out by individual developers.

⁹ From a traffic standpoint, either a traffic signal or a roundabout will be needed at the intersection of El Monte Way and Road 92 in the future. This study is not recommending one or the other type of intersection improvement.

3.4 - Opportunities for Revitalization

While the challenges remain, there are several opportunities that could help facilitate revitalization efforts of the Mercantile Shopping Center and stimulate development along the East El Monte Corridor. These include, but are not limited, to:

- Existing tenant spaces immediately available for occupancy in the Mercantile Row Shopping Center.
- High visibility and accessible building pads available for immediate development along the frontage of East El Monte Way.
- Fully developed collector and arterial streets serving the east side.
- Extension of Randle Avenue from Olive Way to Sierra Way, improving connectivity.
- Existing branded tenants in the Mercantile Row Shopping Center and along East El Monte Way.
- Neighboring communities to the east of Dinuba with limited shopping opportunities.
- Available land to the north and south of East El Monte Way for new development.
- Availability of existing infrastructure to serve the planning area.
- City committed to facilitating and incentivizing development in the planning area.
- Targeted recruitment of retailers based on demographics, gap analysis, and identified trade area.
- New tenant to occupy a portion of the former Kmart building that could attract foot traffic to the center.
- Support of the local community.



APPENDIX A



NOTES FROM THE WORKSHOP

East El Monte Way Workshop #1

City of Dinuba

July 13, 2017

6:00PM – 7:30PM

Type of Meeting: City of Dinuba Community Workshop

Meeting Facilitators: Steve Brandt, Mike Ratajski, Ray Rodriguez

City Staff Attendees: Cristobal Carrillo, Daniel James

Following are the comments and survey results from Workshop #1:

What do you like or don't like about the east side of Dinuba?

LIKES:

- Opportunity to create a community vision for the area
- Gateway to the east side of town
- Well-maintained shopping center

DISLIKES:

- Loss of K-Mart
- Vacant buildings
- Lack of bike infrastructure
- Vehicle visibility issue
- Area needs renovation
- Needs more variety of family-style restaurants
- Constant change of businesses
- Needs entrainment to draw people to the area
 - o Sports facility
- Better tenant-manager communication
- Lack of walking trail

What kind of activities or special events would you like to see here?

- Farmer's Market
- Concerts
- Auto events (i.e., remote control)
- Skating rink
- Bench seating
- Indoor activities for kids (bounce house, trampoline, etc.)

Concept Land Use Plan



NOTES FROM THE WORKSHOP

- Concept Plan #1 - 30%
- Concept Plan #2 - 43%
- Concept Plan #3 - 26%

Visual Preference Survey with comments

- 1. 18% 2. **82% (landscaping, umbrella tables and chairs, awnings, and wide sidewalk)**
 - o Depends on type of business
- 1. **56%** (architectural character) 2. 44%
 - o A is more upscale, close parking, lamp posts, more attractive
- 1. **59% (outdoor dining and shade trees on plaza)** 2. 41%
 - o 29 Responses
 - o A is more inviting
 - o B has closer parking
- 1. **86% (village-style main street with majority of parking in rear)** 2. 14%
 - o A has potted, pedestrian-scale plants, family-oriented, parking
- 1. 21% 2. **79% (shaded parking lot)**

Sticker-Map Activity: Land Use, Transportation, and Open Space Icons placed on aerial photos of the Study Area. The following were identified most often by a majority of the respondents.

- Connected trail or bikeway system throughout the area such as bicycle improvements to Randle Road, El Monte Way, Bolinger Way, and Road 92.
- Medical uses (hospitals, clinics, etc.) behind Rite Aid
- Increase pedestrian crossings/improvements to East El Monte Way
- Include police substation in area
- Increase in sit-down restaurants
- Alternative housing options including senior housing or retirement community and mix of apartments and single-family homes.
- Improve surface street pavement on all Project area roads
- Increase commercial development along north side of East El Monte Way
- Increase in open space/parks in Project area. Including pocket parks.
- Pocket parks/mini-parks
- Gasoline/service station
- More bus stops
- Roundabouts at key intersections



NOTES FROM THE OPEN HOUSE

East El Monte Way Strategic Land Use Plan

City of Dinuba

February 1, 2108

6:00PM – 7:30PM

Type of Meeting: City of Dinuba Public Open House

Meeting Facilitators: Steve Brandt, Mike Ratajski, Jessica Bispels, Ray Rodriguez

City Staff Attendees: Cristobal Carrillo, Daniel James

QK facilitated an open house presentation and discussion for a conceptual land use, circulation, and site plan for the East El Monte Way project at the ***Dinuba Senior Center***. The content of the open house included a recap of the first workshop with a summary of the survey responses and group roundtable discussions and a list of the City and Community's goals for this project and how the plan meets their goals. Following are the comments we heard from participants from the City of Dinuba community.

1. The community was in strong support of a walkable development. Some of the seniors who lived in the area wanted to see a connection from the senior mobile park northwest of the study area to here. They wanted to walk to shopping.
2. They wanted to be able to bike to destinations within the project area and wanted to be sure that shopping, public buildings, health and wellness facilities, office buildings, and multi-family had specific bike parking requirements.
3. Office space was identified in the northwest portion of the study area but "more office space" was requested.
4. Some people were concerned about construction of a roundabout at East El Monte Way and Road 92.
5. There were requests for specific uses in the shopping center such as family restaurants, not fast food; indoor sports complex (basketball and similar small-scale sports and court games); and a community "bulletin board" where events, sales, and local activities could be posted.
6. Some participants wanted to see that parks with picnic areas and shade trees.
7. There was some concern for higher residential densities close to Randle Avenue because of the potential for increased traffic through the neighborhoods there, but it was pointed out that those uses were located on the eastern side of the study area. The request was made regarding having traffic calming features installed on certain streets to the west.

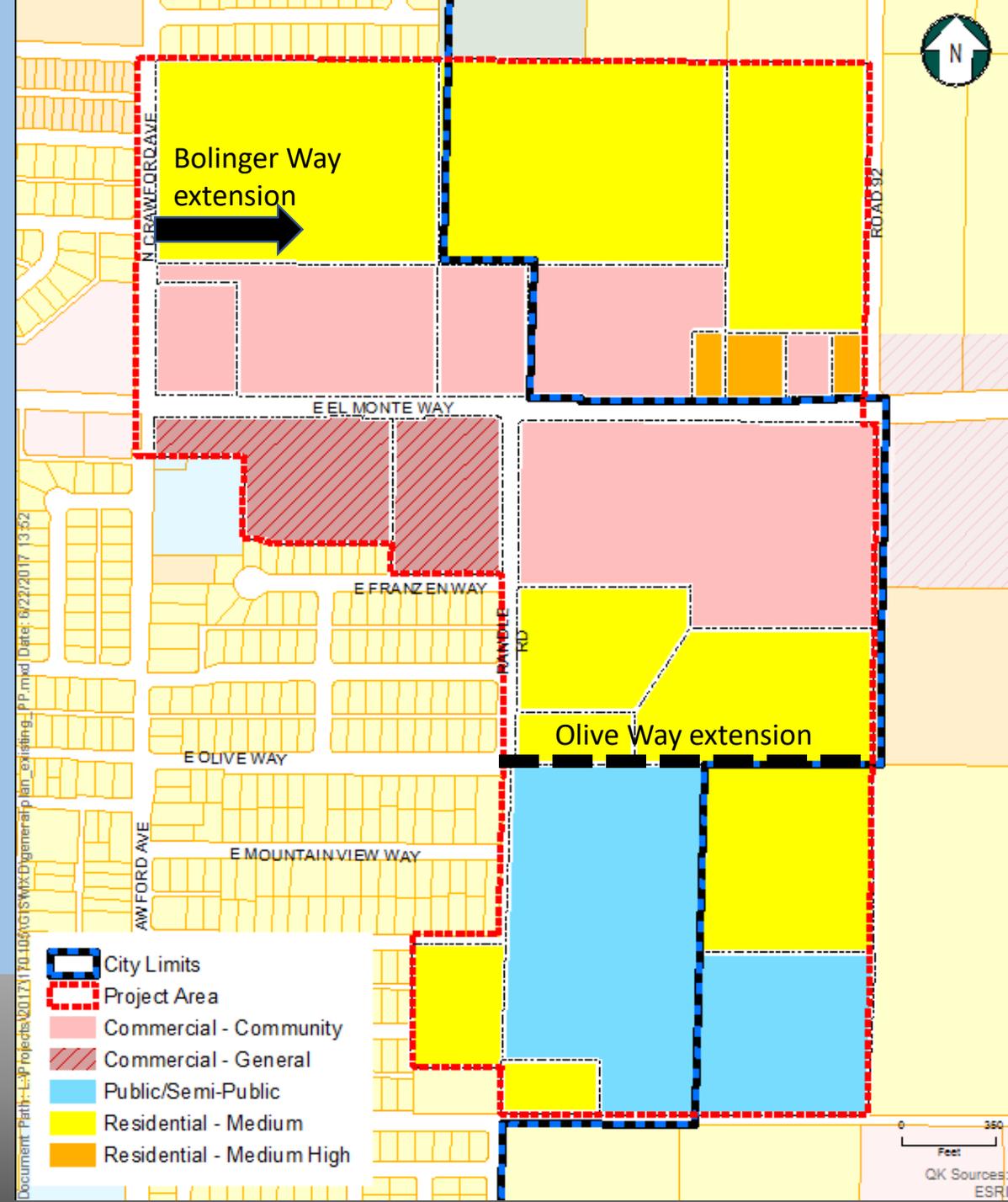
One open house participant indicated that the city should commit to including infrastructure improvements to this area in the next Water and Sewer Master Plans.

APPENDIX B

The following exhibits were presented to the Community at a public workshop on July 13, 2017. The participants were asked to review the proposed land uses, circulation, open space, and the amount and types of residential proposed for the area and select a preferred alternative concept plan.

Concept Land Use Plan #1: Existing General Plan Land Uses

- 342 single family new residences
- Adds about 200,000 square feet of commercial uses
(Note: 3-4 large retailers plus a few small shops and restaurants)



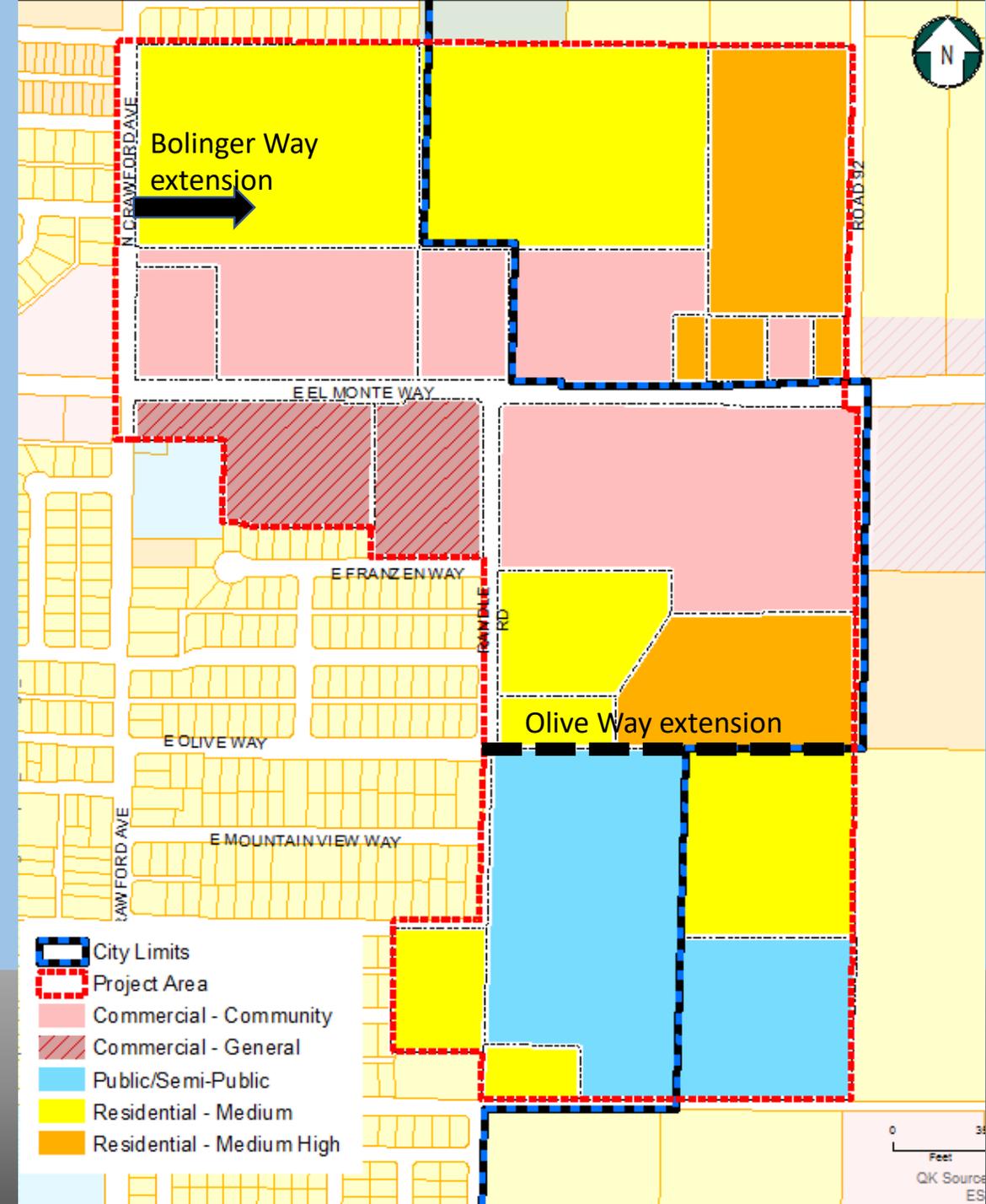
City Of



Land Use Strategic Plan for
East El Monte Way

Concept Land Use Plan #2: More Medium Density Residential

- Adds about 550 more residences
- 300 apartments or small lots or a combination
- And 250 single family residences
- Adds about 200,000 square feet of commercial uses (Note: 3-4 large retailers plus a few small shops and restaurants)



City Of



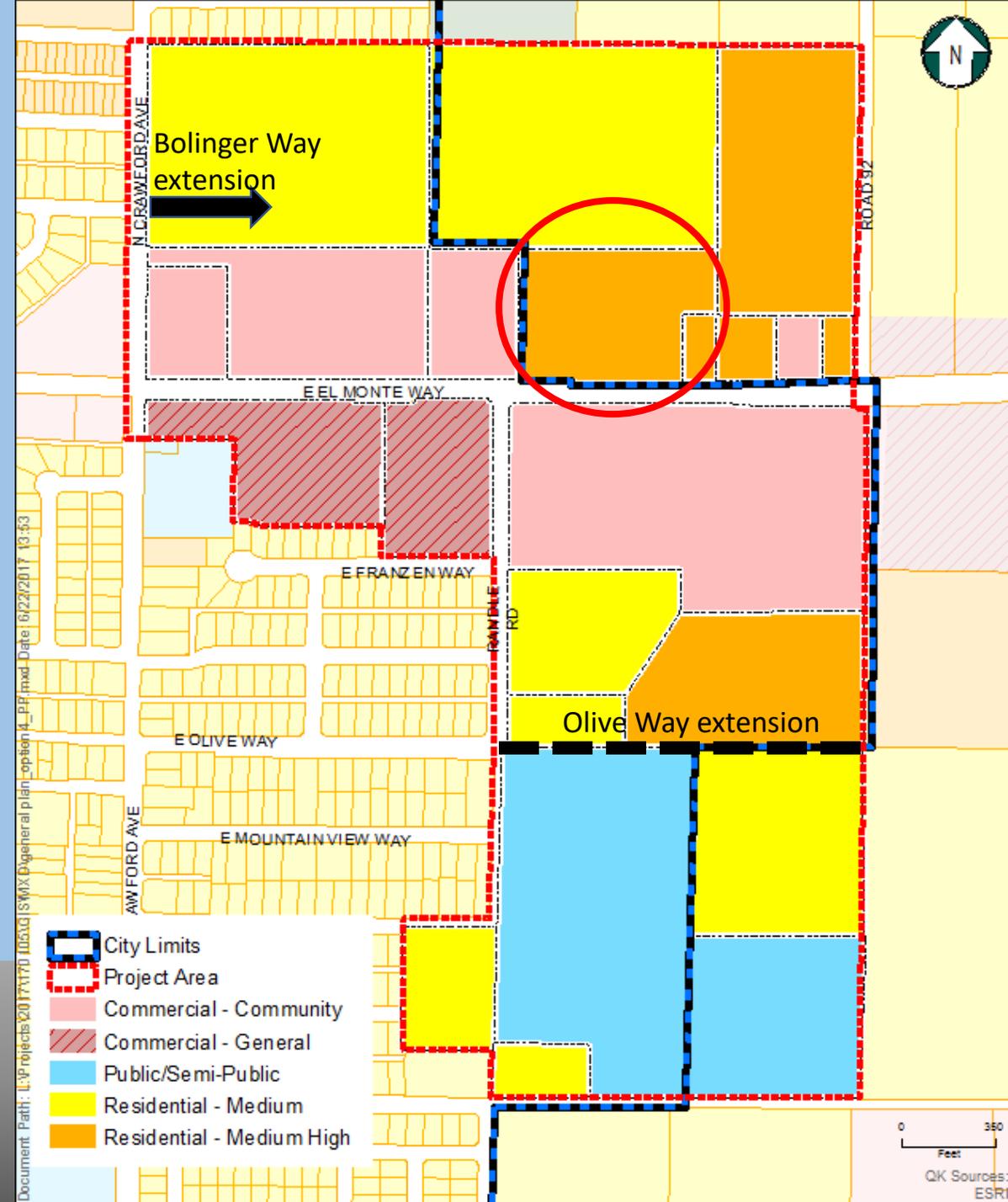
Land Use Strategic Plan for

East El Monte Way

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Concept Land Use Plan #3: More Residential, Less Commercial

- Adds 300 apartment homes (or similar) in place of 7.6 acres of 250 single family residences.
- Adds about 115,000 square feet of commercial uses. (Note: Around 2 large retailers plus a few small shops and restaurants).



City Of



Land Use Strategic Plan for
East El Monte Way