



# Community Vision for the Golden State Corridor

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# Attachments

- A. Cover memo, survey, mailing list and survey results
- B. Focus group invitations, agenda, attendee list, and press release
- C. Results of focus group participation and suggestions
- D. Design and development concept maps for Corridor

# I. Introduction

The Golden State Corridor is a 13.5 mile stretch of old Highway 99 running from the City of Fowler to the City of Kingsburg and through the City of Selma and portions of Fresno County.

Recognizing that this expanse of highway has great unmet potential for commercial, industrial and community development, the Cities of Fowler, Kingsburg, and Selma and the County of Fresno – *Golden State Corridor Partners* – came together to conduct joint economic development planning.

With a LEGACI grant from the Great Valley Center, the Partners initiated a competitive proposal process. Through this process, Chabin Concepts and Destination Development were contracted to assist with the first step of the process – visioning and concept development.

## A. Work in Progress – Step 1 Visioning

This document is intended to provide a framework of data, goals and objectives for guiding policies and developing the Corridor now and in the future. The strategies contained here were developed consistent with the various Highway 99 beautification and visioning projects and each of the Partner communities' individual goals, objectives and visions for their community.

The first step in developing the Corridor into a dynamic economic engine was to introduce the project to the community stakeholders. This was accomplished through a series of community visioning work sessions held in each of the three communities. These work sessions involved:

- Visioning sessions to determine a unified vision for the Corridor
- Developing goals and objectives
- Shaping concept strategies for the development of the Corridor
- Identifying the next steps in the development process

Efforts will continue to refine policy statements, information and strategies included in this document. It is intended to be a work in progress so that it becomes an effective and useful tool for the

design of the highway and other development projects along the corridor.

To continue moving forward, the Partners need to:

- Present the concept strategies back to the communities
  - Adopt goals and objectives
  - Confirm the strategies
- Review the land use and zoning for development opportunities as identified in the strategies
- Obtain funding for the overall master plan (a master plan outline is included in this document)
- Identify infrastructure improvements and funding sources
- Initiate design concepts

## B. Community Participation

The process used to develop the plan involved the residents, business owners and other interested stakeholders. Corridor Partners considered the community's participation in the creation of a vision for the Corridor critical to its success and took steps to ensure that the direction development of the Corridor takes is driven by the people, not by the policy makers.

To initiate this public input, a survey of Corridor stakeholders was performed in November 2002 and three focus groups were conducted in December 2002.

### 1) Stakeholders Surveys

Forty-eight businesses, community and industry based organizations, local and state governmental agencies and transportation related agencies were faxed and/or emailed a twenty-question survey.<sup>1</sup>

The intent of the survey was to receive preliminary input from area businesses and stakeholders regarding:

- community resources and attributes
- core community values

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<sup>1</sup> Attachment A: Cover memo, survey, mailing list and survey results

- perceptions of the Corridor as a place to conduct business
- the preferred uses and businesses that should be encouraged
- the most serious issues facing the Corridor
- critical improvements required

This preliminary information was then presented to broader-based focus group audiences to be validated or challenged.

Two days were set aside in December 2002 for three focus group sessions hosted by the Partners where additional community input was solicited on the preferred design and development of the Corridor.



## 2) Focus Groups

Three focus group sessions were held December 12 and 13, 2002. Each of the participating communities hosted a session where over 100 members of the residential and business communities discussed and shared their opinions for the future development of the Corridor.

Participants included the Golden State Corridor project partners, city representatives, property owners, business owners and operators, residents, and members of community based organizations. Flyers, agenda, and attendance sheets for each of the sessions are included in the Appendix.<sup>2</sup>

The Chabin Concepts consulting team presented initial research findings and results of the stakeholder survey to the audience via a Microsoft Powerpoint™ presentation. This was followed by a presentation by the landscape architect team, Destination Development, Inc.

Attendees were shown photos of the existing conditions along the Corridor and examples of what could be done to improve the image, signage, traffic flow, pedestrian amenities and make the area more attractive for commercial and industrial development.

Following the presentations, participants previewed the drawings and photos from the presentation and talked with the consultants about their findings and preliminary recommendations. During this time, participants were given other opportunities to comment

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<sup>2</sup> Attachment B: Focus group invitations, agendas, and attendee list



on what they liked and disliked, agreed with and did not agree with about what they saw and heard.

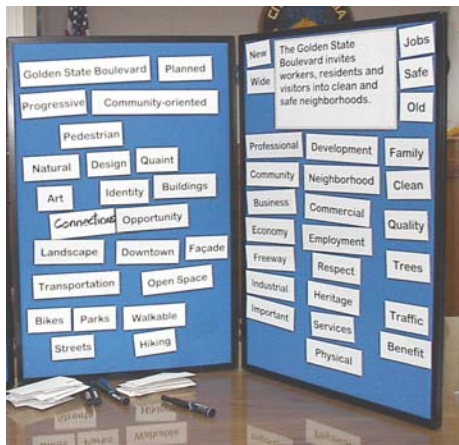


Three posters were displayed around the room where participants could indicate their agreement or disagreement with the survey findings regarding: *things to keep the same*, *changes to make*, and *the most important issues to address*. Two other posters were provided for participants to indicate their preferences for an *image* and *uses* of the Corridor.

Comments and suggestions made during the focus group sessions include:

- Unify the areas; be compatible with and enhance the downtown and residential areas
- Railroad right of way from Sierra North needs clean up, very unattractive, leaves poor impression
- Design ordinance guidelines should be implemented for the entire Corridor; no chain link fencing or barbed wire
- Deed the wide utility easements on the west side of Golden State Boulevard to residents for their use and maintenance
- Change the closed casino to factory outlet or Costco

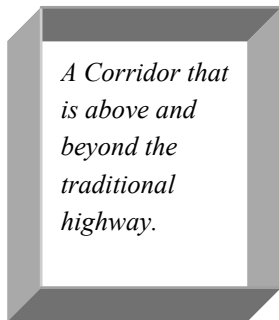
- Cities should adopt the name “Golden State Boulevard”
- Put a sign at north and south entrances to introduce the Corridor and promote the vision
- Neither State Route 99 (Highway 99) nor Golden State Boulevard should be the back alley for the other
- Need more of these types of meetings on other topics; bring people and city together



The final exercise focus group attendees were asked to participate in was a “word game.” The objective was to design a vision statement for the Corridor. Sample vision statements were posted and a variety of descriptive words were provided. Participants were invited to choose those words they felt would appropriately describe their vision for the Corridor.<sup>3</sup>

<sup>3</sup> Attachment C: Results of focus group participation and suggestions

## II. Goals and Objectives



An overriding goal of this project was for the communities, working together, to create a Corridor that serves as an economic engine for the communities, is above and beyond the traditional road or highway, and preserves history.

### A. Current Conditions

From a design standpoint, the Corridor currently lacks an overall cohesive identity. Although the vineyards do add a quaint, almost European charm, other than an agricultural base no other identity is readily apparent.

Neither are individual city identities obvious as one drives along Highway 99 or Golden State Boulevard. The current perception of the Corridor is:

- a mix of new and dilapidated industrial properties, poorly identified, not screened from view and lacking landscaping
- limited commercial development; scrap and bone yards that are poorly screened
- poor identification of adjacent commercial and business opportunities
- inconsistent, outdated and dilapidated signage
- disjointed intersections that are poorly or haphazardly developed and signed
- poorly managed landscaping, buffering, and screening
- circulation conflicts between automobiles, pedestrians, and rail traffic
- limited pedestrian trails, walkways, and corridors



### B. Cities Complementary Identities

Considering the 13-mile Corridor encompasses three unique cities and unincorporated areas of the County, continuity needs to be balanced with individual community identity. There is considerable potential to create a unifying design.



Common themes, concepts and priorities emerged from the surveys and visioning sessions in each community. The following goals and objectives are built upon these common themes and the communities' priorities; they are intended to guide the development of the Golden State Corridor.

Maps that were used in the visioning sessions have been modified to incorporate the comments and suggestions from participants. These maps illustrate the general ideas, desired features, economic opportunity and recommended improvements and should be used in the continual planning and development of the Corridor.<sup>4</sup>

### 1) A Shared Vision

Based on the results of stakeholder surveys and input the community provided during the focus groups, a Golden State Corridor vision statement was crafted.

#### **Golden State Corridor Vision**

*The Golden State Corridor is a safe and inviting place that provides employment opportunities for workers and residents of the Corridor communities.*

*The Corridor is designed to complement our downtowns, protect our natural environment and respect our agricultural heritage.*

This vision and the goals presented below encompass the desires of the communities in the areas of land use, preserving the agricultural industry, protecting the environment, promoting tourism and recreation, encouraging and supporting economic development, and fostering new partnerships focused on economic success.

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<sup>4</sup> Attachment D: Design and development concept maps for Corridor; display maps have been provided under separate cover and in digital format.

## **2) Goals**

- Maintain the small town atmosphere of each community
- Protect and strengthen the downtowns of each community
- Demonstrate and celebrate our agricultural history
- Support and encourage commercial and industrial growth
- Provide employment opportunities for local residents
- Improve the image and appearance of the Corridor

## **C. Strategies to Achieve Goals**

The following strategies outline the process and action items to develop the Corridor. Section IV provides more detailed information on the particular steps to master planning the Corridor.

### **1) Maintain the small town atmosphere of each community; protect and strengthen the downtowns and the environment.**

- Continue the community outreach started with this process so that local residents, businesses and stakeholders are kept informed of developments and have the opportunity to participate in future plans.
- Set aside and/or maintain open-space buffers between communities.
- Improve or develop gateways at major intersections.
- Where feasible, develop pedestrian-friendly areas near the entrances of each downtown.
- Prepare and adopt a façade improvement program.
- Investigate using recycled materials (e.g. rubber and glass) for walking, hiking, and biking trails.
- Investigate using recycled materials (e.g. plastic, wood) for benches and signs.

### **2) Demonstrate and celebrate our agricultural history.**

- Acquire and/or rehabilitate historic buildings and features.

- Set aside areas to be maintained as agricultural.
- Sponsor walking and/or bicycle scenic and historic tours of the area.
- Work with local and regional tourism and visitors bureaus to develop visitor attractions and services.

**3) Improve the image, appearance and experience of the Corridor.**

- Formally adopt the name *Golden State Boulevard* throughout the 13.5 mile Corridor. Start by posting attractive signs at the northern and southern boundaries so that drivers realize they have “arrived.”
- Prepare preliminary design concepts including walking and biking trails, nature trails, sound barriers, parking.
- Prepare and adopt a beautification master plan with general design guidelines.
- Prepare and adopt landscape design guidelines which may include billboard and/or signage guidelines.
- Initiate a highway beautification program.

**4) Support and encourage commercial and industrial growth that will provide employment for local residents.**

- Prepare an overall master plan for the Corridor for the location of short-term and long-term industrial/commercial development that includes development guidelines.
- Prioritize the properties/areas to be developed and determine infrastructure improvements required.
- Identify potential funding resources for property acquisition and development.
- Develop a plan for mass transit and/or light rail service that would include retail and services at transportation nodes along the Corridor.

## 5) Develop the economic opportunities of the Corridor.

- Create a cluster of mixed-use development which includes manufacturing firms that feature retail storefronts, visitor outlets and/or plant tours.
- Develop complementary commercial uses that would serve the manufacturers' suppliers and visitors.
- Focus on attracting companies that underscore the area's natural products and history (grapes, poultry, dairy, rail use, "Old Highway 99" travel, etc.).
- Target for recruitment manufacturers that are currently operating tours and/or visitor centers and would, therefore, be more conducive to this approach.<sup>5</sup> Some examples are:
  - Food processing: candy and confectioners (Jelly Belly, Hershey, M&M, Simon Candy Company, Marshmallow Peeps), olive oil processing (Sciabica), milk and ice cream products (Oberweis Dairy), Royal Oatmeal Cookie
  - Recreational: Fleetwood RV's, Harley Davidson, Arizona Pacific Spas, Cannondale (bicycles and clothing), Empire Snow Boards, Callaway Golf Company
  - Apparel: Russell Corp (active/casual wear), Northeast Knitting Mills, Pendleton
  - Beverages: Micro breweries, Coca-Cola, Pepsi, Dr. Pepper, Budweiser, Jack Daniels, bottled waters
  - Ag and related manufacturing: John Deere, Thixotech (plastic injection molding), Engineered Air (HVAC equipment), Standen's Ltd (agriculture tillage components), Mitsubishi Caterpillar Forklift of America
  - Other: glass factories, art glass, musical instruments, printing companies, furniture makers
- Attract visitor services industries to entice Highway 99 travelers to stop and visit the historic Corridor and its attractions. Some visitor services and attractions to target:
  - Museum or Learning Center (Highway 99, rail, agriculture)

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<sup>5</sup> A quick search on the Internet returned well over 200 companies advertising plant tours.

- Agricultural Center (Santa Rosa developed a wine center and offers tours of processing facilities)
- Local Growers' Market (local products, foods and crafts)
- Travel Center (facilities for motorists, truckers, RV's)
- Restaurant and Entertainment (possibly with a complementary theme, i.e. diners from the 1950's, rail car diners, movie theaters, etc.)

### III. Development Concept

The original design concept maps that were used during the visioning sessions have been modified to incorporate the comments and suggestions from participants. These maps illustrate the general ideas, desired features, economic opportunity and recommended improvements and should be used in the continual planning and development of the Corridor.

These recommendations are based on current uses, previous land use and industry studies, and the desires local residents voiced during the visioning sessions.

As illustrated on the following pages, the approximate locations and proposed types of developments and improvements along the Corridor are:

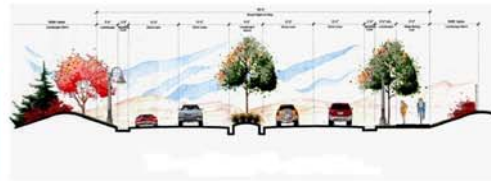
- Malaga to American – industrial development consisting of distribution, light manufacturing including packaging and boxes, food processing and agricultural services
- American to Clovis – preserve the vineyards, agriculture and open space; renovate buildings; remove or renovate unsightly signage; add street landscaping and additional plantings to complement the existing center island plantings
- Lincoln to Adams – commercial and ag-related industries; produce processing; farmers’ markets; local growers’ market
- Fowler’s northern city limits – highway beautification, add plantings to center island and update signage
- Merced near Highway 99 and Golden State – commercial development that does not compete with downtown Fowler; add signage to draw motorists to downtown; highway beautification; re-design the gateway to the city improving the Fowler “arrow” sign
- Golden State and Temperance area – highway beautification and improve/update signage; more planned commercial development
- South to Manning and Manning to Springfield – industrial and business park development for light manufacturing, food processing, distribution, machine shops



- Golden State and Manning area – buildings are set back from the road which provides an opportunity to develop pedestrian access; fill in areas that lack plantings
- Closed casino re-use could consist of an outlet mall, farmers' market, local growers or crafters' market, visitor center, major big box retail
- Springfield to Dinuba area – protect the open space to provide relief between industrial areas; add to existing median plantings; highway beautification; clean up salvage yard or target for re-use; improve signage
- Dinuba to Huntsman – industrial development consisting of agriculture and industrial equipment, agriculture services, packaging materials, machine and fabrication shops
- Golden State, Highland, and Floral areas – where the road narrows, develop into Main Street or Boulevard; add decorative signage to pull visitors into downtown Selma; screen view used car lots and other parcels
- Golden State and Nebraska area – industrial development
- Mt. View area – travel center, motel, trucking and RV center; renovate buildings and signage; add new signage; add streetscapes to complement the existing center plantings; preserve ag land and vistas
- DelRey to Bethel – produce/farmers' market; agri-tourism (e.g. plant tours, visitors areas); light industrial; ag services; cabinet and machine shops
- Conejo area – clean up streetscape to complement the existing center island plantings, add nature trails
- Draper area – continue with the recent efforts to develop and refurbish the Depot area with flowers and plantings; renovating buildings; upgrading signage; move forward with establishing public transit services at Depot which may include light rail in the future; continue to attract commercial and retail services to Depot area to service commuters

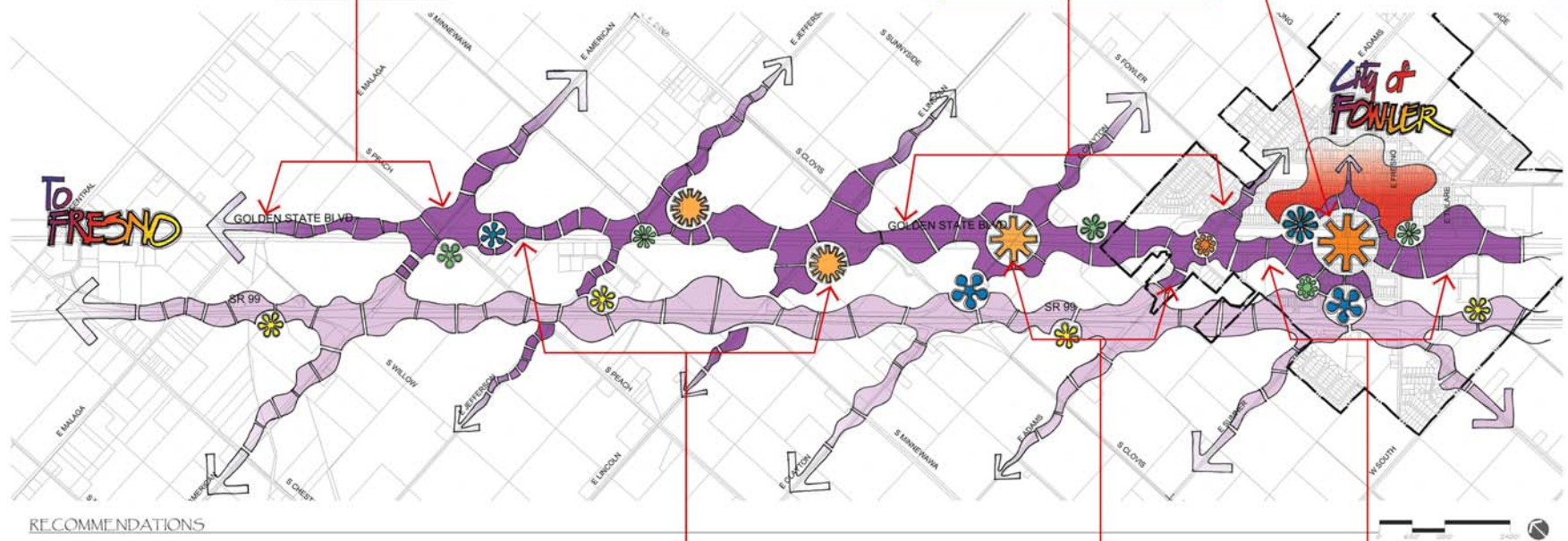
The following three pages are graphic representations of these suggestions. Poster-sized display maps have also been provided.

**INDUSTRIAL DEVELOPMENT:**  
 - DISTRIBUTION  
 - LIGHT MANUFACTURING  
 - FOOD PROCESSING - FRESH FRUITS  
 - AG SERVICES  
 - PACKAGING & BOXING



**COMMERCIAL AND AG-RELATED INDUSTRIES:**  
 - PRODUCT PROCESSING  
 - FARMERS MARKETS - TEMPORARY PRODUCT STANDS

NOTE: THE INTERSECTION OF EAST MERCED AND GOLDEN STATE BOULEVARD IS A VERY IMPORTANT NODE FOR DOWNTOWN FOWLER. SUBSTANTIAL BENEFITS CAN BE REALIZED BY DEVELOPING THIS INTERSECTION AND EXTENDING THE DOWNTOWN IDENTITY TO THE SR 99 CORRIDOR OF RETURN.



RECOMMENDATIONS

**GOLDEN STATE, NORTH OF FOWLER:**  
 - PRESERVE VINEYARDS AND OPEN SPACE  
 - REHABILITATE BUILDINGS INCLUDING ADAPTIVE REUSE  
 - REMOVE / IMPROVE OLD SIGNAGE TO A MORE DECORATIVE TYPE  
 - ADD STREET TREES AND PLANTINGS TO COMPLEMENT CENTER ISLAND PLANTINGS  
 - DEVELOP ISLAND PLANTINGS IN AREAS WITHOUT EXISTING PLANTINGS

**NORTH CITY LIMITS FOWLER:**  
 - HIGHWAY BEAUTIFICATION EFFORTS AND PLANTINGS - CENTER ISLAND AND IMPROVE / UPDATE SIGNAGE REMOVED REDUNDANT MOTEL SIGN

**EAST MERCED NEAR HIGHWAY 99:**  
 - COMMERCIAL DEVELOPMENT COMPETING WITH DOWNTOWN ADD SIGNAGE TO DRAW VISITORS TO DOWNTOWN DISTRICT  
 - GOLDEN STATE & EAST MERCED  
 - HIGHWAY BEAUTIFICATION  
 - REDE SIGNAGE WAY TO CITY IMPROVE FOWLER'S ARROW SIGN ADD DESCRIPTIVE ELEMENTS TELL VISITORS WHY THEY SHOULD GO TO DOWNTOWN



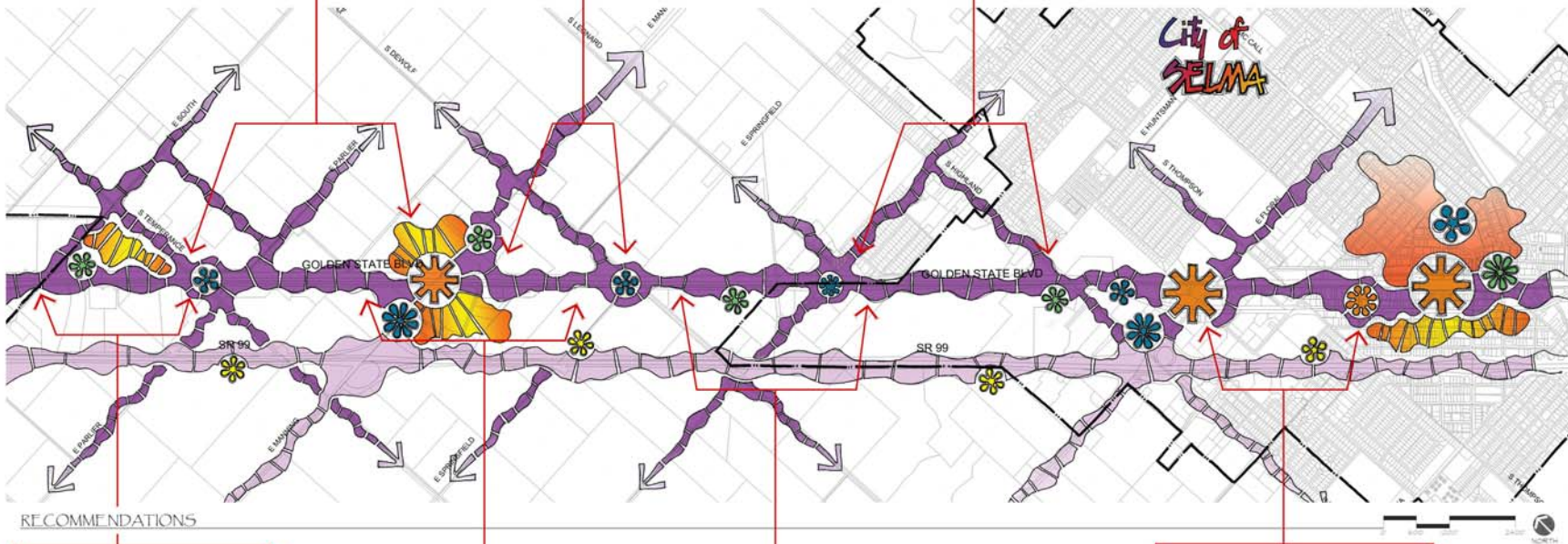
INTERSECTION AT GOLDEN STATE AND E. MERCED FOWLER





INDUSTRIAL DEVELOPMENT  
- DISTRIBUTION  
- MACHINE SHOPS

- INDUSTRIAL DEVELOPMENT
- INDUSTRIAL EQUIPMENT
- AG SERVICES
- PACKING MATERIALS
- MACHINING & FABRICATION SHOPS



## RECOMMENDATIONS

GOLDEN STATE AND MANNING AREA  
- BUILDINGS ARE SET BACK FROM ROAD LACK OF  
PEDESTRIAN ACCESS  
- FILL IN AREAS THAT LACK PLANTINGS

CASINO REDEVELOPMENT  
-OUTLET MALL  
-FARMERS MARKET  
-VISITOR CENTER/LOCAL GROWERS AND CRAFTS  
-COST CO. SAM'S CLUB ETC.

- GOLDEN STATE BOULEVARD
- PROTECT THE OPEN SPACE BETWEEN INDUSTRIAL AREAS AND RESIDENTIAL
- ADD TO EXISTING MEDIAN PLANTINGS HIGHWAY BEAUTIFICATION
- SALVAGE AREAS SHOULD BE REDEVELOPMENT TARGET
- IMPROVE SIGNAGE

GOLDEN STATE & HIGHLAND & FLORAL AREAS  
WHERE THE ROAD NARROWS CONVERT GOLDEN STATE  
STATE TO A "GRAND BOULEVARD"  
TYPICAL SUBURBAN DEVELOPMENT PATTERN  
COMPETES WITH DOWNTOWN ADD DECORATIVE  
SIGNAGE TO TELL VISITORS TO DOWNTOWN  
CLEAR (IF OR SCREEN) USED CARLOTS  
RENOVATE / REJUVENATE HOME VILLAGE.



GOLDEN STATE BLVD. & TEMPERANCE.



GOLDEN STATE BLVD.



GOLDEN STATE BLVD. @ HIGHLAND



NARROWING OF GOLDEN STATE.



Destination Development



## THE GOLDEN STATE CORRIDOR





INTERNATIONAL RAISIN BUILDING SOUTH  
OF SELMA



INTERSECTION OF EAST MOUNTAIN VIEW &amp; GOLDEN STATE BLVD.



INTERSECTION OF EL CONEJO &amp; GOLDEN STATE BLVD.



INTERSECTION OF GOLDEN STATE &amp; DRAKE



Destination Development



## THE GOLDEN STATE CORRIDOR

## IV. Next Steps

The opportunity exists for people to enjoy open vistas between the urban areas and pleasant towns along the Golden State Corridor. Open space, farmland and mountain views provide a backdrop for urban and downtown areas, architecturally interesting buildings, shaded streets, pedestrian and nature parks.

At the same time, there is great economic development potential along the Corridor. Attracting commercial/service businesses and industry with a visitor slant (e.g. food processing and manufacturing firms offering plant tours and visitor/gift centers) can lead to economic growth for the region.



### A. Identify Items to be Preserved

The agricultural land along the Corridor creates a wonderful contrast to the urban environments. The scenic landscape is dotted with farmhouses and orchards and framed by the Sierra Nevada mountains in the background.

A majority of the survey respondents and focus group attendees indicated that it is important to maintain a distinction between the communities. Preserving open space between cities enhances their identity and also preserves the agricultural viability of the surrounding area.

There are also cultural landscapes and buildings that should be preserved or restored within the corridor. Landmarks, places of historical and cultural significance are places that do and will attract people to the Corridor.

Obvious features to be preserved include the vineyards along Golden State Boulevard, International Raisin warehouse, historic downtowns adjacent to Golden State Boulevard, Golden State Boulevard itself, parks, town squares and the historical markers along the Corridor that tell a significant story.

The charm and culture of the entire Corridor needs to be preserved and presented to the public. Not all of this is readily perceived and identifiable. Further study should be performed to identify the specific places and items to preserve.



## 1) Action Items

- Use the surveys, focus groups, and/or a series of public meetings to identify places along the Corridor that are to be preserved and or restored during the master planning process.

## 2) Partnership Opportunities

- Cities and County representatives
- General public
- Association for the Beautification of Highway 99
- CalTrans
- County of Fresno Tourism Committee
- Union Pacific
- Historical societies

## B. Creating Economic Growth

An overriding goal in developing the Corridor is to attract new investment, create business development opportunities that will provide jobs for local residents.

As indicated on page 10 and in the maps, there is a variety of types of businesses that could be attracted to locate along the Corridor. Many of these industries were also identified as desirable in the community surveys and during the visioning.

### **Manufacturing:**

Food processing, beverages  
Packaging materials  
Cabinet shops  
Recreational equipment

### **Manufacturing Service / Supplies:**

Warehousing and Distribution  
Ag equipment sales & service  
Machine & fabrication shops

### **Commercial / Services:**

Travel Center  
RV Service Facility  
Motels  
Restaurants / Entertainment  
Recreational equipment  
Recreational apparel  
Diners  
Theaters

### **Visitor-Related:**

Food processing  
Local growers / crafters  
Visitor Center  
Ag Museum / Learning Center



## 1) Action Items

- Make joint application for a CDBG Planning and Technical Assistance grant to identify specific businesses for recruitment and develop a marketing strategy.
- Identify specific sites that are appropriately zoned for development.
- Create a concept for a manufacturing/visitor oriented park.
- Expand the industry types to identify specific businesses.
- Match industries to appropriate sites.
- Identify the infrastructure needs at these sites.
- Create a brochure to introduce the *Corridor Vision* that includes concepts and begin attracting developers and industries.
- Create a recruitment strategy targeted to specific industries.

## 2) Partnerships

- Economic Development Corp serving Fresno County
- Cities and County
- Great Valley Center
- California Central Valley Economic Development Corp

## C. Overall Conceptual Master Plan

An overall conceptual master plan covers a broad range of topics and issues to produce a framework within which additional design and detail is performed. This is the 'big picture' process that leads to additional, more site-specific design plans.

The master plan identifies the overall concept of the entire Corridor focusing on land uses and functional relationships. The design items that follow the master plan focus on smaller parcels and sections of land and produce more refined and detailed designs.

The county along with the three cities must physically master plan the entire Corridor from American Avenue on the north to Sierra Street (State Route 201) on the south end of the corridor.

The master planning process is a challenging one. A grassroots effort will help simplify the process by keeping residents and

landowners involved and informed of the desired outcome and benefits of good economic and physical planning. Just like in the visioning sessions, include the public in all further planning efforts.

The Golden State Corridor Overall Conceptual Master Plan should include:

1. A program statement based on the economic development needs, tourism plan, cultural resource needs, infrastructure and facility needs of the community.
2. The location and layout of items from the program statement including:
  - Business districts (retail, commercial and industrial)
  - Mixed use areas (business, light commercial, and public open space)
  - Preservation of natural, agricultural and cultural landscapes (areas requiring further study)
  - Trails and park locations
  - Gateway locations at significant nodes for sense of arrival
  - Improvement of important nodes along Golden State Boulevard to help identify important intersections and inform people of the Corridor's downtown districts
  - Mass transit and transit hubs with associated development (usually mixed use)

## 1) Action Items

- Inform residents and land owners of the intent to master plan the Corridor.
- Continually solicit public input.
- Collectively determine preferred land use for Corridor parcels.
- Issue a Request For Proposals (RFP) to develop and document the master plan.

## 2) Partnership Opportunities

- Cities and County
- Landowners and business owners/operators
- Association for Beautification of Highway 99

- CalTrans
- LAFCO
- Coalition for Community Trails
- Council of Fresno Governments
- County of Fresno Tourism Committee
- Farm Bureau
- Economic Development Corp serving Fresno County
- Fresno Cycling Club
- Union Pacific

## D. Site-Specific Designs

With the Corridor and the individual city identities established, the overall master plan and urban design guidelines completed, the next step is to physically master plan individual areas of the Corridor at the site-specific level for industrial, commercial, and mixed use. At this level, maps and plans will depict smaller geographic areas than the overall conceptual master plan of the entire Corridor.

These site-specific plans will show the road layouts, parking facilities, business parks, plazas, parks, pedestrian trails, walkways, etc. The plans will show much more detail than the overall master plan, detail such as building locations within the park and/or sites, parking, street and walkway paving patterns, park and recreational elements, street trees, etc. The physical layout and design will consist of plan view graphics showing the relationship of elements and elevations and perspectives to convey the design of buildings and streetscapes.

Physically designed industrial, commercial and mixed-use areas are much more attractive to potential developers, new industries, and business. A site-specific physical master plan is an important marketing tool.

Some of the desired improvements may not be in place when marketing efforts are underway, but a plan showing the intent of the improvements will allow prospects to see the vision and will help to attract capital. Investors are always more likely to invest in well thought out master plans, ideas and concepts.

An effective tool that can help people understand and visualize this planning stage is a 3-D computer modeling program.

Software is available that can realistically create a virtual walk-through of the proposed development incorporating concepts with the existing development, creating a model that is in the context of its surroundings.

### 1) Action Items

- Prioritize the areas to be designed at this level; i.e. industrial, major commercial, mixed use, and retail.
- Issue an RFP for the site specific design (this could be done for all sites or phased over time).
- Incorporate these drawings/plans into marketing materials to attract investment and new business development.

### 2) Partnership Opportunities

- Cities and County
- Business owners and operators
- Developers
- Real estate community
- Council of Fresno Governments
- Economic Development Corp serving Fresno County

## E. Urban Design Guidelines

To support the overall master plan, Corridor Partners should develop and implement urban design guidelines. The guidelines will create a sense of continuity and unify the entire Corridor from the northern to the southern boundaries and from the Golden State Boulevard to the downtowns.

The guidelines should be flexible enough to allow the communities along the Corridor to express their individual identities. Too much continuity becomes boring and redundant and will cause the Corridor to lose some of its appeal.

Survey responses and focus group participants indicated that they want to maintain the quality of their communities. They do not want to see their communities sprawl and do not want the accompanying increase in traffic.

Compact development helps to curb sprawl and create a critical mass of businesses, activities, and opportunities. The Corridor downtown areas exemplify compact development.

## 1) Physical Design

There should be a vocabulary of design elements, details, landscaping and buildings that work together to achieve the desired continuity and relate the communities. When a person enters the Corridor from any gateway, they should realize they have entered a special place with many activities and services.

Good design and arrangements of buildings, building facades, design details, plantings, walkways, plazas, parking, methods of screening unsightly views and framing pleasant ones, should all be addressed in the guidelines.

The goal is to invite people in and get them to spend time in the area. The longer they spend walking and exploring in Fowler, Selma, and Kingsburg the more money they are likely to spend.

## 2) Pedestrian Amenities

To spend time walking and exploring, the environment must be pedestrian friendly. Retail and commercial businesses and services should be close to one another and people need to feel comfortable while strolling around them.

The Corridor already has some good examples of the type of development that encourages people to walk and spend time. The downtown areas of each community generally are pleasant, well thought out, convenient, and walkable. Future development, redevelopment, and the remaining areas of the Corridor need to incorporate similar design features.

Traditional town planning, as exemplified in the downtown districts, show the effectiveness of good planning for pedestrian use. One can park along the street, get out of the car, and easily walk from place to place. However, some of the challenges to converting all areas to pedestrian use are insurmountable. There are a number of obstacles to making the entire Corridor pedestrian-oriented:

- active rail tracks
- a multi-lane highway with a 65 mph speed limit
- a four-to-six lane interstate highway
- the distance between pedestrian amenities and commercial facilities produces a lack of connectedness
- block walls, fences and cul-de-sacs

Realistically, not all areas are *able to*, *need to* or *should* have the same level of pedestrian amenities. Industrial areas and large commercial developments, out of necessity, will not have the pedestrian amenities that may be called for in the retail and professional services areas.

Where possible and plausible, walkways, trails and other features could help to make industrial and commercial developments more attractive.

### 3) Action Items

- Promote compact development.
- Encourage the construction and design of pedestrian amenities where applicable.
- Establish urban design guidelines that include: a preferred arrangement of buildings, building facades, design details, a color palette, landscape and planting design choices, walkways, plazas, and parking.

### 4) Partnership Opportunities

- Cities and County
- Business owners and operators
- Coalition for Community Trails
- Fresno Cycling Club
- Economic Development Corp serving Fresno County



Walkways and Trails



Urban Plaza

## F. Parks and Trails Master Plan

Another element of the Corridor's overall master plan is the consideration of the recreational needs of the community - parks, trails, and recreational facilities.

Active recreational opportunities include basketball, soccer, baseball, jogging, skateboarding, tennis, etc. Passive activities would include walking, nature walks, site-seeing, areas for board games, bicycle riding, picnicking, etc.

Combined, active and passive recreational amenities allow people to enjoy the out of doors, create opportunities for people to meet and interact and promote good community relationships. These recreational amenities are features of a community's quality of life.



The parks and trails master planning process begins with a needs assessment which would include an inventory of the existing parks and trails and a determination of future needs based on area growth projections. The needs assessment also looks at the types of facilities that should be part of the plan – baseball fields, soccer fields, basketball courts, tennis courts, skate parks, picnic facilities, open areas, trails, etc. Ensure that an appropriate mix of active and passive recreational needs are planned.

The parks and trails master plan also identifies the specific location of existing facilities and guides future recreational developments. The designated locations for features should have good functional relationships. For example, plazas and parks should be a part of or near downtowns; playgrounds and open areas would be best located near residential areas and schools.

Trails and walkways should connect park nodes when possible to promote walking and biking as an alternative to driving.

### 1) Action Items

- Commission or conduct a needs assessment to: inventory the existing parks, trails, and recreational facilities; identify any features that are missing or under-represented; and determine future demand.
- The Corridor Master Plan will have identified the general areas dedicated to parks, trails and recreation. Based on this information, issue an RFP to master plan these specific areas, existing facilities, identify those that should be expanded, and locations for new recreational development.

### 2) Partnership Opportunities

- Cities and County
- Landowners
- Business owners and operators
- Coalition for Community Trails
- County of Fresno Tourism Committee
- Fresno Cycling Club
- Union Pacific
- Parks and Recreation Departments

## G. Streetscape Planning



Downtown Fowler



Downtown Kingsburg

Good streetscape design and detailing is needed from intersection to intersection. Ideal streetscape design has building fronts facing the street, parking behind the buildings with adequate access and way finding, crosswalks textured either with brick pavers or stamped and colored concrete (as car tires run over the textured crosswalk, it provides an audio cue to drivers).

Good examples of existing streetscapes are Draper in downtown Kingsburg, McCall in Selma, and E. Merced in Fowler.

In Selma where the right-of-way narrows and property lines are closer to the street, there is an opportunity to develop this section of the Corridor into a grand urban boulevard:

- sidewalks with nice paving patterns
- parallel parking to create a buffer between motorists and pedestrians
- street furniture, planters, street trees, benches, and potted flowers or shrubs on the outside edge of the sidewalk

Some portions of the Golden State Boulevard could be planted with street trees, flowering shrubs and ground covers. Sidewalks along some portions of the Boulevard may not be a feasible streetscape design. However, these areas could be the place for a trail set back from the edge of the road to be used by pedestrians for walking, running or biking.

The streetscape design will create a sense of place and provide a comfortable environment for pedestrians.

### 1) Action Items

- Prioritize the areas where streetscape design can be most readily implemented.

### 2) Partnership Opportunities

- Cities and County
- Landowners
- Business owners and operators
- CalTrans
- Coalition for Community Trails
- Fresno Cycling Club

## H. Gateway Location and Design

An important marketing and way-finding tool, gateways give a sense of entry, let people know that they have arrived, and help in navigating the Corridor. Elements of gateways include: large plant material, masses of flowering groundcovers and perennials, image elements such as clock towers or signs with architectural details.



Architectural elements and plantings create a gateway, a sense of entry.

Gateways and welcome signs need to be placed at appropriate locations so that people know that they are where they want to be. For instance, if Selma put a sign north of town on Golden State Boulevard that said, “*Historic shopping and dining in downtown Selma*” and a gateway and welcome sign at the city’s edge, it would be in the middle of farm land instead of at the actual entrance to the shopping and dining area.

Appropriate locations for gateways in each community could be determined during the overall master planning phase. Since gateways combine the concepts from the signage and the way finding system, they will need to be designed in conjunction with the intersection and streetscapes.

### 1) Action Items

- Ensure the overall corridor master plan includes approximate location for gateways.
- Design gateways for each community during the streetscape phase.
- Rather than waiting to establish them when streetscapes are being completed, where possible, communities may wish to establish gateways as soon as design elements are in place.

### 2) Partnership Opportunities

- Cities and County
- Landowners
- Businesses owners and operators
- CalTrans
- County of Fresno Tourism Committee
- Historical society

## I. Major Intersection Designs

One of the least desirable aspects of the Corridor is the current treatment of the major intersections. Most of the intersections were designed with the automobile in mind. Aesthetics have been abandoned and the pedestrian circulation is either non-existent or an afterthought. They may function well from a vehicular point of view, but they are cold, stark, dangerous and of little interest to the visitor and pedestrian.

There are three intersections that, with redevelopment, would have an immediate positive impact:

1. E. Merced at Golden State Blvd in Fowler
2. Second and Golden State Blvd in Selma
3. Draper/Simpson at Golden State Blvd in Kingsburg

As they exist, a first-time visitor would never know that three wonderful downtowns are just to the east of Golden State Boulevard.

- In Fowler and Kingsburg these intersections are in an industrial area with railroad tracks running parallel and adjacent to Golden State Boulevard. Kingsburg has installed some nice plantings with date palms and flowering shrubs.
- Fowler has the opportunity to redevelop East Merced and extend the design to Highway 99 creating a gateway that would lead people into downtown.
- In Selma, rundown commercial buildings, some small residences and strip malls dominate the space.

These intersections should reflect each city's special character and identity and lead people to explore the shopping and commercial districts. To make these areas more attractive and more marketable, consider the following image elements:

- decorative and informative signage
- trees, shrubs, and plantings (often something like a grove of tall date palms is used to create a visual cue to motorists that they are approaching an intersection)
- additional buildings where appropriate
- decorative poles and street lamps
- traffic lights

These types of improvements will help people to understand and navigate the Corridor and add to its identity and cohesiveness. Treatments such as these should be reserved for important intersections. If every little intersection in town was treated in a similar manner, they would lose their impact on the conscious and subconscious mind of the motorist and diminish the impact as a navigational element.

### 1) Action Items

- Prioritize the intersections to be designed
- Establish critical elements desired by the communities
- Issue RFP for design

### 2) Partnership Opportunities

- Cities and County
- Landowners
- Businesses owners and operators
- CalTrans
- County of Fresno Tourism Committee



## J. Signage and Way Finding System

Because of a lack of appropriate signage, visitors and motorists are given no indication of what exists along and near Golden State Boulevard. Without signage and an “invitation” the industrial, commercial, and retail areas remain largely unknown and unidentified.

Currently, motorists receive no visual cues to get off the highways to visit the cities or the Corridor. What they do see are signs for goods and services such as auto sales and related services, motels, restaurants, and service stations. An early improvement for the Corridor would be the addition of decorative signage and way finding along Highway 99 and Golden State Boulevard.

The signage should:

- be decorative and informative
- reinforce the cities’ individual identities



Does not say why we should go to Fowler

- attract attention and tell people what they need to know in four seconds (typical time motorist has to read a sign)
- give them a reason to stop (the top two things people look for when traveling are places to shop and places to eat)
- point them in the direction to get there

## Golden State Corridor Business and Industrial Park Next Two Exits

Once the signs have gotten the attention of visitors and enticed them to stop, make sure there is a welcome sign that tells them they have arrived and more signs to give them directions to other areas of interest.

*“Welcome to downtown Fowler,  
enjoy our shops and cafes.”*

The cities with a straight shot from Highway 99 into downtown will not have much problem. Kingsburg, on the other hand, will have to direct people on a few turns to get them into downtown from Highway 99.

### 1) Action Items

- Establish appropriate signage along surface streets, Highway 99 and Golden State Boulevard.

### 2) Partnership Opportunities

- Cities and County
- Landowners
- Businesses owners and operators
- CalTrans
- County of Fresno Tourism Committee



## K. Highway Beautification



Trees and shrubs in median  
and grass along the edge



Salvage Yard near Selma

As previously mentioned, intersections should be identified with a certain type of plant material that is unique from other areas in the shape, size, and/or flowering characteristics or are more intense in the quantity and size. Between the intersections, plantings should consist of ornamental shrubs, ground covers, perennials, and trees.

A plant palette should be used throughout the Corridor by all communities. Plantings should be a drought-tolerant, native species. Use of non-native drought tolerant species could be used as long as they are not invasive and would not cause a nuisance to any agricultural production.

Trails should also be a part of highway beautification. There is a substantial railroad easement on the east side of Golden State that could be used to develop trailways pending approved by the railroad company.

The Corridor Partners need to work with property and business owners to **clean up and screen from view unsightly** scrap yards, industrial sites, rundown buildings, etc. along both Golden State Boulevard and Highway 99.

### 1) Action Items

- Paint and repair buildings
- Remove or restore old signs
- Remove trash
- Plant shrubs and trees

### 2) Partnership Opportunities

- Cities and County
- General Public
- Association for the Beautification of Highway 99
- CalTrans
- County of Fresno Tourism Committee
- Chambers of Commerce
- Schools, Churches and other Civic Organizations



Historic Train Station,  
Kingsburg

*Mass transit and transit-oriented design will help reduce the consumption of valuable agricultural lands into commercial and residential uses.*

## L. Develop Mass Transit

Bedroom communities, centered around a commercial core, popped up all around urban centers at the turn of the century. Mass transit allowed people to commute to urban areas. Stations were an integral part of this development as evident by the historic train station a block from Kingsburg's downtown core.

Rail infrastructure and easements currently exist adjacent to all three downtowns. With the proposed restoration of Kingsburg's historic rail station and the addition of other transit stations at key points in the cities, light rail is a definite possibility.

Transit stations could be connected to residential, commercial and downtown core areas with trails, walkways and other transit modes. This feature would also greatly improve the livability of the Corridor and enhance its marketability.

People living close to the transit stations in the corridor could take advantage of the rail for commuting to work in Fresno; people in Fresno could use it to visit the other communities for shopping, dining, or services and enjoy a pleasant train ride leaving cars at the transit station.

Commercial development would likely occur next to the stations, taking advantage of the increased traffic. To make the areas economically viable, encourage compact development. This will encourage ridership by making goods and services readily and easily available. **Promote light rail ridership as convenient and pleasant alternative transportation.**

### 1) Action Items

- Work with the County and CalTrans to do a light rail study.

### 2) Partnership Opportunities

- Cities and County
- CalTrans
- Business and Land owners
- General public
- Historical Society

# *A Vision for the Golden State Corridor*

The County of Fresno and the Cities of Fowler, Kingsburg, and Selma have come together to facilitate the creation of a vision for the Golden State Corridor in south-central Fresno County.

Because you are a stakeholder in this process and essential to the development of this 13-mile corridor stretching from Fowler to Kingsburg, we would appreciate your participation in the visioning project. Your participation will require minimal time but is invaluable to the success of the project. We are simply asking you to give us your opinions via a short survey and participate in one of the visioning focus group sessions noted below.

Your expertise, opinion and input are valuable to the success of the Golden State Corridor and we appreciate your contribution.

**Project: Golden State Corridor Visioning**

The Golden State Corridor extends 13.5 miles from Kingsburg to north of Fowler. Boundaries are: Conejo Avenue (south) to American Avenue (north) and State Highway 99 (west) to the Union Pacific Railroad adjacent to the old Highway 99 (east).

**Purpose:** Define a common vision for the attractive development of the Golden State Corridor which will support job creation, preserve the surrounding agricultural lands, and enhance the natural and developed environment of the area.

**Process: 1. Stakeholders Survey**

November 18 – a 20-question survey will be faxed to you and other stakeholders

November 22 – stakeholders return completed surveys by fax

**2. Visioning Focus Group Sessions**

Thursday, December 12 – City of Selma from 9:00 to 11:00 a.m.

Thursday, December 12 – City of Kingsburg from 2:00 to 4:00 p.m.

Friday, December 13 – City of Fowler from 9:00 to 11:00 a.m.

**Product:** A document which will define the vision and guide the future development of the Golden State Corridor

Surveys will be sent on Monday, November 18th via fax and e-mail. Please complete and return them by **Friday, November 22nd**. If you have any questions, contact John Popp at the County of Fresno (262-4292). We appreciate your time and assistance in this process.

*Very truly yours,*

D.B. Heusser  
City Manager  
City of Selma  
896-1064

Don Pauley  
City Manager  
City of Kingsburg  
897-5821

David Elias  
City Manager  
City of Fowler  
834-3113 x301

Gigi Gibbs  
Community Development  
Manager, County of Fresno  
262-4292

# Golden State Corridor Visioning Survey

<b>I. Contact Information</b>
1. Name:
2. Organization/Agency:
<b>II. Your Community</b>
3. Do you think your community (Selma–Fowler–Kingsburg) has an existing identity or is known for something unique? <input type="checkbox"/> Yes <input type="checkbox"/> No
4. If so, what is it? If not, what would you like it to be?
5. What are some of the unique resources or attributes of your community?
6. As your community continues to grow and change, what would you like to: a. Keep the same:  b. Change:
7. What cultural and/or natural resources of your community do you want to protect?
8. Community events bring diverse groups of residents together. What events currently bring your residents together?
9. What, if any, community events have been proposed but not implemented?
10. What should residents be doing right now to improve the livability of the community?
11. What are the core values of your community?

# Golden State Corridor Visioning Survey

12. Of the following community values and attributes, please indicate the **five** you feel are most important:

- ☐ Open space is protected
- ☐ Employment opportunities
- ☐ Family-oriented programs are available and supported
- ☐ Goods and services are available locally
- ☐ Traffic system is workable and services both businesses and pedestrians
- ☐ Public transportation is available and accessible
- ☐ Public transportation addresses alternatives (bicycle, pedestrian, etc)
- ☐ Traffic system provides access to service/delivery vehicles without excessive disruption to traffic flow
- ☐ Municipal services are improved and expanded
- ☐ Public/private collaboration is sought on decisions that affect the business community
- ☐ Community supports local businesses
- ☐ Local businesses understand their unique niche in the community and strive to serve the local market
- ☐ Municipalities support local businesses and economic development
- ☐ Design ordinances are in place and enforced

## III. The Golden State Corridor

13. What physical identity or image would you like to see the Golden State Corridor develop for itself? (i.e. theme, look, etc)

14. What do you think is the perception of local residents towards the Golden State Corridor as a place to conduct business or to work?

15. What types of uses, businesses and/or features should be developed along the Corridor?

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Agriculture             | <input type="checkbox"/> Highway Commercial         | <input type="checkbox"/> Historical Markers |
| <input type="checkbox"/> Agricultural Processing | <input type="checkbox"/> Retail / Deli / Restaurant | <input type="checkbox"/> Tourism-related    |
| <input type="checkbox"/> Agricultural Services   | <input type="checkbox"/> Personal/Business Services | <input type="checkbox"/> Other              |
| <input type="checkbox"/> Light Industrial        | <input type="checkbox"/> Parks / Recreation         | <input type="checkbox"/> _____              |
| <input type="checkbox"/> Heavy Industrial        | <input type="checkbox"/> Walking/Hiking/Bike trails | <input type="checkbox"/> _____              |
| <input type="checkbox"/> Manufacturing           |   | <input type="checkbox"/> _____              |
- (types)\_\_\_\_\_

*Please include names of any businesses:*

16. What are the two most serious issues facing the Corridor and surrounding area?

a.

b.

17. What one improvement within the Golden State Corridor area would you like to see?

18. What, if any, features facilitate access in general to the Golden State Corridor?

19. Looking to the future, what do you anticipate will be the result of growth or change in the Golden State Corridor area?

# *Golden State Corridor Visioning Survey*

20. Residents and visitors judge communities by a number of factors, please indicate how you would rate the Golden State Corridor on the following factors:

Business location	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Employment location	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Traffic	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Public transportation	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Auto/Truck services	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Parking	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Shopping & services	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Municipal services	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Safety	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Image-industrial sites	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Image-commercial sites	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Image of storefronts	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Community arts	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Parks & Recreation	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Street landscaping	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Trash receptacles	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure
Pedestrian safety	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	<input type="checkbox"/> Not Sure

Thank you for participating.

Fax your survey responses to 530-345-6417

## Golden State Corridor Committee, Partners, and Stakeholders

Organization	Contact Name	City	Phone	Fax
5 Cities Economic Development Authority	Jim Drinkhouse	Sanger	559-875-2587	559-875-8956
Association for Highway 99 Beautification	Jose Barraza	Fresno	559-488-1710	559-488-1830
Association for Highway 99 Beautification	Dan Zack	Fresno	559-233-4148	559-233-9645
Bee Sweet Citrus	Jim Marderoian	Fowler	559-834-5354	559-834-4508
Blocklite Inc.	Ben Fry	Selma	559-896-0753	559-896-9652
Boghosian Raisin Packing Co	Philip Boghosian	Fowler	559-834-5348	559-834-1419
Borga	Johan Giosteot	Fowler	559-834-5375	559-834-1406
Bufford Oil	Randy Bufford	Hanford	559-582-9028	559-582-1902
Caltrans	Alan McCuen	Fresno	559-488-4115	559-445-2240
Caltrans	Moses Stites	Fresno	559-445-6666	559-445-2240
City of Selma	Mike Derr	Selma	559-896-1064	559-896-1068
Coalition for Community Trails	Dr. Mark Keppler	Fresno	559-278-2107	none
Consolidated Irrigation District	Gene Branch	Selma	559-896-1660	559-896-8488
Council of Fresno County Governments	Ron Peterson	Fresno	559-233-4148	559-233-9645
County of Fresno Tourism Committee	Ed Delaney	Prather	559-324-0474	none
Ditch Witch	Michael L. Andersen	Fowler	559-834-3998	559-834-5751
Dwight P. Hughes Company	Dwight Hughes	Selma	559-896-4102	559-896-6620
Economic Development Corp Serving Fresno Co	Ralph Garcia	Fresno	559-233-2564	559-233-2156
Fahrney Automotive Group	Jerry Fahrney	Selma	559-896-4121	559-896-2717
Farm Bureau	Karla Kay Fullerton	Fresno	559-237-0263	559-237-3396
Fowler Chamber of Commerce	Curtis Leroy	Fowler	559-834-3869	559-834-3869
Fresno Co. Fire Protection District	Chief Pete Marquez	Sanger	559-485-7500	559-875-7451
Fresno County Sherriff's Department	Margaret Mims	Selma	559-896-2003	559-896-1836
Fresno Cycling Club	Nick Paladino	Fresno	559-432-8830	none
Fresno Valves & Castings	John Showalter	Selma	559-834-2511	559-834-2017
Fresno Valves & Castings	Kevin Follansbee	Selma	559-834-2511	559-834-2017
Jaboian Trucking	Mike Joboian	Kingsburg	559-897-7553	none
Kingsburg Chamber of Commerce	Jess Chambers	Kingsburg	559-897-1111	559-897-4621
LAFCO	Mike Waiczis	Fresno	559-495-0604	559-495-0655
Lion Packing	Don Cave	Selma	559-834-6677	559-834-6622
Manning Ave Business Development Group	Jose Barraza	Fresno	559-488-1710	559-488-1830
Manning Ave Business Development Group	Lynn Gorman	Fresno	559-262-4091	559-488-3940
National Raisin	Ernie Bedrosian	Fowler	559-834-5981	559-834-4982
Pacific Gas & Electric Company	Mike Rose	Fresno	559-263-7327	559-263-7388
Quinn Company	Paul Lucini	Selma	559-896-4040	559-891-6701
Roger Anthony Real Estate	Roger Anthony	Fresno	559-222-9697	559-222-9597
Selma Chamber of Commerce	Cindy Howell	Selma	559-896-3315	559-896-7075
Selma, Fowler, Kingsburg Sanitation District	Gary Helm	Kingsburg	559-896-4420	559-897-1985
Selma, Fowler, Kingsburg Sanitation District	David Michel	Kingsburg	559-896-4420	559-897-1985
Selma, Fowler, Kingsburg Sanitation District	Ben Munoz	Kingsburg	559-896-4420	559-897-1985
Simonian Fruit	Jim Simonian	Fowler	559-834-5921	559-834-1580
Simonian Fruit	Dave Simonian	Fowler	559-834-5921	559-834-1580
Southern California Gas	Colby Wells	Visalia	559-739-2337	559-739-2277
State Farm Insurance	Mayor Michael Derr	Selma	559-896-0220	559-896-0243
Sun American Investments	Keigh C. Honing	Los Angeles	310-772-6306	310-772-6584
Sun Maid Raisins	Barry Kreibel, Pres.	Kingsburg	559-896-8000	559-897-2362
Union Pacific Railroad	Richard Gonzales	Fresno	559-443-2240	909-879-6289
	Julian Chapa	Fresno	559-260-8823	559-444-0446
Roger Anthony Real Estate	William Shubin	Fresno		
	Ken Takeuchi	Fresno	559-275-6318	

## Golden State Corridor Visioning Survey Responses

**3 Do you think your community has an existing identity or is known for something unique?**

80% Yes

20% No

**4a What is it?**

Raisin Capital of the World (3)

Swedish heritage (3)

Quaint

Clean, progressive community

Ag based

Good schools

Community spirit

Nice small town

**4b What would you like it to be?**

N/A

**5 Unique resources or attributes:**

Location

Diversified

95% of world's raisins are grown & processed w/in a 10-mile radius

Community spirit & desire to maintain quality

Ethnic makeup

Farming heritage

Strong community involvement

Good economic development

Agriculture (raisin/fruit packaging)

Small town, community-oriented lifestyle

Walkable downtowns

Good neighborhoods

**6a Keep the same:**

Freeway accessibility

Small town feel, friendly atmosphere, home

Community partnering

Ambiance & heritage

Good planning

Commercial growth

Fowler identity

Physical separation from other towns

Strong downtown



## Golden State Corridor Visioning Survey Responses

### **6b Change:**

- Improve traffic safety
- More professional image, clean-up, improve streets & bldgs
- More residential development, larger homes, commercial growth, jobs, more restaurants
- Commercial growth
- Jobs
- More restaurants
- How we market ourselves
- Do something with the Frontier Town that is close to the Cattleman's Steak House
- Old, worn out look of some areas
- Landscaping
- Retain & celebrate the historical & cultural resources thru planning & citizen involvement while fostering necessary economic growth
- Less dependent on auto, more walkable
- Rely less on national chains for goods, more locally-owned businesses
- New subdivisions should be more like old neighborhoods and less like N.Fresno

### **7 Cultural/Natural resources to protect:**

- Diversity & oneness
- Swedish Village theme
- Keep the farming, reduce the influx of housing and commercial developments
- Agriculture
- Pioneer Village
- Historical buildings
- Street trees
- Slow, narrow, old streets

### **8 Community events**

- Raisin festival (2)
- Rotary marching band festival (2)
- First Friday Street Faire
- Mariachi Festival
- Community theater
- Swedish Festibal
- Summer concerts under the stars
- Independence Day & fireworks (2)
- Crayfish Festival
- Lucia Day
- Ethnic events
- Sports
- Arts

### **9 Proposed events**

- Farmers Market
- Antique Faire
- Mariachi Festival
- Historical library

## Golden State Corridor Visioning Survey Responses

### **10 Residents should be:**

- Neighborhood watch
- Working together on projects
- Park improvements
- Supporting local merchants
- Bike paths
- Sidewalk updates
- Street re-hab
- Planning growth
- Get connected through personal involvement in community decisions
- Identify positive attributes of old neighborhoods and require those features in new subdivisions
- Identify obstacles to formation of local businesses and remove them

### **11 Core Values are:**

- Family-oriented (3)
- Church, faith (3)
- Charity, Personal Worth, Value & Respect, Togetherness (1)
- Education (2)
- Heritage (1)

### **12 Five top community values & attributes:**

- Open space is protected (4%)
- Employment opportunities (16%)
- Family-oriented programs are available and supported (12%)
- Goods and services are available locally (8%)
- Traffic system is workable and services both businesses & pedestrians (8%)
- Public transportation is available and accessible (0%)
- Public transportation addresses alternatives (bicycle, pedestrian, etc) (4%)
- Traffic system provides access to service/delivery vehicles w/out excessive disruption (4%)
- Municipal services are improved and expanded (2%)
- Public/private collaboration is sought on decisions that affect the business community (8%)
- Community supports local businesses (10%)
- Local businesses understand their unique niche in community & strive to serve local market (6%)
- Municipalities support local businesses and economic development (8%)
- Design ordinances are in place and enforced (8%)

### **13 Preferred physical identify/image for Corridor:**

- Ag-based area promoting business growth
- Clean, pleasant, inviting
- Clean
- Early California
- Save the Oleanders
- Destination-oriented corridor for travelers to see & experience local culture & ag history
- Walking-hiking-bike trails
- Light industrial and manufacturing
- Grand boulevard in the classical sense; our Champs e'lysees

**14 Locals' perception of Corridor**

None

Good

Sought after by residents & businesses but unemployment rate is high due to ag

A means to an end; nondescript

Don't think they identify it as a place of its own

None, is only considered a remnant of the past, the relocation of SR 99 to the west

Not very good

**15 Preferred uses, businesses, features along Corridor:**

Agriculture (10%)

Agricultural Processing (8%)

Agricultural Services (2%)

Light Industrial (12%)

Heavy Industrial (0%)

Manufacturing (10%)

Highway Commercial (6%)

Retail / Deli / Restaurant (10%)

Personal/Business Services (4%)

Parks / Recreation (4%)

Walking/Hiking/Bike trails (12%)

Historical Markers (12%)

Tourism-related (10%)

Other - all urban uses should be designed better than typical hwy commercial;  
pedestrian friendly, human scaled, not just sheds & parking

**Specific businesses:**

Outlets

Red Robin

Mimi's Café

Marie Callendars

Cracker Barrel

**16 Two most serious issues facing Corridor:**

Quality of workforce

Traffic

Ability to attract new businesses

Accessibility to/from freeway for commercial & business-related traffic

Public openness to growth

Land availability

Freeway access upgrading

Removal of blight & decay

Competing with other Fresno County & Tulare County communities

Lack of funds to put together programs for tourism

Blight

Planned growth

Truck traffic

Landscaping

A "lost corridor" Few people recognize that corridor could be an economic engine for the area

Corridor appears to be run down and is not esthetically attractive

Unattractive industrial development

Poor condition of road

**17 Corridor improvement preferred:**

- Cleanliness
- Overall clean-up & beautification
- Freeway maintenance; Cal-Trans cooperation for beautification
- Remove delapidated buildings
- Frontier Town
- Interconnecting walking/bike trails
- No billboards
- Aesthetic attractiveness
- Curbs, gutters, paving

**18 Accessibility features:**

- Hwy 99
- Rail
- Interstate Freeway
- Oleanders
- Improved destination signage in conjunction with corridor business opportunities
- Downtown

**19 Result of growth:**

- Better community
- Tax base
- Employee skill set
- Extension of Fresno towards the corridor
- Unemployment improved
- Quality of life improved
- Increased tourist trade
- Increased population base
- More work opportunities
- Less attractive
- Corridor could be a major economic generator for the three cities
- Without a plan, it will not be pretty

**20 Average Rating of following factors:**

- Business location (3.1%)
- Employment location (3.2%)
- Traffic (3.1%)
- Public transportation (1.3%)
- Auto/Truck services (3.2%)
- Parking (2.8%)
- Shopping & services (1.9%)
- Municipal services (2.1%)
- Safety (2.6%)
- Image-industrial sites (2.6%)
- Image-commercial sites (2.6%)
- Image of storefronts (1.9%)
- Community arts (1.8%)
- Parks & Recreation (1.7%)
- Street landscaping (1.7%)
- Trash receptacles (1.7%)
- Pedestrian safety (1.9%)

**Media Contact:** [Name of Local Contact]  
[Title and/or Department]  
[Phone Number]

***FOR IMMEDIATE RELEASE – [DATE SENT]***

## **EFFORTS UNDERWAY TO CREATE A UNIFIED VISION FOR THE GOLDEN STATE CORRIDOR**

The County of Fresno and the cities of Fowler, Kingsburg, and Selma have set aside two days in December to host three focus group sessions that will lead to a community-wide development vision for the Golden State Corridor.

These four jurisdictions received grant funds from the Great Valley Center, Modesto, CA, to conduct a visioning process for this 13.5 mile stretch of Old Highway 99.

The consulting team of Chabin Concepts and Destination Development has been retained for this process. Chabin, located in Chico, CA, is the premier economic development consulting firm specializing in marketing. Destination Development, Salt Lake City, is a tourism and resort development firm with particular expertise in community design and planning.

The goal of the focus groups is to solicit community input on the preferred design and development of the Golden State Corridor.

The focus group sessions are scheduled for Thursday, December 12 from 9:00 a.m. to 11:00 a.m. at the City of Selma Council Chambers; and from 2:00 p.m. to 4:00 p.m. at the City of Kingsburg Council Chambers. Friday's focus group will be held from 9:00 a.m. to 11:00 a.m. at the City of Fowler Council Chambers.

The Chabin Team has visited the area and will present some possible design concepts for focus group participants to preview and comment.

Additional information about the focus groups and the project in general can be directed to

XXXXXXX

#####

<b>Poster 1 – <i>Things we'd like to keep the same</i></b>		
	Agree	Disagree
Freeway accessibility	9	0
Small town atmosphere	14	2
Heritage culture	12	1
Commercial growth	12	2
Strong downtown	15	0
Open space between communities	9	6

<b>Poster 2 – <i>Changes we'd like to see</i></b>		
	Agree	Disagree
Improved traffic safety	9	0
Professional image, landscaping	14	0
Commercial growth	20	0
Residential development	8	6
Pedestrian-friendly design	15	1
More locally-owned businesses	16	1

<b>Poster 3 – <i>Most important issues to address</i></b>		
	Agree	Disagree
Protecting natural resources and historic buildings	11	1
Improved parks and recreational opportunities	9	2
Employment opportunities	18	0
Traffic safety	10	0
Image and landscaping	18	0
Tourism	12	3

#### Poster 4 – Preferred image for the Corridor

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>▪ Lots of trees, park benches, less concrete</li> <li>▪ Grass, sidewalk, walking area</li> <li>▪ More of a Main Street than a Highway strip</li> <li>▪ Ag and open space buffers between cities</li> <li>▪ Swedish architecture</li> <li>▪ Small town, rural</li> <li>▪ East coast style exit signs and wider landscape areas</li> <li>▪ Emphasize agricultural heritage</li> </ul> | <ul style="list-style-type: none"> <li>▪ Uniform and consistent setbacks and landscaping</li> <li>▪ Quality architecture</li> <li>▪ Intersection treatments</li> <li>▪ Façade improvements</li> <li>▪ Valley is hot and dry, a green corridor is welcome and inviting</li> <li>▪ Orient businesses between SR-99 and Golden State so that the viewsheds are appealing 360°</li> <li>▪ Preserved and restored old neon signs</li> </ul> |
|--|--|

#### Poster 5 – Preferred uses and features along the Corridor

Features	Uses	
<ul style="list-style-type: none"> <li>▪ Biking and walking corridor</li> <li>▪ Multi-purpose trail opportunities</li> <li>▪ Accessible parking in the rear</li> <li>▪ Pedestrian crossing on Whitson, south of Floral</li> <li>▪ Four-way stop at 7<sup>th</sup> &amp; Merced</li> <li>▪ Turn pockets and four-way stop at Dewolf &amp; Golden State</li> <li>▪ Signal at Dinuba Avenue and Golden State intersection</li> <li>▪ Clovis Avenue pergola walkways</li> <li>▪ Sound barriers for freeway noise</li> <li>▪ Uniform signs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fast transit to Fresno</li> <li>▪ Warehouse and Distribution</li> <li>▪ Food processing</li> <li>▪ Auto dealership</li> <li>▪ Truck stop</li> <li>▪ Motel</li> <li>▪ Professional offices</li> <li>▪ Family restaurants</li> <li>▪ Nightclubs</li> <li>▪ Homes nearby</li> </ul>	<ul style="list-style-type: none"> <li>▪ Agri &amp; Industrial tourism</li> <li>▪ Visitor center, Travel center</li> <li>▪ Light manufacturing</li> <li>▪ Cabinet shops</li> <li>▪ Produce stands</li> <li>▪ Medical clinics</li> <li>▪ Clothing stores</li> <li>▪ Gift shop</li> <li>▪ 26-Mile marathon</li> </ul>

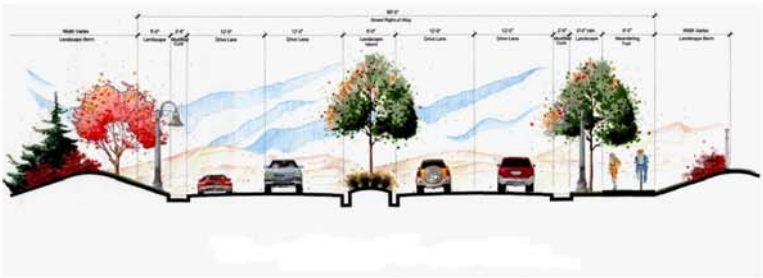
#### Poster 6 – Golden State Corridor Visioning Exercise

<ul style="list-style-type: none"> <li>▪ Professional development</li> <li>▪ Jobs</li> <li>▪ Growth</li> <li>▪ Commercial industrial</li> <li>▪ Trees</li> <li>▪ Transportation</li> <li>▪ Small vehicle public transportation</li> <li>▪ Safe bike riding paths</li> </ul>	<ul style="list-style-type: none"> <li>▪ Visible walking paths</li> <li>▪ Sitting areas</li> <li>▪ Homes nearby</li> <li>▪ Industrial parkway</li> <li>▪ Commercial, Entertainment</li> <li>▪ Art</li> <li>▪ Walkable</li> <li>▪ Bikes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Safe</li> <li>▪ Landscape</li> <li>▪ Agriculture</li> <li>▪ Pedestrian</li> <li>▪ Open space</li> <li>▪ Façade</li> <li>▪ Buildings</li> <li>▪ Design</li> </ul>	<ul style="list-style-type: none"> <li>▪ Business</li> <li>▪ Planned economy</li> <li>▪ Employment</li> <li>▪ Industrial parkway</li> <li>▪ Leisure-type development, retirement community w/golf course, etc.</li> <li>▪ R&amp;D High Tech</li> <li>▪ South Corridor</li> </ul>
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**INDUSTRIAL DEVELOPMENT:**

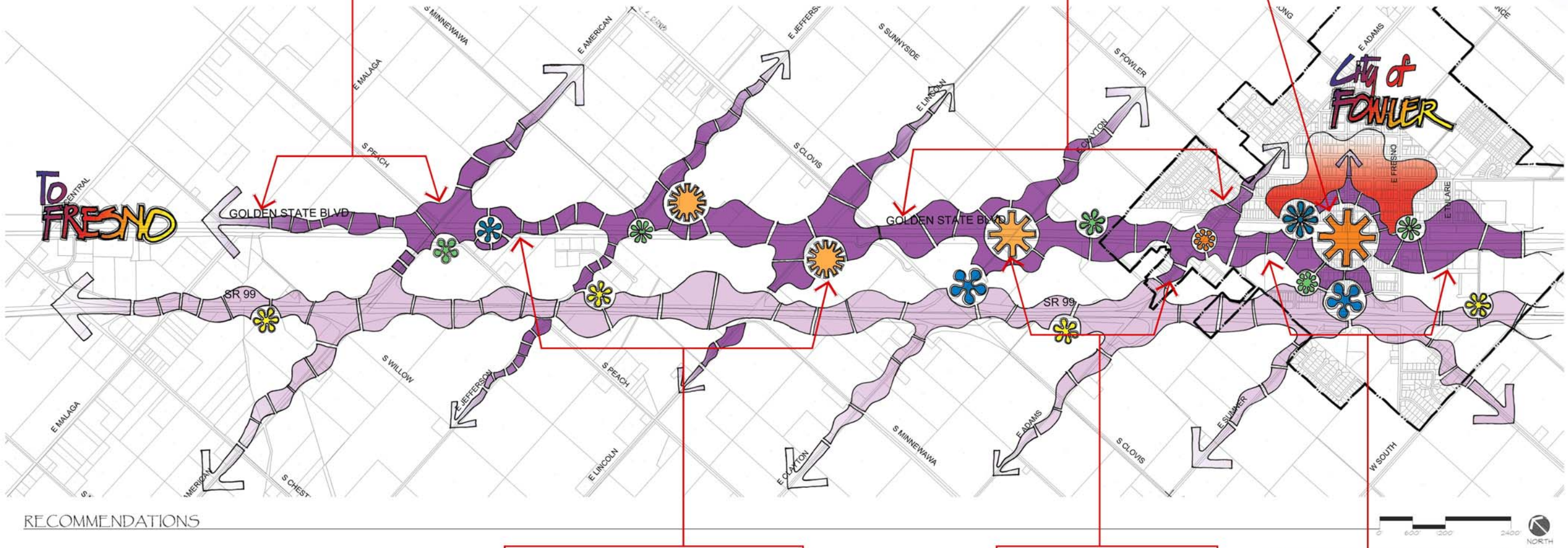
- DISTRIBUTION
- LIGHT MANUFACTURING
- FOOD PROCESSING/DRIED FRUITS
- AG SERVICES
- PACKAGING & BOXING



NOTE: THE INTERSECTION OF EAST MERCED AND GOLDEN STATE BOULEVARD IS A VERY IMPORTANT NODE FOR DOWNTOWN FOWLER. SUBSTANTIAL BENEFITS CAN BE REALIZED BY REDEVELOPING THIS INTERSECTION AND EXTENDING THE DOWNTOWN IDENTITY TO THE SR-99. (SEE BODY OF REPORT)

**COMMERCIAL AND AG-RELATED INDUSTRIES:**

- PRODUCE PROCESSING
- FARMER'S MARKETS/PERMANENT PRODUCT STANDS



RECOMMENDATIONS

**GOLDEN STATE NORTH OF FOWLER**

- PRESERVE VINEYARDS AND OPEN SPACE
- RENOVATE BUILDINGS INCLUDING ADAPTIVE RE-USE
- REMOVE/IMPROVE OLD SIGNAGE TO A MORE DECORATIVE TYPE
- ADD STREET TREES AND PLANTINGS TO COMPLEMENT CENTER ISLAND PLANTINGS
- DEVELOP ISLAND PLANTINGS IN AREAS WITHOUT EXISTING PLANTINGS

**NORTH CITY LIMITS FOWLER**

- HIGHWAY BEAUTIFICATION EFFORTS, ADD PLANTINGS, CENTER ISLAND AND IMPROVE/UPDATE SIGNAGE REMOVED RUSTED OUT MOTEL SIGN

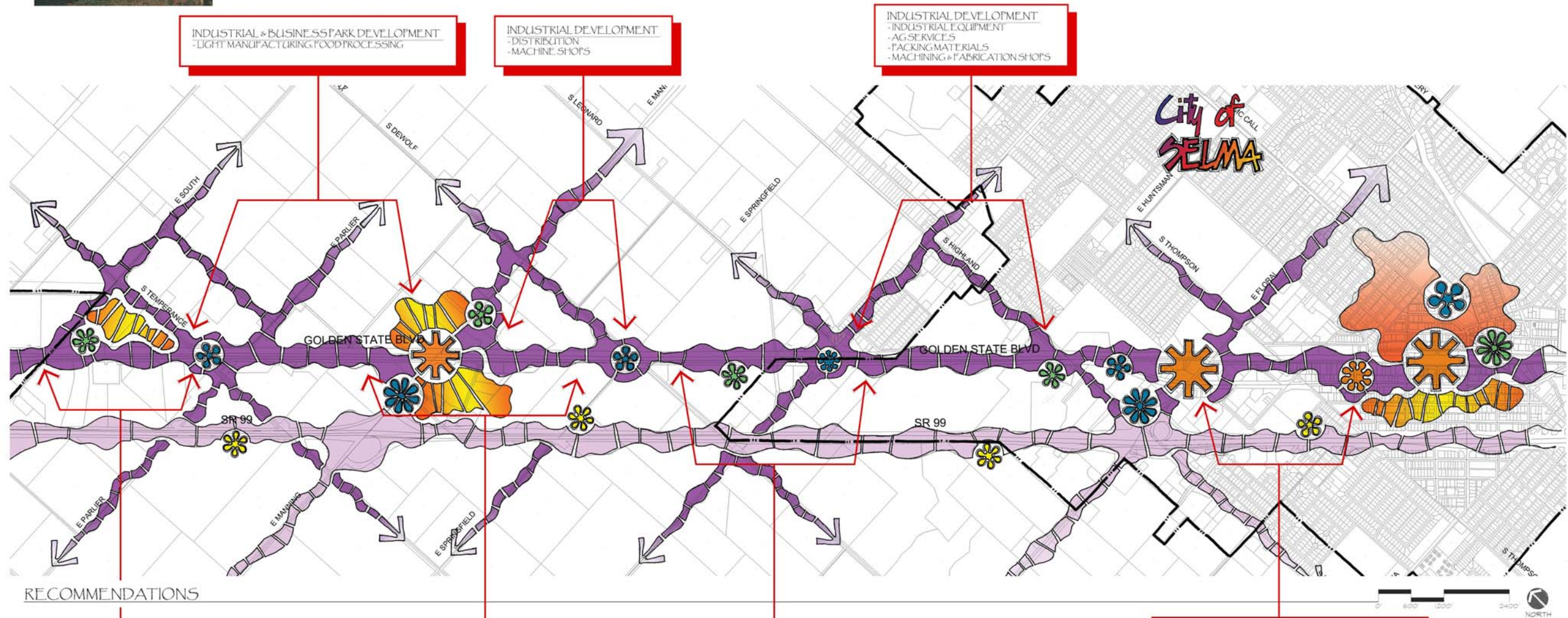
**EAST MERCED NEAR HIGHWAY 99:**

- COMMERCIAL DEVELOPMENT COMPETING WITH DOWNTOWN, ADD SIGNAGE TO DRAW VISITORS TO DOWNTOWN DISTRICT
- GOLDEN STATE & EAST MERCED:
- HIGHWAY BEAUTIFICATION
- REDESIGN GATEWAY TO CITY, IMPROVE FOWLER'S "ARROW" SIGN, ADD DESCRIPTIVE ELEMENTS TELL VISITORS WHY THEY SHOULD GO TO DOWNTOWN



INTERSECTION AT GOLDEN STATE AND E. MERCED, FOWLER





GOLDEN STATE BLVD. & TEMPERANCE



GOLDEN STATE BLVD.



GOLDEN STATE BLVD. & HIGHLAND



NARROWING OF GOLDEN STATE

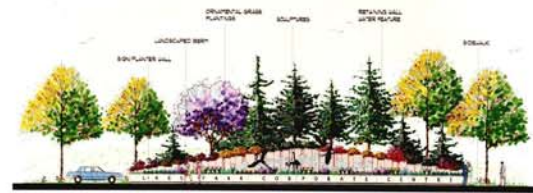
# THE GOLDEN STATE CORRIDOR







Rust/View Area



SCULPTURE/WATER FEATURE ELEVATION  
7700 800' to 1000' PARK BLVD.



MT. VIEW & HIGHWAY 99  
-TRAVEL CENTER  
-MOTEL

GOLDEN STATE NORTH OF KAMM AREA  
-PRODUCE / FARMERS MARKET  
-AGRI-TOURISM, LOCAL GROWERS MARKET AND PLANT TOURS  
-CABINET SHOPS

IMPROVE THE INTERSECTION AT GOLDEN STATE AND DRAFER TO DRAW PEOPLE INTO DOWNTOWN. NEED GOOD WAY-FINDING FROM HIGHWAY 99 TO LEAD PEOPLE INTO DOWNTOWN.



RECOMMENDATIONS

GOLDEN STATE AND NEBRASKA AREA  
-INTERNATIONAL RAISIN BUILDING  
-INDUSTRIAL DEVELOPMENT AREA



INTERNATIONAL RAISIN BUILDING SOUTH OF SELMA

GOLDEN STATE AND E. MOUNTAIN VIEW AREA  
-RENOVATE BUILDINGS  
-RENOVATE / ADD SIGNAGE  
-ADD STREETSCAPE PLANTING TO COMPLIMENT CENTER ISLAND PLANTING  
-PRESERVE AG LAND IN AREA



INTERSECTION OF EAST MOUNTAIN VIEW & GOLDEN STATE BLVD.



INTERSECTION OF EL CONEJO & GOLDEN STATE BLVD.

GOLDEN STATE AND CONEJO AREA  
-CLEANUP AND ADD PLANTINGS ON BOTH SIDES OF STREET TO COMPLIMENT THE EXISTING CENTER ISLAND PLANTINGS



INTERSECTION OF GOLDEN STATE & DRAFER

GOLDEN STATE AND DRAFER  
-ADD PLANTINGS ALONG STREET  
-RENOVATE EXISTING BUILDINGS  
-IMPROVE SIGNAGE  
-ADD PUBLIC TRANSIT AT DEPOT, POSSIBLY LEADING TO LIGHT RAIL LINE TO PRESNO  
-ADD COMMERCIAL AND RETAIL SERVICES TO DEPOT AREA



Destination Development



THE GOLDEN STATE CORRIDOR