

Fortuna City Council  
Fortuna Planning Commission  
February 12, 2007 6:00 PM  
River Lodge Conference Center

**PRESENT**

Mayor John Campbell  
Mayor Pro Tem Patrick Whitchurch  
Councilman Mel Berti  
Councilman Dean Glaser  
Councilman Doug Strehl

**STAFF**

City Manager  
Deputy Community Development Director  
Assistant City Planner  
Deputy City Clerk

**PLANNING COMMISSION**

Chairman Travis Low  
Commissioner Tami Gillam  
Commissioner Arden Henry  
Commissioner Neal Kesterson  
Commissioner John Marshall  
Commissioner Marvin Schwartz  
Commissioner Darren Tomasini

**WORKSHOP PRESENTATION BY MINTIER & ASSOCIATES CONCERNING THE GENERAL PLAN UPDATE ALTERNATIVES**

City Manager Duane Rigge said that tonight's workshop is very focused, City staff is presenting a recommended alternative that brings together the various aspects of three alternatives previously presented to the City Council and the Planning Commission. The City Manager was requesting feedback and direction from the Planning Commission and City Council on the Staff's recommendation. The summary of the Council and Planning Commission will be focus for the public input scheduled for March 6<sup>th</sup>.

Larry Mintier, the General Plan Update consultant, said that this is an important turning point on the General Plan Update process. He then introduced Derek Demano, George Williamson and Dr. Steve Hackett. Mr. Mintier said they are not asking for a thumbs up or thumbs down on any one alternative. He gave a power point presentation that reviewed the three alternatives previously presented. At the conclusion of each area of discussion, the presentation was paused to review City staff's recommendation and determine if there was a general consensus from the Planning Commission and the City Council concerning the staff recommendation.

Larry Mintier said the areas held constant among the 3 alternatives are downtown, Fortuna Boulevard and open space corridors. It was City Staff recommendation to maintain the existing concepts.

The Planning Commission and City Council asked questions and expressed their opinions. Councilman Berti expressed concern that with green trails you have to have lights and police. He also noted the bowling alley is blight, and said you have to look at how we are going to put that in the General Plan.

Commissioner Tomasini said that when C. Crane bought the bowling alley they brought nice plans to the Planning Commission, but it always gets back to enforcement and one of their concerns is Strongs Creek.

Areas of significant change were addressed, the first being the Riverwalk area. Assistant Planner Stephen Avis said the staff recommendation is hybrid alternatives A & B. Input was again received from the Planning Commission and City Council and they agreed with City staff's recommendation.

The airport area was discussed and the alternatives were reviewed. Staff recommended alternative C and the Planning Commission and City Council indicated they agree with staff's recommendation.

Connectivity across Highway 101 was discussed and alternatives A & B provided a Redwood Way overpass at significant cost. The 12<sup>th</sup> Street improvements and a pedestrian underpass with access at Strongs Creek were discussed and staff recommended the 12<sup>th</sup> Street improvements and the pedestrian underpass. The Planning Commission and City Council gave input and agreed with staff's recommendation.

The PALCO site area alternatives were discussed along with City staff's recommendation of Retail / Mix Use.. Alternatives A and C were a mixed use center and similar except Alternative C included office space. Bend Oregon and Windsor California were shown as examples and Assistant Planner Stephen Avis said staff recommends Alternative C. Stephen said staff felt a mixed use would provide more flexibility and would be more practical for the City, and it could allow the mix of larger retails formats along with smaller retail spaces as well as office and residential.

City Manager Duane Rigge said staff believes Alternative C is the best option because it gives the widest latitude for the free market. The Planning Commission and City Council asked numerous questions and commented extensively on the concept.

Commissioner Marvin Schwartz complimented staff but said he can not see residential being put at this site. Commissioner Arden Henry said Dr. Hackett did not support Alternative B, a Regional Shopping Center.

City Manager Rigge said we don't really know what is right but the developer believes he can do Alternative B, the Regional Shopping Center but to staff Alternative C seems to be in the best interest of the City and Alternative C would not preclude the development of a Regional Shopping Center.

Mayor John Campbell said that in prior discussions we talked about an overpass. He said we should look beyond the PALCO site, and if you are going to put a road through Redwood Way to 12th Street, you should look at the bigger piece than PALCO, you've got to look at this as a bigger package. He said that within the planning area, most infrastructure is in.

City Manager Rigge said he likes the idea of looking at it as a region, and there truly are a lot of mixed uses there. This area is bounded by Newburg Road, Fortuna Boulevard, Kenmar and US 101.

Councilman Pat Witchurch said he likes flexibility and believes in our free market system, but said this site must not languish for 40 years, that it's very important to enforce these design standards.

Councilman Doug Strehl said that retail exists when there's enough industry to support it. He said he would like to see a little bit of this land set aside for industrial and said we have to think very hard whether we want to be a regional shopping center and said he wants mixed use.

Mayor Campbell requested staff prepare a map that shows the 12<sup>th</sup> Street area also, and City Manager Rigge indicated we will have this ready for the meeting on March 6<sup>th</sup>.

There being no further business, the workshop adjourned at 9:00 PM.