

# ACTIVITYMAP

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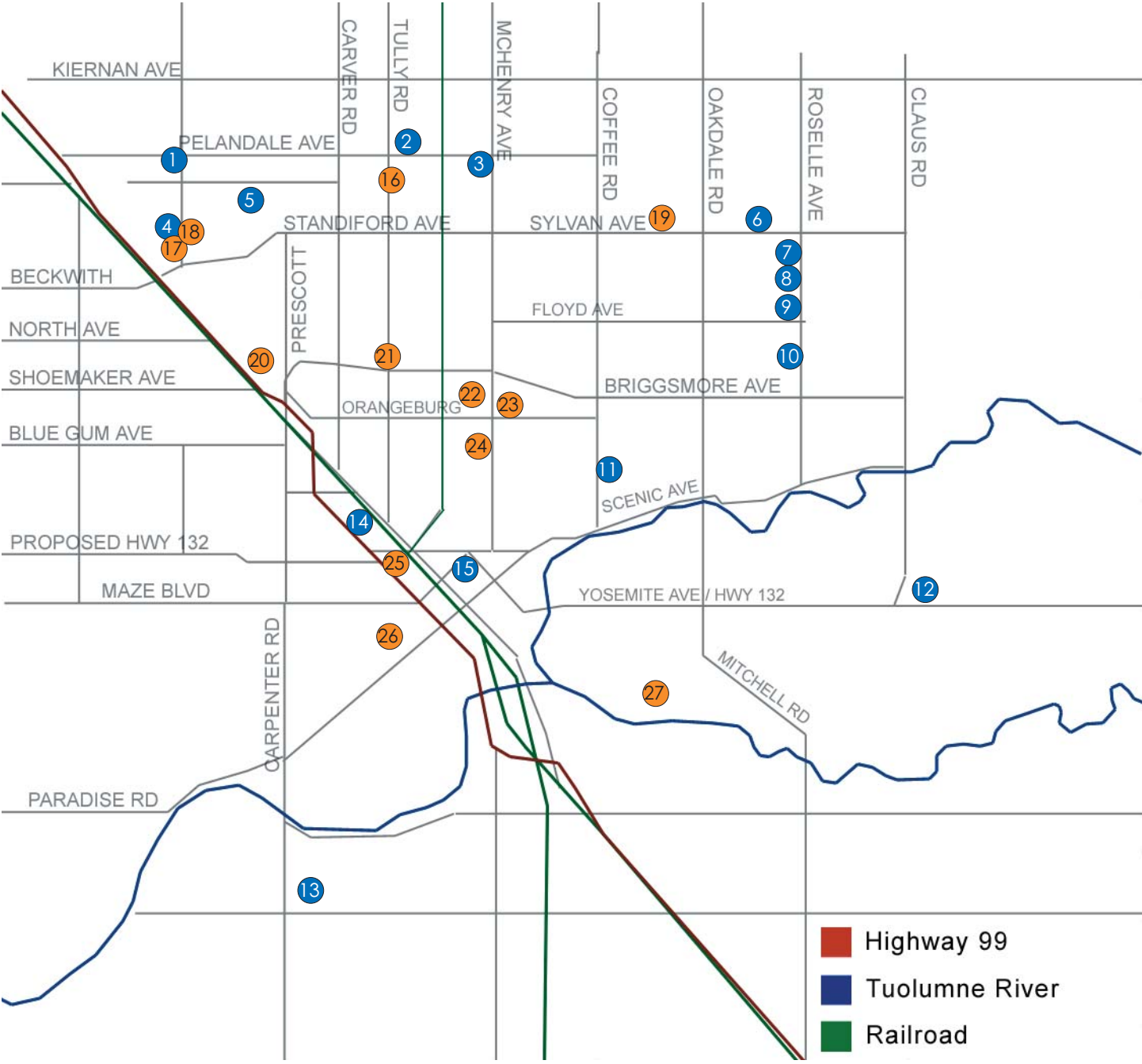
## Planning Division Activity

- 1 Kiernan Business Park East  
Dale Rd. & Bangs Ave.  
- Undergoing Staff Review
- 2 Woodglen  
Tully Rd. & Pelandale Ave.  
- Pending Complete Application
- 3 Pelandale/McHenry SP  
Pelandale Ave. & McHenry Ave.  
- Undergoing staff review
- 4 The Promenade Retail Center  
Dale Rd & Vintage Ave.  
- Preparing draft EIR
- 5 Mana/Wagner GPA/SPA  
Bangs Ave. & American Ave.  
- Going through preliminary review
- 6 Tivoli Specific Plan  
Oakdale Rd. & Sylvan Ave.  
- Undergoing staff review
- 7 Hillglen Estates Subdivision  
Hillglen Rd. & Roselle Ave.  
- Approved
- 8 Berkshire Estates II Subdivision  
Kodiak Rd. & Roselle Ave.  
- Approved
- 9 Village Center  
Roselle Ave. & Floyd Ave.  
- Approved
- 10 Affordable Housing Project  
Roselle Ave. & Belharbour Rd.  
- Pending City Council
- 11 Gould Medical Center  
600 Coffee Road  
- Undergoing staff review
- 12 Johansen/Empire North SP  
Yosemite Ave. & Claus Rd.  
- Concept Plan Under Review
- 13 Fairview Specific Plan Amend.  
Carpenter Rd. & Hatch Rd.  
- Undergoing staff review
- 14 Kansas Woodland Business Park  
Hwy 99 & Kansas Ave.  
- Undergoing Staff Review
- 15 First Baptist MP Building  
Needham Rd. & 11th St.  
- Undergoing staff review

## Building & Development Services Division Activity

- 16 Rickey, DDS  
4101 Tully Rd.  
Tenant Improvement  
Valuation: \$485,000
- 17 Holliste Co  
3401 Dale Rd.  
Tenant Improvement  
Valuation: \$300,760
- 18 Chinese Buffet Restaurant  
3250 Dale Rd.  
Tenant Improvement  
Valuation: \$280,000
- 19 Enochs High School Off-site  
1717 Sylvan Ave.  
New Building  
Valuation: \$2,724,699
- 20 Dollar Tree  
2225 Plaza Parkway  
Tenant Improvement  
Valuation: \$312,000
- 21 Ace Hardware  
2001 Tully Rd.  
Tenant Improvement  
Valuation: \$397,800
- 22 Duplex  
1553 Enslin Ave  
New Building  
Valuation: \$250,000
- 23 Warehouse Shell Building  
129 Drake Ave.  
New Building  
Valuation: \$210,000
- 24 Mid Valley Engineering  
200 W. Roseburg  
Tenant Improvement  
Valuation: \$300,000
- 25 Foster Farms Office  
529 Kansas Ave  
Tenant Improvement  
Valuation: \$374,390
- 26 King-Kennedy Center  
601 S. Martin Luther King Blvd.  
Tenant Improvement  
Valuation: \$500,000
- 27 Duplex  
801 Kerr Ave  
New Building  
Valuation: \$160,000

# ACTIVITYMAP



The projects depicted on this map were chosen based on their valuation or notability. The projects are displayed in no particular order and are presented only to give a general idea of development activity in the City of Modesto over the past quarter.

# BUSINESSACTIVITY

## **MARKETING MODESTO:**

The economic development and redevelopment marketing efforts have focused on two areas. First, the creation of two websites - [www.choosemodesto.com](http://www.choosemodesto.com) and [www.modestorda.com](http://www.modestorda.com). In conjunction with our Google search engine ad campaign, these sites have produced contacts for new businesses and developments. Second, our advertisements in industry publications and targeted radio ads have resulted in contacts nationwide. In order to improve our marketing efforts, we will follow the direction of the Council/Agency in the RDA Master Plan and create a more focused "branding" of Modesto. Once created, we will use this central theme to promote Modesto in various media, from the Internet to trade magazines, with the goal of increasing job creation and diversifying Modesto's economy.

## **REDEVELOPMENT:**

### **Update to the RDA Master Plan and Environmental Impact Report**

The Final Administrative Draft of the RDA Master Plan will be complete by April 17th. The Agency members will receive copies of the Final Administrative Draft in advance of the public meetings to provide ample time for review prior to the final Plan approval. The Draft Initial Study is currently under review by staff and will be distributed as required for public review. The full Environmental Impact Report is a companion document to the Master Plan and they will be brought forward together as a package for approval. The Final Plan and the EIR will be brought to the Planning Commission and the Agency for approval by July 2006.

### **Kansas-Woodland Business Park**

On Feb. 14th, the Agency staff hosted a meeting to review the Feasibility Study and the Removal Action Workplan for soils with the State agencies, FMC staff and Terrence

Rose staff. An Estimated Timeline for the State approved remediation was presented at this meeting as follows:

Modeling of Infiltration of the Shallow Zone: February 2006 - April 2006

Interim Removal Action Workplan to State March 2006

Feasibility Study Addendum (Water Deep Zone): April 2006 (Incl. Infiltration Modeling Results)

FMC to remove soils above health-risk levels: August 2006 - October 2006

Final Comprehensive Remedial Action Plan to State: November 2006

The final proposed land uses and development configuration are currently under review and will be brought to the Agency for final approval with the DDA and the Specific Plan. The sale of the property to the Modesto RDA will be completed by November 2006. The sale to Terrence Rose will be completed subsequent to the FMC - RDA land transaction.

### **Downtown Affordable Housing Project - 17th & G Streets**

The City declared 17th & G Street Park as surplus to the City's needs and notified the Agency of the sale of the Park for an affordable housing project. The Agency staff has been working with PR&N staff to complete the Phase I and the Mitigated Negative Declaration prior to the purchase of this parcel. On Feb. 27th, the Planning Commission reviewed the proposed property

disposition and declared that it is in conformance with the General Plan. On April 4, 2006, the Redevelopment Agency reviewed this project in Closed Session. Upon Council and Agency approval, Agency & PR&N staff will partner with a private developer to construct the project. The Agency is also considering acquiring adjacent property.

### **Downtown Wayfinding Signage:**

Construction of wayfinding signage for the Downtown core area will begin by early May 2006. At the direction of the Agency Board and Advisory Commission, staff has worked with the Traffic Division, Parks, Recreation & Neighborhoods and Caltrans on the design and placement of wayfinding signage throughout the Downtown. The purpose is to direct both citizens and visitors to downtown landmarks, downtown parking, public buildings and other downtown sites. The signage will be installed in two phases. The first phase will be completed by the end of May. Additional signage will be constructed and placed by the end of summer.

## **Community & Economic Development Divisions & Contacts**

Acting Director: Jim Niskanen

Administration Division  
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Acting Manager: Bob Gagliardi

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Manager: Linda Boston

Planning Division  
Phone: (209) 577-5267  
Manager: Kenneth Craig

# DEVELOPMENTACTIVITY

FY05-06 THIRD QUARTER

JANUARY - MARCH 2006

This report highlights the activity of the Community & Economic Development Department for the last quarter. The Community & Economic Development Department includes four divisions 1) Administration, 2) Building & Development Services, 3) Planning and 4) Business Development.

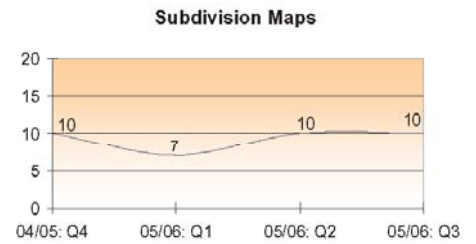
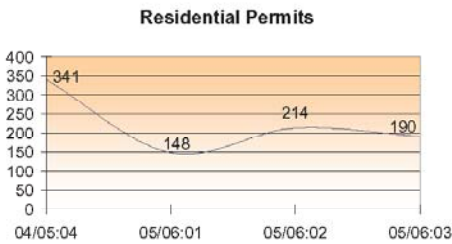
The Building & Development Services Division oversees building plan reviews, permits and inspections. The Planning Division is responsible for zoning, variances, entitlements and subdivisions. The Business Development Division handles all matters related to economic development, including business attraction, business retention and also provides staff for the Modesto Redevelopment Agency.

## Planning Division Activity

Zoning & Related Applications: 16

Administrative Plan Reviews: 15

Tentative Subdivision/Parcel Maps  
# of Maps: 10  
# of Lots: 154



## Building & Development Services Division Activity

New Single-family: 181  
New Multi-family: 9  
Residential Remodel: 750

New Commercial: 16  
Commercial Remodel: 171  
Commercial Misc: 115

Total Permits: 1,239  
Inspections: 12,253

