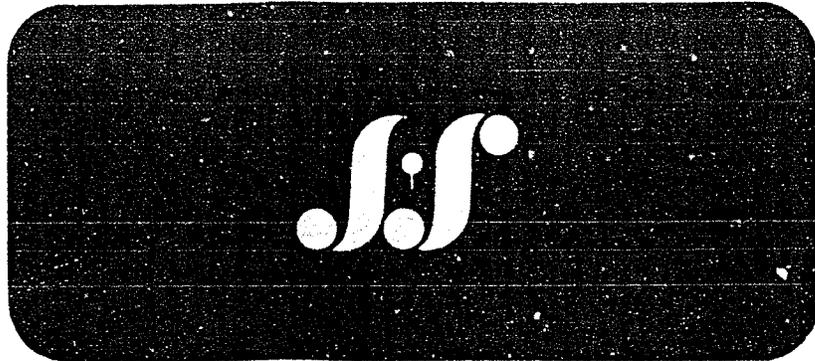


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JONES & STOKES ASSOCIATES, INC.  
1725 - 23rd STREET, SUITE 100 / SACRAMENTO, CA 95816



FINAL  
SUMMARY OF COMMUNITY OPINION  
SURVEY AND INTERVIEWS

Presented to:

City of Lodi  
221 West Pine Street  
Lodi, CA 95240

Prepared by:

Jones & Stokes Associates, Inc.  
1725 - 23rd Street, Suite 100  
Sacramento, CA 95816  
916/444-5638

June 25, 1987

## INTRODUCTION

This report presents a summary of major planning issues identified by Lodi's City Council, Planning Commission, City Department heads, community leaders, and the residents at large. This report is based on two public participation efforts: a newspaper survey and interviews. The findings of the survey and interviews will aid in scoping the data collection and policy development phases of the Lodi General Plan Update effort.

These opinion surveys/interviews were intended to allow interested persons to express their concerns and become involved in the planning process. They were not intended to represent a statistically valid sampling of public opinion.

The results of the community opinion survey and interviews are described in detail in the sections that follow. A brief summary of the most common perceptions of Lodi's major assets and problems is highlighted below.

### Major Assets

#### Sense of Community

Lodi residents appreciate the City's small-town, home-grown community character, a quality that drew many Lodi residents from larger metropolitan areas. This community character promotes community pride, community involvement, a friendly living environment where people know each other, and allows for a stable environment in which to raise children.

#### Clean and Attractive Living Environment

Many residents view Lodi as an extremely clean City, with well-maintained, tree-lined streets, attractive buildings and historical structures in the downtown area, and neat residential areas in which homeowners make an effort to maintain and beautify their properties. These residents also credited Lodi's open space assets, such as Lodi Lake Park and Wilderness Area and other Lodi parks, with having some of the City's most distinctive visual qualities.

#### Other Assets

Other common responses were:

- o good fire and police protection;
- o agricultural base; and
- o central location with respect to larger urban areas, the State Capitol, recreation areas, and commerce.

### Major Problems

#### East Side

The community is concerned about the high increase in apartment construction on the East Side and the problems that have arisen as a result of this change. These problems include lack of utilities, increased traffic and parking demand, and degradation of the aesthetic character of the neighborhood.

#### How Much New Growth?

A diverse set of opinions prevail concerning growth in Lodi. Many feel that Lodi is growing too rapidly, compromising the small-town community character and overloading the existing infrastructure. A growth control mechanism was mentioned by many as a need in directing the type and amount of development. Others feel that further growth is healthy and that Measure A constrains the City in planning for long-range growth. The extent, rate, and type of future development in Lodi was identified as a major issue for the General Plan Update.

#### Overcrowded Schools

Overcrowding in Lodi Unified School District (LUSD) facilities was cited as a major problem. Many recommended that the LUSD boundaries be redesignated to exclude north Stockton.

#### Other Problems

Other common responses were:

- o the blighted condition of Sacramento and Main Streets;
- o excessive apartments Citywide;
- o remove flower "hot tubs" in the downtown area; and
- o limited variety of stores in the downtown area.

## Community Opinion Survey

Table 1 presents the survey that appeared in the Lodi News-Sentinel on April 1 and 6, 1987. This survey was also available at a public meeting before the Planning Commission on April 13, 1987. A total of 54 surveys were completed and submitted to the City.

Table 2 summarizes the responses to the surveys and specifies the number of respondents. The average number of years of residence in Lodi was 30.7 (see question 4).

## Questionnaire

Jones & Stokes Associates posed a series of questions to City Council members, City Department heads, and community leaders. These questions were posed either in the form of informal interviews conducted on March 17 and 19, 1987, or mailed questionnaires. Table 3 lists those people contacted. Table 4 summarizes the questions asked and responses received.

In conjunction with these interviews, Jones & Stokes Associates conducted a public meeting before the Planning Commission on April 13, 1987 to solicit Planning Commission and public opinions. The comments received at this meeting are summarized below.

## Summary of Comments Received at the General Plan Scoping Meeting

- o Treat the Growth Management Element as a "primary element."
- o How can the City facilitate infrastructure upgrading if Woodbridge is annexed?
- o Limit construction of multi-family units and control growth as called for in Measure A.
- o Establish plans and policies to improve the East Side.
- o Establish bike trails (as in City of Davis).
- o Design standards should be coordinated by SPARC.
- o Preserve "Old Town".
- o Evaluate sewers, lighting, and parking in downtown.
- o Preserve shopping areas in downtown.
- o How will the existing Draft General Plan be considered with respect to the new General Plan?

- o Will the south side of Harney Lane be included in the General Plan study area? Will it be in the City limits?

# HELP PLAN THE CITY OF LODI

## COMMUNITY MEETING

April 13th 7:30 p.m.

### City Hall

The City of Lodi is preparing to revise its General Plan. In connection with this study, the other Council Members and I are seeking your opinions on future growth and development in Lodi. We invite you to complete the survey below and return it to us. Your input is important! THE FIRST COMMUNITY MEETING WILL BE HELD WITH THE PLANNING COMMISSION ON MONDAY, APRIL 13 AT 7:30 P.M. AT 221 WEST PINE STREET, CITY HALL. We encourage you to participate throughout the General Plan revision process.

Fred Reid,  
Mayor

1. What are the two most critical planning issues facing Lodi?  
 A. \_\_\_\_\_  
 B. \_\_\_\_\_

2. What do you like most about Lodi? \_\_\_\_\_

3. If you could change something in Lodi, what would it be? \_\_\_\_\_  
 \_\_\_\_\_

4. How long have you and your family lived in Lodi? \_\_\_\_\_  
 \_\_\_\_\_

5. What are the most distinctive visual and/or scenic qualities of the City? \_\_\_\_\_  
 \_\_\_\_\_

6. List the positive and negative attributes of the downtown area. How could the negative characteristics be improved?

Positive:	Negative:
_____	_____
_____	_____

7. Identify the most important visual features in Lodi (e.g., building complexes, streets, landscapes, sculpture, or other visual features). \_\_\_\_\_

8. Identify the boundaries of your neighborhood. \_\_\_\_\_

9. Identify the location of industrial and commercial areas that warrant upgrading. \_\_\_\_\_  
 \_\_\_\_\_

10. Any other comments? \_\_\_\_\_  
 \_\_\_\_\_

Attach additional sheets if necessary.

PLEASE RETURN THIS SURVEY TO: GENERAL PLAN OPINION SURVEY, CITY OF LODI, 221 WEST PINE STREET, LODI, CA 95240 (OR DROP IT OFF AT CITY HALL). RETURN NO LATER THAN MONDAY, APRIL 13, 1987.

FOR FURTHER INFORMATION REGARDING THIS STUDY, CONTACT: ERIN MACLEAN PLANNING DEPARTMENT CITY OF LODI, 209 333-6711.

Table 2. Summary of Responses to Community Opinion Survey

Question 1. Two Most Critical Planning Issues Facing Lodi

Planning Issues	Number
<b>GROWTH</b>	
Need planned growth control	11
Too much growth	11
Annexations	3
Growth in north Stockton	1
Growth in Woodbridge	1
Unrestricted growth in the county	1
Rampant growth on west side	1
<b>HIGH DENSITY RESIDENTIAL</b>	
Too many apartments on the East Side	11
Too many apartments city-wide	8
Unattractive apartments	3
Apartment complexes have inadequate parking	2
Apartment lack play areas for children	1
Poor planning of apartments	1
<b>LOW DENSITY RESIDENTIAL</b>	
Lack of single-family homes for renters	1
Preserve older residential neighborhoods of East Side	1
Need more vacant single-family lots	1
Need new single-family housing	1
<b>COMMERCIAL</b>	
Too many shopping centers	4
Develop downtown as a major shopping area	3
Need quality departments stores	2
Need large auditorium	2
Plan something nice for Hotel Lodi	2
Need more jobs	2
Need more hospitals	1
Redevelop downtown	1
<b>PUBLIC SERVICES &amp; FACILITIES</b>	
Impacted schools	10
Change LUSD boundaries	2
Need proper planning in accordance with infrastructure capacity	1
Need proper zoning that is consistent with adequate provision of infrastructure	1
Put power and telephone lines underground	1
Upgrade infrastructure	1
Need parks geared to senior citizens	1
<b>TRAFFIC &amp; CIRCULATION</b>	
Provide viable alternatives to automobile transportation	1

Table 2. Continued

Question 1. Two Most Critical Planning Issues Facing Lodi

AESTHETICS	
Upgrade the East Side neighborhood	1
Architecturally upgrade service stations	1
CITY COUNCIL	
Lack of City Council to properly represent the citizens of Lodi	1
City Council has no goals and objectives	1
Other negative comments	1
OTHER	
Keep Lodi a liveable place	1

Table 2. Continued

Question 2. Like Most About Lodi

Lodi Characteristics	Number
Size (small)	15
Cleanliness	13
Tree-lined streets	8
Good fire and police protection	6
Quiet	6
Well-kept neighborhoods/homes	5
Friendly people	4
Nice parks	4
Community spirit	3
Convenient	3
"Caring" atmosphere	2
Good quality of life	2
Clean air	2
Clean water	2
Nice place to live	2
"My hometown"	2
Beautiful	2
Older single-family residential neighborhoods	2
Older homes	2
Lodi Lake	2
Greenbelt	1
Rural character	1
Slow paced	1
Excellent stores and restaurants	1
"Family atmosphere"	1
Low crime rate	1
Excellent schools	1
Good layout	1
Good roadway network	1
Good community programs and services	1
Low traffic congestion	1
Lovable	1
Well-defined boundaries	1
Churches	1
Parks and Recreation Department	1

Table 2. Continued

## Question 3: Changes Needed in Lodi

Changes	Number
Clean-up East Side	4
All new/renovated buildings should meet strict architectural control and quality construction	3
Changes boundaries of LUSD	3
Remove flower "hot" tubs	3
More youth entertainment	3
Need more schools	2
Planned slow growth	2
Don't let it grow	2
Enforce speed limit	2
Install bike trails/lanes	2
Clean-up drugs	2
Eliminate "undesirable" people	2
Redevelop downtown	2
Require all substandard buildings to meet code	2
Eliminate conversions	1
Eliminate noise and odors from General Mills	1
Remove apartments immediately adjacent to single-family units	1
Eliminate tight controls on apartment construction	1
Decrease traffic congestion	1
Install a stop light at Highway 12 and Lower Sacramento Road	1
Put power and telephone lines underground	1
Don't build apartments with inadequate parking	1
Don't build apartments with lack of play areas	1
Construct a community center	1
Construct a big department store downtown	1
No more malls on Kettleman Lane	1
Screen trailers, boats, RVs, and dumpsters from view	1
Planned residential and commercial areas	1
Change Sacramento Street	1
Demolish Fort Grupe	1
Do not build apartments for more than two families	1
Change Kettleman Lane (no character because of strip commercial)	1
Better image from Cherokee Lane to downtown	1
Allow citizens to get more involved in decision-making of city	1
A City Council that is more interested in residents than develop	1
Police cruising in downtown cocktail lounges	1
Hours stores remain open downtown	1
Woodbridge school and surroundings	1
A more independent City Council	1
Attitude of businessman	1
People complaining about bad drivers	1
Keep it how it is	1
Skateboard area	1
Need a golf course	1
Do not allow alcohol at Lodi Lake	1

Table 2. Continued

Question 5. Distinctive Visual Qualities

Qualities	Number
Lodi Lake Park and Wilderness Area	24
Tree lined-streets	22
Parks	20
Well-kept neighborhoods/homes/gardens	15
Older residential neighborhoods/homes	7
Cleanliness	5
Pride of residents	5
Lodi Arch	4
Mokelumne River	2
Beautiful churches	2
Micke Grove	2
Schools	2
Agricultural land surrounding the city	1
Street landscaping	1
Pride of the city	1
Downtown	1
City Hall	1
Some of the stores	1
Hutchins Street Square	1
Landscaping on So. Hutchins near Harney Lane and Century Blvd.	1

Question 6. Positive and Negative Attributes of Downtown Lodi

Positive	Number	Negative	Number
Cleanliness	9	Sacramento Street	10
Friendly merchants	9	Limited variety of stores/selection	9
Well-maintained buildings	8	Planter "hot" tubs	8
Good parking	6	Inadequate parking	6
Remodeling of Newfield's and Cottage Bakery	3	Planter "hot" tubs	6
Free parking	3	Buildings in need of renovation	5
Remodeling of downtown	3	Need more competitive prices	5
Landscaping	3	Unfriendly merchants	4
Historic character	3	No awnings/coverings on stores	4
Attractive shops	3	Need sign ordinance	3
Variety of businesses close together	2	Inconvenient store hours	3
Trees	2	Vacant buildings	2
City Hall	2	No big department store	2
Post Office	2	No public restrooms	2
Small town appeal	2	Possible of low-cost housing (Hotel Lodi)	2
Planters	1	Undesirable people	2
Streetscapes	1	Need more youth-oriented stores	2
Brick walkways on street	1	Needs a shuttle bus	1
Nice restaurants	1	Needs to be cleaned up	1
Attractive trash containers	1	Needs more restaurants	1
Merchant pride	1	Small shade trees	1
Economically viable	1	Metal fronts on historic buildings	1
Downtown Business Association	1	Some storefronts need upgrading	1
Nice small stores	1	No public benches	1
Like it as is	1	No four-way stop signs on corners	1
		Brick should be swept regularly	1

Table 2. Continued

Table 2. Continued

Question 7. Most Important Visual Features in Lodi

Important Visual Features	Number
Lodi Arch	10
City Hall	9
Parks	8
Tree-lined streets	7
Street landscaping	7
Lodi Lake	6
Older residential neighborhoods	4
Library	4
Hutchins Street Square	4
Newfield's Cottage Bakery	2
Lodi Memorial Hospital	2
Arbor Senior Apartments/Convalescent Hospital	2
Locust Square Senior Apartments	2
Downtown	2
Women's Club Building	2
Highway 12	2
General Mills Landscaping	2
Nothing outstanding	2
Rivergate	1
New homes	1
Small town	1
Low profile	1
Hutchins/West Lane entrance	1
Some churches	1
Well-maintained homes	1
Everything	1
Hill House	1
Landscaping on So. Hutchins St. near Harney Lane and Century Blvd.	1

Table 2. Continued

Question 8. Identify Boundaries of Neighborhood

Boundaries
: Church/Kettleman/Sycamore
: Vine/Hutchins/Kettleman/Ham
: Ham/Kettleman/Crescent/Park
: North of Turner, east of California
: Kettleman/Hutchins/Harney/Ham
: California/Ham/Lockeford/Turner
: Lower Sacramento/Ham/Vine/Turner
: Lower Sacramento/Ham/Kettleman/Turner
: Turner/Ham/Mokelumne River
: Southwest area
: Near Emerson Park
: Northwest area
: West Vine
: Lockeford/California/Turner/Church
: Lower Sacramento/Tokay/Mills
: Hutchings/Church/Tokay/Kettleman
: Edgewood
: Lockeford/Ham/Turner/south Mills
: Kettleman/Ham/Harney
: Lodi/Ham/Mills/Elm
: Lakewood Shopping Center area/Elm
: Elm/Rutledge
: Lockeford/Lower Sacramento/Ham/Turner
: Turner/Ham/Church/Lockeford
: Mills/California/Pine/Lodi
: Lodi High School/Mills/Lodi/Elm
: Turner/Lilac/Lower Sacramento (Woodlake Place)
: Stockton/Kettleman
: WID Canal/Lodi/Lower Sacramento/Mills
: Mills/Lower Sacramento
: Kettleman/Tokay/Church/Hutchins
: Lower Sacramento/west Turner
: Crescent/Pine/Ham/Lockeford
: Kettleman/Ham/Century/Lower Sacramento
: Victor near the Mokelumne River
: Hutchins/Church/Lodi
: Turner/Ham/Holly
: Church/Beckman/Lockeford/Turner
: Lodi High School/Corinth (Rivergate)
: Northwest area between California and Sacramento
: Soth Central/south Washington/Concord/Washington
: H Turner/California/Daisy
: Lodi/Elm/Lower Sacramento
: Holly/Crescent/Fairmont
: Highway 12/Church/Vine/Ham
: Dorchester
: Turner/Edgewood
: 2 miles east of town between Kettleman and Harney
: Woodlake
: Kristmont Acres
: Lakewood

Table 2. Continued

Question 9. Areas Needing Upgrading

Areas	Number
Sacramento Street	32
Main Street	10
Cherokee Lane	7
East Pine Street	4
School Street	4
East Lodi Avenue	3
Downtown	3
Unknown	3
South side of Foundry area	2
East of the railroad tracks	2
East Lockeford Street	2
Cluff Street	2
Business district west of the railroad tracks	1
Railroad yard downtown	1
Some East Side residential areas	1
Pioneer Village	1
Some trailer parks	1
Zero setback on industrial parcels	1
Chain link fencing at railroad	1
Stockton Street	1
Older buildings near Stockton and School Streets	1
Old Super Mould Inc. site	1
Winchell's (lack of landscaping)	1
Stockton Street	1
East Kettleman Lane	1

Table 2. Continued  
 Question 10. Other Comments

Comment	Number
Construct a large department store downtown	4
Construct a large (1500-2000 seat) auditorium	3
Construct a shopping mall downtown	3
Limit high density residential growth	3
Limit growth city-wide	3
Remove planter "hot" tubs	3
Provide bicycle lanes	2
Enforce speed limits	2
Synchronize traffic signals	2
Install traffic signal activation buttons	2
Discourage automobile use	2
Protect the greenbelt	2
Interest of elected officials is admirable	2
Negative comments about City Council	2
Don't like having a contractor on the Planning Commission	2
Allow multi-story professional office buildings	2
Need adequate parking for apartment complexes	1
Need planned orderly growth	1
Develop a no smoking ordinance	1
Change LUSD boundaries	1
Zone East Side appropriately	1
Widen substandard streets	1
Need underground parking garage downtown	1
need multi-story parking garage downtown	1
Need more parks	1
Need more single-family homes	1
Need more schools	1
No more shopping centers	1
Need more parking	1
Need planned apartment units on East Side	1
Referbish Lodi Lake	1
Construct a golf course for senior citizens	1
Remove unattractive median strips	1
Need a dialysis clinic	1
Redevelop downtown	1
State Hwy landscaping on Turner Road/Kettleman Lane needs improvement	1
Turn Hotel Lodi into a department store	1
Need more complexes	1
New housing does not blend into existing residential neighborhoods	1
Need an underpass at the SPRR tracks	1
Do not allow boats, campers, RVs, etc. to park in front of residences facing the street	1
Require industrial equipment on property not private streets	1
Contact all residents prior to developments	1
Keep the streets clean	1
Develop an ordinance to not allow auto dealers to park wrecked autos on property	1
Need to look at ground water pollution from industry	1
Need low pressure sodium street lighting	1
City Council should reject applications not in the best interest of quality of life	1
Planning Commission should do more to make Lodi more liveable	1
Don't ruin Lodi	1
Parking meters downtown drive away customers	1
Keep pressing for acquisition of Depot	1
Glad to live in Lodi	1

Table 3. Persons Who Responded to Questionnaire

Name	Affiliation
<u>City of Lodi</u>	
Dave Hinchman	City Councilmember
Evelyn Olson	City Councilmember
Jim Pinkerton	City Councilmember
Randy Snider	City Councilmember
Tom Peterson	City Manager
Ron Stein	City Attorney
Jack Ronsko	Director of Public Works
Rich Prima	Public Works staff person
Ron Williamson	Director of Parks and Recreation
Larry Hughes	Department Fire Chief
<u>Community Leaders</u>	
Bob Mullin	Task force member
Walter Pruss	Task force member
Henry Graves	Former City Manager
Mary Lee Keen	Chamber of Commerce, President-elect
Charlene Lange	Hutchins Street Square, City liaison
Judy Peterson	Downtown Business Association
Bill Ruhl	Agriculturist, landowner
Ben Schaeffer	Former City Councilmember
Jerrie Abrahamson and Lorraine Bledsoe	Sorooptimists
Richard Dentino	Lodi Arts Commission
Sheila Dunn	American Association of University Women
Steve Manildi	Lodi District Vintners
Don Ochs	American Association of Retired Persons

Table 4. Summary of Responses to Questionnaires

1. What are the City of Lodi's Assets?

- o Everything
- o The people
  - friendly
  - self-sufficient
  - take responsibility for their own property maintenance
  - high work ethic/good work force
- o Sense of community
  - community spirit, pride; high level of involvement
  - traditions
  - clearly identifiable downtown
  - clean
  - attractive residential streets
  - historic buildings and structures
  - churches
  - good cross-section of businesses
  - wonderful place to raise children
  - benefit of being an established community (available shopping, housing services)
- o Location
  - good climate
  - proximity to varied recreational opportunities (the Delta, mountains)
  - proximity to larger urban areas
  - proximity to state capital
  - good access to major transportation routes

- o Fundamental agricultural base
  - high quality of agricultural land
  - agricultural buffer between Lodi and Stockton is important
- o Balanced economy with agricultural, commercial, and industrial uses
- o Good elective and appointive staff and service providers
  - City Council has vision
  - City is fiscally sound
  - good schools, adult education opportunities, and recreation programs
  - consistent historic growth
  - high standards of construction
  - no urban sprawl

2. What are the City of Lodi's Problems?

- o Blighting and deterioration of certain areas
  - downtown needs refurbishing
  - East Side (problems with density, degraded residential uses, lack of utilities, traffic, sociologic problems)
  - Sacramento Street
- o Growth issues
  - inability to plan for future growth because of Measure A
  - Measure A ignores City's responsibility to accept its "fair share" of population growth
  - new development seems undirected (lots of space in new shopping centers sits empty)
  - population is growing beyond the City's capacity (25,000-30,000 people)
  - too many condos and apartments

- future growth may cause Lodi to lose its small-town character and uniqueness
- overcrowded schools
- new development should pay for itself

o Business/industry

- need more industry to support tax base
- need a greater variety of job opportunities, especially for young adults
- downtown area not competitive with outlying shopping centers
- merchants should increase inventories to compete with department stores

o Environmental

- loss of prime farmland
- clean drinking water
- increasing noise levels

o Services

- demand for sewage treatment exceeds capacity
- inadequate services (including housing) for seniors
- lack of social activities for teens and young adults
- potential inability to provide electric power continuously

o Circulation and traffic

- lack of appropriate access from the three main arteries (I-5, 99, and 12) to the commercial sector
- lack of adequate downtown parking and of commercial and residential parking elsewhere
- need better public transportation system; both in-town and to connect to larger cities

o Miscellaneous

- lack of public golf courses
- poor motel accommodations
- City committees and commissions are run by special-interest groups

3. What Issues Should be Addressed in Lodi's General Plan Update?

o Growth and development

- ability to expand with local ordinance constraints
- examine sphere of influence boundaries
- develop annexation policies
- quality of new development
- ability to retain current lifestyle, standard of living, and values
- establish a greenbelt around Lodi, especially to the south
- establish a point system to evaluate new development
- increase the amount of required open space in new high-density developments

o Public services

- provision of good education as the community grows
- funding for public service providers
- provide small, neighborhood parks, not just larger ones
- emergency services
- make Mokelumne River area a parkway
- connect Lodi Lake to the area park west of 99

o Revitalization

- encourage County offices to locate downtown (and provide necessary parking)

- reuse of Lodi Hotel
  - revitalization of East Side and downtown
  - establish a revolving fund for homeowner improvements
  - clean up and maintain Sacramento Street
  - conversion of Main Street packing sheds to appropriate commercial establishments
  - convert part of downtown to a "walking mall," possibly with a translucent cover
- o Housing/population
    - affordable housing
    - housing for seniors
- o Transportation/circulation
    - bus service
    - bike lanes
    - procure passenger rail service
    - shuttle bus service to airports and BART
    - a multi-story municipal parking garage
    - Vine Street overpass of SPRR
    - make Central Avenue one way (northbound)
    - parking facility (with purchased permits) for congested apartment building areas
    - roadway construction and maintenance
    - repair of walkways
- o Zoning/ordinances
    - ability of existing zoning ordinance to provide adequate parking and achieve desirable aesthetic conditions
    - exterior design standards (including landscaping for commercial areas)

- reconsider sign ordinance; restrict amount of square footage allowed for signs
- increase off-street parking requirements for medium- and high-density residential to 2.5-3 per unit

4. How Much More Should the City of Lodi Grow?

Those who gave a quantified response answered between a 1 and 4 percent annual growth rate. Some justifications for various rates were as follows:

- o The historic rate of 3 percent is within the City's ability to provide services
- o Lodi's growth rate should not exceed California's overall predicted rate of 1.4 percent
- o Should be 2 percent through 1990, then increase to 4 percent
- o Expected population increase of 50,000 by the year 2000

Some feel the growth rate should be minimal so as to retain the unique qualities of Lodi. Others feel that the special character/spirit of Lodi is strong enough to be retained even as Lodi grows.

Some feel that growth should not be controlled but guided. These respondents had the following comments:

- o Rather than set a specific percentage, the issue should be constantly monitored to achieve a balance between growth and other factors
- o Quality of new growth is more important than the amount
- o Accommodate the demand so fringe growth does not occur in the County

5. In What Direction(s) Should the City Grow?

- o South
- o West
- o East
- o Minimally in all directions

- o Encroachment toward Stockton is inevitable, not a problem
- o Should be a buffer to south between Lodi and Stockton
- o Development should not cross river (to the north)
- o Allow industrial development along the railroad tracks
- o Woodbridge canal on west is a natural boundary
- o Retain original General Plan boundaries
- o Fill in between 99 and I-5

6. What is Lodi's Major Constraint(s) to Growth?

- o Measure A
- o People's desire that Lodi remain small
- o Environmental concerns
  - farmland
- o Services
  - school overcrowding
  - sewer capacity
  - water services
  - lack of a deepwater port
- o Circulation problems
  - adequacy of roads and parking
- o Shortage of funds (development does not pay for itself)
- o River and canal boundaries
- o Small size of surrounding parcels (5-40 acres) makes it difficult to aggregate for large developments

7. What Environmental Problems Does the City of Lodi Face?  
What are Potential Solutions to Those Problems?

<u>Problems</u>	<u>Solutions</u>
o None; Lodi is clean	o Environmental problems will be solved by technological advance
o Air quality	
- carbon monoxide	- restrict growth
- air quality will eventually affect agricultural productivity	- controls on burning
- peat dust	
o Conflicts between agriculture and urban uses	
- preservation of prime agricultural land	- implement a right-to-farm ordinance
- ability to farmers to farm adjacent to urban uses	- form a land trust
- crop dusting; use of pesticides, fertilizers, chemicals	- use transfer development rights
	- include farmland in the City limits (although LAFCO discourages this)
	- develop new residential areas at higher densities to conserve land
o Hazardous materials	
- use of hazardous materials	- industrial controls
- industrial runoff	- publicize problem, offender
	- charge for cleanup costs

o Noise

- noise pollution
- traffic noise

- restrict high rises

o Traffic

o Water quality

- groundwater; river; Lodi Lake
- DBCP in groundwater
- effluent discharge into Mokelumne River

- implement requirements of State Health Department; control land use activities

- need to plan for surface water

- publicize issue; impose fines

- solution must come from a forum of all interested, involved parties including: farmers, agribusiness, Chamber of Commerce, citizens

o Rerouting of usable and recreational water to the southern part of the state

o Lack of public access to the river

o Flooding potential

o Light glare from ball diamonds

o Antiquated sewer system in East Side, occasionally causing backups

o Cherokee Lane is an eyesore with run-down motels and poor landscaping

8. What are Downtown Lodi's Assets and Problems?

Assets

- o Wide variety of businesses and services
- o Attractive
- o Quality stores; new and progressive businesses
- o Historic buildings and structures
- o Revitalization has been successful
- o Adequate parking
- o Clean
- o Crime-free (except for Sacramento Street)
- o Charm
- o Proximity to all residents
- o None - "downtown areas die"

Problems

- o Lack of leadership amongst merchants
- o Merchants' unwillingness to spend money for improvements
- o Need for greater depth in merchandise to compete with large department stores
- o Ability to attract more businesses - need specialty shops, sporting goods, a grocery, drug store, junior department store, anchor store
- o Poor parking
- o Need to create proper atmosphere for downtown (e.g., Old Town Sacramento)
- o Need to provide space for County offices and associated parking
- o Need to refurbish Hotel Lodi - allow professional office upstairs, housing
- o Southern Pacific lot is an eyesore

- o Lack of evening entertainment (i.e., movie theater, open late restaurants, dancing, community college, dinner theater, museum)
- o Run-down condition of State Street
- o Not enough trees
- o Tin-faced exteriors are ugly; some buildings need facelift

9. What Policies Should be Retained from Lodi's Existing General Plan?

- o Reestablish original boundaries
- o Park basins
- o All of them; old General Plan was very viable
- o Implement plan for Lodi Lake (a great plan)