

Regular Council Meeting

March 9, 2023

FRESNO CITY COUNCIL



Supplement Packet

ITEM(S)

1-S (ID 23-403)

***Resolution to begin the process to change Kings Canyon/Ventura Boulevard to "Cesar Chavez Boulevard" (Subject to Mayor's Veto)

Contents of Supplement:

Public comment received 3/8/2023

Item(s)

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

Sunnyside Property Owners Association
Serving Sunnyside for 75 Years
P.O. Box 8096, Fresno, CA 93747-8096

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2023 MAR -7 P 5:28

CITY OF FRESNO
CITY CLERK'S OFFICE

March 7, 2023

Fresno City Council
President Tyler Maxwell (Tyler.Maxwell@fresno.gov)
Vice President Annalisa Perea (Annalisa.Perea@fresno.gov)
Councilmember Mike Karbassi (Mike.Karbassi@fresno.gov)
Councilmember Miguel Arias (Miguel.Arias@fresno.gov)
Councilmember Luis Chavez (Luis.Chavez@fresno.gov)
Councilmember Garry Bredefeld (Garry.Bredefeld@fresno.gov)
Councilmember Nelson Esparza (Nelson.Esparza@fresno.gov)

RE: ID 23-403; RESOLUTION - To Begin the Process to Change Kings Canyon/Ventura Boulevard to "Cesar Chavez Boulevard" (Subject to Mayor's veto)

Dear President Maxwell, Vice President Perea, and Councilmembers Karbassi, Arias, Chavez, Bredefeld, and Esparza:

The Board of Directors of the Sunnyside Property Owners Association, on behalf of our membership and those residents and business owners who work and live on Kings Canyon Road, appreciate the opportunity to address the importance of Kings Canyon Road to Fresno's history.

While we respect and appreciate the movement to honor the late civil rights activist and labor leader, we are concerned that the resolution passed by the Council only directs staff to study a name change and form a stakeholder committee to engage the public and receive input and recommendations. Absent further discussion about alternatives, Fresno's southeast neighborhoods might lose a historic street and the economic viability of some of its most vulnerable commercial enterprises.

The founding fathers recognized the importance and economic value of Kings Canyon and the Kings River in selecting the site and establishing the City of Fresno. While Kings Canyon Road no longer directly connects downtown Fresno to Kings Canyon National Park, its past history reveals that it was created as Legislative Route 41, from General Grant Grove to the Kings River Canyon in 1905 and in 1919, was upgraded to Fresno and completed in 1933. Water from the Kings River supplies the City of Fresno with the majority of its surface water and is essential to the City's growth and the newly built Southeast Water Treatment Plant as well as agricultural irrigation water delivered from the Fresno Irrigation District Canals.

Kings Canyon is the original Highway 180 to Kings Canyon and Sequoia National Parks and is recorded in millions of local, state and federal records, news accounts, travel sites and historic records. Without Kings Canyon and the Kings Canyon watershed there would be no Fresno!

With unprecedented growth and the SEDA Plan update, there will be numerous opportunities to appropriately recognize local community leaders and historic individuals on streets and public places.

Thank you for allowing us the opportunity to provide input,
The Board of Directors of the Sunnyside Property Owners Association

CC: Mayor Jerry Dyer, Fresno County Board of Supervisors Sal Quintero and Nathan Magsig

Todd Stermer

From: Todd Stermer
Sent: Tuesday, March 7, 2023 5:25 PM
To: 'susan williams'; Tyler Maxwell
Cc: Annalisa Perea; Mike Karbassi; Miguel Arias; Luis Chavez; Garry Bredefeld; Nelson Esparza; Jerry Dyer; district3@fresnocountyca.gov; District 5
Subject: RE: City Council agenda item ID 23-403 Council meeting March 9, 2023 Avenida Cesar Chavez

Good Evening Ms. Williams,

Your correspondence will be added to the official record.

Best Regards

Todd Stermer, CMC
City Clerk

-----Original Message-----

From: susan williams
Sent: Tuesday, March 7, 2023 5:23 PM
To: Tyler Maxwell
Cc: Annalisa Perea <Annalisa.Perea@fresnocountyca.gov>; Mike Karbassi <Mike.Karbassi@fresnocountyca.gov>; Miguel Arias <Miguel.Arias@fresnocountyca.gov>; Luis Chavez <Luis.Chavez@fresnocountyca.gov>; Garry Bredefeld <Garry.Bredefeld@fresnocountyca.gov>; Nelson Esparza <Nelson.Esparza@fresnocountyca.gov>; Jerry Dyer <Jerry.Dyer@fresnocountyca.gov>; Todd Stermer <Todd.Stermer@fresnocountyca.gov>; district3@fresnocountyca.gov; District 5 <District5@fresnocountyca.gov>
Subject: City Council agenda item ID 23-403 Council meeting March 9, 2023 Avenida Cesar Chavez

External Email: Use caution with links and attachments

President Maxwell, City Council Members, Mayor Dyer, City Clerk Todd Stermer and Fresno County Board of Supervisors Chair Sal Quintero and Vice Chair Nathan Maxwell,

It has been brought to our attention that the Council will consider a resolution to begin the process to change the Kings Canyon/Ventura Boulevard alignment to "Cesar Chavez Boulevard" on Thursday March 9th.

We would like to resubmit the following letter originally dated June 7, 2022 for your consideration.

Thank you,

Sue Williams
Corresponding Secretary
For the Board of Directors of the Sunnyside Property Owners Association

Briana Parra

From: KAREN MUSSON -
Sent: Tuesday, March 7, 2023 9:40 PM
To: Luis Chavez; Miguel Arias; Nelson Esparza
Cc: Tyler Maxwell; Annalisa Perea; Mike Karbassi; Garry Bredefeld; Matthew Grundy; Jerry Dyer; Georgeanne White; Clerk
Subject: Kings Canyon, Ventura and California - Rename ID-23-403
Attachments: Sunnyside.history2.docx

Follow Up Flag: Follow up
Flag Status: Completed

External Email: Use caution with links and attachments

Councilmembers Luis Chavez, Miguel Arias and Nelson Esparza -

I was surprised to learn of the intent to rename our historic "Kings Canyon Boulevard" with such little consideration or notice. Kings Canyon's historic roots are recorded and archived in millions of records and are important to the State of California, Fresno County and City, early native inhabitants, immigrants - and the rich natural resources and beauty of the Kings River and Kings Canyon National Park. Fresno's Founding Fathers built their homes and settled along the Kings Canyon corridor, including: Kearney, Eisen, Oothout, Dr. Sherman, Butler, Church, Easterby, Locan, Teague and of course Roeding and his nursery. They envisioned creating a vibrant city and realized the rich soil and snow-capped mountains were one of genuine beauty and importance to the growth and future of Fresno.

It saddens me to know that little value was given to honor our rich history and the origins of Fresno. There would be no Fresno without Kings Canyon and the Kings River watershed! Surely, there are better ways to recognize the contributions of Chavez without obliterating Kings Canyon Boulevard from Fresno's history.

Please honor and retain the names of Kings Canyon, Ventura and California streets and their important contributions, legacy and historical significance. Attached is a brief history of Sunnyside that I hope gives you some invaluable insights into the significance of Kings Canyon's contribution to Fresno's and Sunnyside's history - and future.

Respectfully,
Karen Musson



A Concise History Of

SUNNYSIDE

Founded in 1890

RECEIVED

23 MAR -8 A 8:49

CITY OF FRESNO
CLERK'S OFFICE

Sunnyside was the original settling place for many of Fresno's Founding Fathers: Butler, Church, Easterby, Eisen, Roeding, Romain, Locan, Teague, and Kearney. Names that remain prominent today as the names of Fresno's streets, schools, and parks. Sunnyside's rich history began in 1868 with the arrival of the Southern Pacific Railroad and the San Joaquin Valley Land Association. Sunnyside's soil and climate were well suited for agriculture but without an ample water supply there were no crops for commercial market. Then in 1872, Moses J. Church devised an irrigation plan to divert water from the Kings River. Church converted A. J. Easterby's "Banner Ranch" at Kings Canyon Road and Peach Avenue into a garden spot. This "miracle in the desert" - Sunnyside - attracted the attention of Leland Stanford visiting Fresno. Stanford, in seeing the Easterby Ranch decided to locate the Fresno Railroad Station and the town of Fresno in sight of Sunnyside (6 miles away) rather than along the San Joaquin River as originally planned.

Sunnyside played an important part in Fresno's history. It was Sunnyside's green irrigated beauty that ultimately determined the location and development of downtown Fresno. It was, also, the birthplace of Fresno's wine industry. Fresno County's wine industry got its start in 1873 at Francis T. Eisen's commercial vineyard on Fancher Creek at Kings Canyon Road and Clovis Avenues. His first vintage, reaped in 1875, eventually led him to build the Sunnyside Winery. With "Church Ditches" and the railroad, Sunnyside quickly became one of the leading wine growing districts of California. Today, the wine and grape industry play a leading role in Fresno County's economy producing \$500 Million in sales in 1995.

Remarkably, the legacy of Sunnyside's name was born in 1890 with William N. Oothout's purchase of 560 acres from Frederick Roeding. Oothout's ranch was located directly across the street from Eisen's

vineyard at Kings Canyon Road and Clovis Avenues. The first Thompson seedless grapes in the Fresno area were planted here by Oothout and closely guarded to prevent others from getting cuttings. The ranch was named by Oothout the Sunnyside Vineyard. This is thought to be the origin of the name Sunnyside.

Sunnyside was very different from the rest of rural Fresno. Here flowed great wealth, mostly from San Francisco. In 1911, a group of Fresno's, including George C. Roeding, C.C. Teague and Frank Romain, bought a portion of the old Sunnyside Vineyard and the Oothout's colonial home for a golf course. The club perpetuated the name of the historic ranch from which its purchase had been made and took the name Sunnyside Golf and Country Club. The Oothout home was used as the clubhouse until it was destroyed by a fire in 1941. The Sunnyside Golf & Country Club is the oldest golf club in California.

Among the well-known early ranches in Sunnyside were those of Minna Eshleman Sherman, M. Theo Kearney, Frederick Roeding and son George Roeding. Minna Eshleman started with the purchase of 480 acres in 1886 from the Henrietta Vineyard Company at Minnewawa and California Avenues. Her "Minnewawa Ranch" was named from Longfellow's Song of the Hiawatha. It was the first ranch in Fresno County to be developed by a woman. Minna was an educator, a businesswoman, a breeder, a farmer, a packer and a shipper. Her extensive work to improve agricultural standards, educate breeders and farmers, and keen business ideas were important contributions to Fresno's history and California agriculture. Governor Hiram W. Johnson appointed her a regent of the University of California for her work. Her original home still graces the Minnewawa Ranch at the end of the beautiful tree lined road of Minnewawa Avenue.

The site of today's Sunnyside High School was formerly the site of the Fresno Winery (a.k.a. Pacific Coast Winery). Theo M. Kearney established the winery in 1880-81. Sunnyside was a lush and green spot in an otherwise forsaken and sparse area. Kearney realized the value of Sunnyside's tree-lined roads and irrigation canals; he was the first important property developer in the area to buy and sub-divide Sunnyside property into smaller parcels. The original Kearney home was located on the site now occupied by the Elks Lodge on Kings Canyon Road. The palm

trees lining the street between Willow and Peach were planted by Kearney over 100 years ago.

The Sunnyside Elementary School was open for only a short time in 1969 in the old one-room schoolhouse previously occupied by Easterby School. It was located between Peach and Minnewawa directly across Kings Canyon Road from Sunnyside High School. The Easterby School is now located on Tulare at Peach Avenue.

George C. Roeding, unlike his father, was fascinated with growing things. In 1885, he came to work and eventually own his father's Fancher Creek Nursery (a.k.a. Roeding California Nursery) at Kings Canyon, Belmont, Fowler and Temperance Avenues developing it into an international horticultural business. Roeding, a leading California nurseryman and fruit grower, developed the Calimyra fig at Roeding Place. An electrical fire destroyed Roeding Place in 1917 and Roeding returned to the Bay Area. The few remains of the imposing home can still be found at the end of the palm tree lined drive at Kings Canyon Road and Armstrong Avenue on the Golden Dawn Ranch.

Today, the name Sunnyside is adopted by many enterprises and is applied to a broad and growing area; but, its "roots" actually date back to 1890 - over a hundred years ago - to W. N. Oothout's "Sunnyside Vineyard".

Sunnyside has a proud history and a bright future. Today, it remains one of Fresno's finest communities with beautiful tree-lined streets and garden landscapes.

It's an honor and a pleasure to reside in Sunnyside and share in the "Sunnyside Way of life". This brief account of Sunnyside's early history is a small gift of my gratitude.

Your friend & neighbor,
Karen Musson
May 22, 1997