

LAND USE 6

This chapter discusses the land use concept and provides land use designations for Downtown, including associated development intensities that will apply in Downtown. In order to support the goals of the General Plan and this Specific Plan, Downtown is designated with several of the existing General Plan Land Use Designations.

A. Districts Concept

This section describes the land use districts identified for Downtown, highlighting the predominant uses envisioned for each area. Figure 6-1 shows the Downtown districts.

Fourth Street Mixed Use District

Fourth Street will be the commercial heart of Ceres. New development is encouraged to be mixed use, with ground floor retail and upper floor residential or professional office. Heights are envisioned as two and three stories, with parking provided on-street and in mid-block public and private parking lots behind buildings. This use type will be located along the full extent of Fourth Street. Anchor uses, such as a cinema, will help enliven Fourth Street at night and on weekends.

Civic Center/Office District

The Civic Center/Office District will collectively create a revitalized civic core for Downtown Ceres. Civic uses will be located along both streets, between North Street and Magnolia Street. The civic core will be surrounded on the north and south by supporting office uses, existing residential development and Whitmore Park.

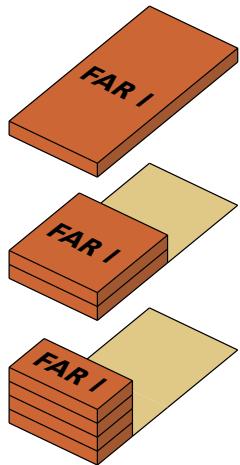
SR 99 Gateway Commercial District

The SR 99 Gateway Commercial District will be generally defined by office and other appropriate commercial buildings that take advantage of their proximity to the freeway. The three blocks currently bounded by Central Avenue on the east, El Camino Avenue on the west, and Whitmore Avenue on the north are collectively seen as a new development opportunity for Downtown. This important development opportunity will only be possible through the consolidation of several parcels and the potential abandonment of Poplar Street and Magnolia Street west of Central Avenue. Mixed use development with ground-floor retail and upper-floor office is envisioned for the southeast corner of Whitmore Avenue and Central Avenue.

Eastern Residential District

The predominant land use in the remainder of Downtown, east of Fourth Street, is residential. It is envisioned that this area will be composed of a mix of residential use types, including single-family homes, townhomes and multi-family residential uses. The historic uses located in this area, including the Whitmore Mansion, Whitmore Home and Ceres Water Tower will remain as key landmarks. New development will be required to respect the historic scale and character of these landmarks through the implementation of special development standards (setbacks, height restrictions, etc.) and through implementation of the design guidelines in Appendix A.

FIGURE 6-1 Districts



An example of how FAR can be distributed.

B. Land Use Designations

The following land use designations are based on the Districts Concept described in the previous section and will apply within the Specific Plan Area. Residential densities are stated as the number of housing units per gross acre. Development is required within the density range, both maximum and minimum, as stipulated in the land use designation. Maximum floor area ratios (FAR) are also provided for many of the land use designations. FAR is measured as the amount of gross floor area divided by the total parcel area.

The standards outlined in Chapter 7 may limit attainment of maximum densities. Existing land uses that are not consistent with the regulations associated with these land use designations are permitted to continue as legal nonconforming uses. The majority of the land use designations below come from the City's General Plan. Additionally, two new designations have also been created to respond more appropriately to the vision established for Downtown. New land use designations include Downtown Mixed Use (DMU), Downtown Office (DO) and Downtown Residential (DR). Figure 6-2 shows the land use designations for the Specific Plan Area.



Example of a mixed use building with residential density of 40 dwelling units per acre.

Downtown Mixed Use (DMU)

The Downtown Mixed Use designation provides for a full range of ground-floor retail and service uses, including apparel stores, restaurants, specialty shops, entertainment uses, bookstores and other similar retail. It also allows for financial services and upper-floor residential and professional office uses. This designation provides for residential uses at densities between 10.0 to 40.0 dwelling units per gross acre (du/gross acre). 40 dwelling units per acre is a residential density that will allow for three-story mixed use development with podium parking, which is especially supportive of the walkable environment desired for Downtown. It should be noted that 40 dwelling units per acre may not be achievable in the short-term due to market conditions, but this density would be an appropriate scale for Downtown if the market will support this development type in the long run. Residential development as a mixed use in conjunction with nonresidential development is permitted and encouraged. However, it should be noted that not all residential development, such as live-work units, are appropriate at densities as high as 40 dwelling units per acre. Development permitted on properties designated DMU will typically be mixed use with ground-floor retail and upper-floor residential or professional office. However, if appropriate, residential development may be allowed on ground floors. Nonresidential development in this designation shall not exceed an FAR of 3.0.

FIGURE 6-2 Land Use Designations

Highway Commercial (HC)

This designation provides for uses designed to serve motorists traveling along State Route 99 at or near interchanges that are convenient and safe for such uses. This designation is also intended to provide locations for uses that depend on high visibility from the freeway. Allowable uses in this designation include service stations hotels/motels, restaurants, and other similar uses primarily oriented toward visitors and travelers. Development in this designation shall not exceed an FAR of 0.5.

Downtown Office (DO)

This designation provides for medical, professional, administrative, general office and limited commercial service uses such as restaurants, dry cleaners and other similar uses that are intended to serve the employees and clientele of the office uses in the immediate surrounding areas. Residential development is permitted at densities of 5.0 to 25.0 du/gross acre. Residential uses allowed in the Downtown Residential designation are allowed in this designation when found to be compatible with existing and future uses. Development in this designation shall not exceed an FAR of 1.0. Parking structures shall be excluded in calculating gross floor area.

Community Facilities (CF)

This designation is applied to the city's major public and private facilities and institutional uses. Most common are public safety facilities such as fire stations. The designation of any future public or institutional site that has not been acquired shall not be construed to limit the existing or future use of the designated land in any way. The predominant land use designation surrounding any property designated for a future community facilities use shall be used to determine the potential use of the property prior to its acquisition by a governmental agency or private institution.

Downtown Residential (DR)

This designation provides opportunities for attached single-family and multi-family residential uses at relatively high densities. For attached single-family and multi-family housing at these densities, lot size is far less important than overall density. Residential densities within the designation range from a minimum of 10.0 to a maximum of 30.0 du/gross acre. Maximum residential densities are encouraged to provide a greater 24-hour population in Downtown, as well as to provide vibrancy on the street and greater support for Downtown businesses. Housing types permitted in this designation include single-family dwellings, townhouses, condominiums, duplexes, triplexes and apartments. Residential developments on properties designated Downtown Residential will typically consist of a mixture of attached single-family dwellings and townhouses and apartments at high densities.

Schools (S)

This designation is applied to existing and proposed public schools. There are no additional areas designated for proposed public schools in the Plan Area. If this Specific Plan is amended or revised to designate proposed public schools in the Plan Area, the land use designation shall not be construed to limit the existing or future use of the designated land in any way. The predominant land use designation surrounding any property designated for a future school shall be used to determine the potential use of the property prior to its acquisition by a public school district.

Parks (P)

This designation is applied to existing and proposed public parks. The designation of any future park site that has not been acquired shall not be construed to limit the existing or future use of the designated land in any way. The predominant land use designation surrounding any property designated for a future park shall be used to determine the potential use of the property prior to its acquisition by the City of Ceres.

C. Specific Plan Buildout

Table 6-1 below shows estimated buildout of the Specific Plan by land use category.

TABLE 6-1 Estimated Specific Plan Buildout

| | Existing (2009) | Specific Plan Buildout (2024) | Difference |
|----------------------------|---------------------|-------------------------------|--------------------|
| Commercial/Retail | 134,000 square feet | 200,000 square feet | 66,000 square feet |
| Cinema | 0 | 40,000 square feet | 40,000 square feet |
| Residential | 220 Units | 715 Units | 495 units |
| Office | 53,000 square feet | 140,000 square feet | 87,000 square feet |
| Civic | 92,000 square feet | 136,000 square feet | 44,000 square feet |
| School District Facilities | 122,000 square feet | 122,000 square feet | 0 |
| Churches | 28,000 square feet | 28,000 square feet | 0 |

Note: New commercial/retail square footage listed above reflects replacement of over half of the existing stand-alone retail square footage with mixed-use development.

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