



# Ceres General Plan Update



Preliminary Land Use Alternatives  
Joint City Council/Planning Commission Workshop  
November 15, 2016

## Agenda

1. Project Timeline and Work Completed
2. Goal of Meeting
3. Summary of Alternatives
  - Changes common to all Alternatives
  - Alternative 1
  - Alternative 2
  - Alternative 3
  - Range of changes proposed by this set of Alternatives
4. Next Steps



## Project Timeline & Work Completed



- Completed Issue Identification & Visioning

- Stakeholder interviews
- Community Workshops
- Newsletter #1
- Community-wide Survey
- Vision Statement and Guiding Principles

- Completed Background Studies

- Existing Conditions Report
- Demographic, Economic, & Fiscal Conditions Report
- Newsletter #2

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## Goal of Meeting

- Recommend three Land Use Alternatives for further study
  - Alternatives should represent a range of options
  - Alternatives will then be evaluated based on:
    - Land Use, Population, and Jobs
    - Transportation
    - Fiscal Impacts
    - Utilities & Infrastructure
- Evaluation of Alternatives will inform selection of a Preferred Plan, upon which the whole General Plan will be based

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## Proposed Changes Common to all Three Alternatives

- New and Redefined Land Use Designations
  - Medium High Density: 12-20 dwelling unit/acre
  - New High Density: 20-30 dwelling/acre
- Consolidation of Land Use Designations near Planned Service Road Interchange
  - Regional Commercial

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## Focus of Alternative 1

- “Modified Existing General Plan”
  - Largely based on existing General Plan designations
  - Leverage planned Service Road interchange with Regional Commercial development

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## Focus of Alternative 2

- “Southern Industrial Cluster”
  - Provide industrial development opportunities with a range of parcel sizes
  - Leverage planned Service Road interchange with Regional Commercial development surrounded by Service Commercial

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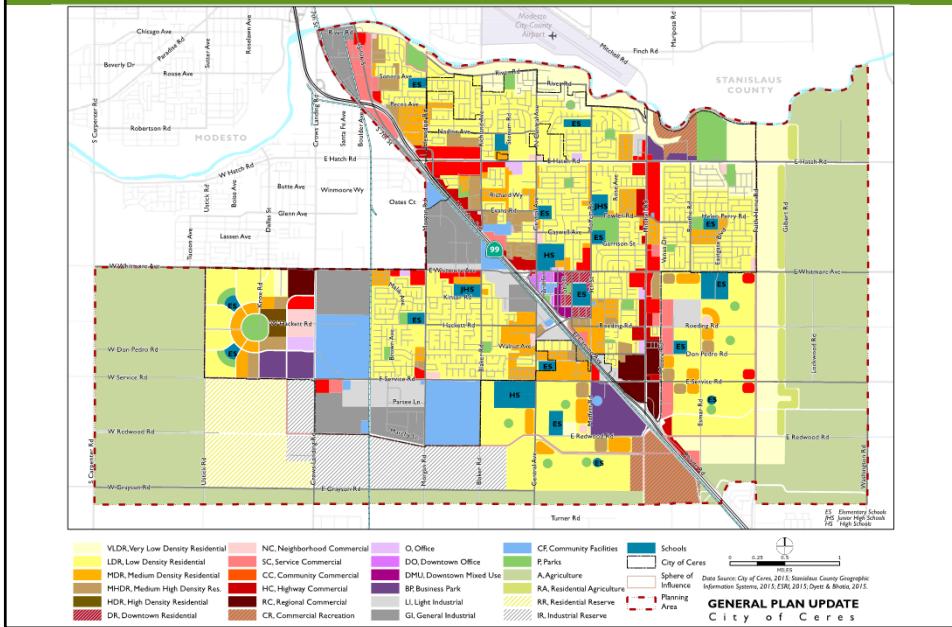
## Focus of Alternative 3

- “Eastern Industrial Corridor”
  - Provide industrial development opportunities with a range of parcel sizes
  - Leverage Beard Industrial Park, planned improvements to Faith Home Road, and potential bridge over Tuolumne River
  - Leverage planned Service Road interchange with Regional Commercial development
  - Focus residential and neighborhood commercial growth around Central Valley High School

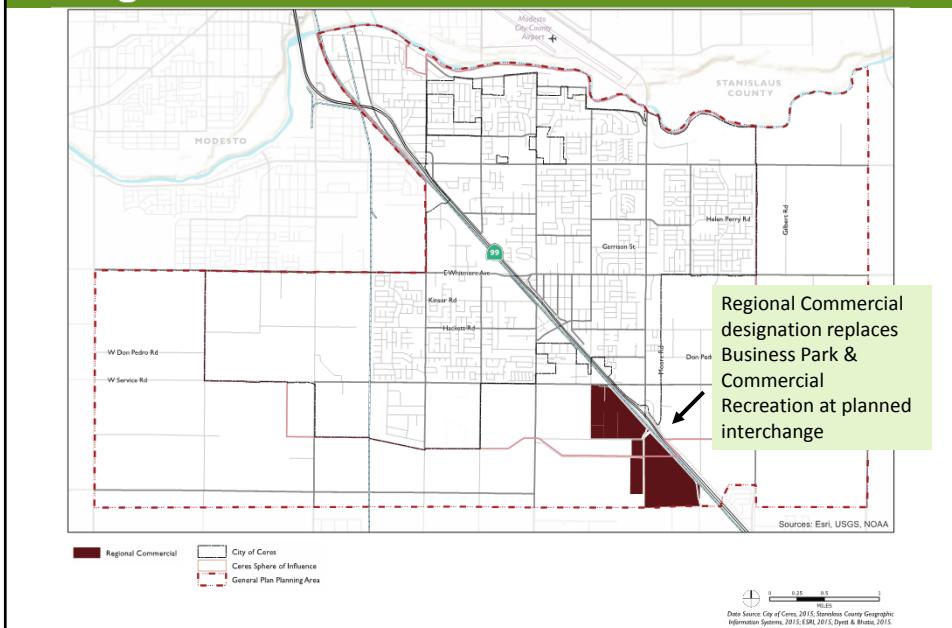
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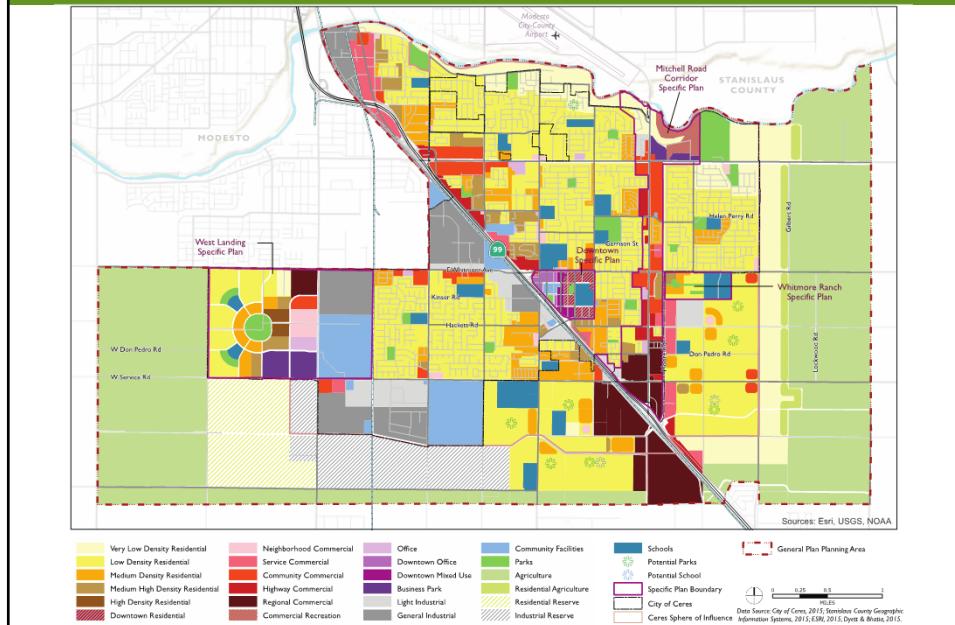
## Current General Plan Land Use Diagram



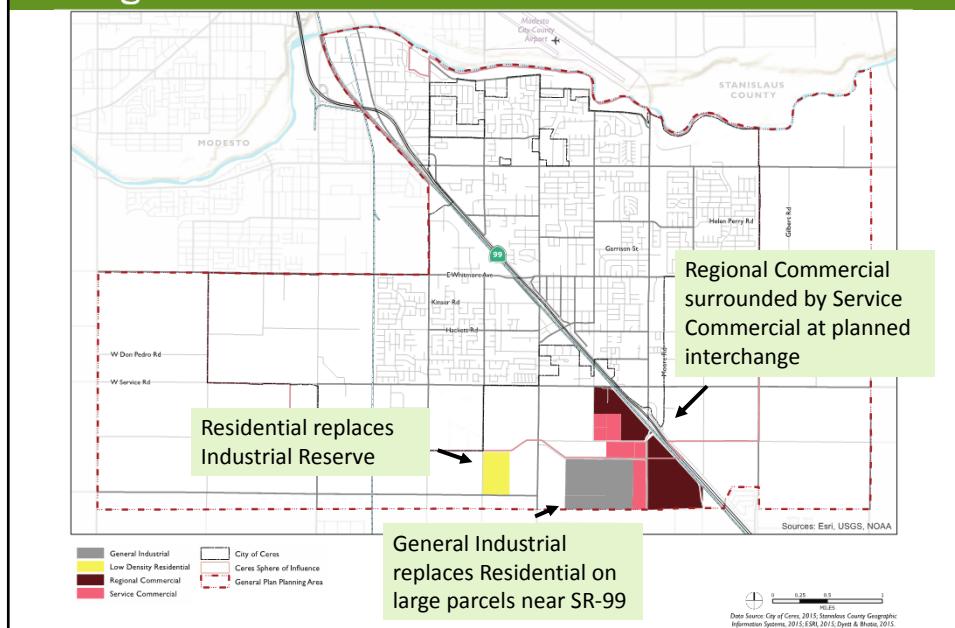
## Alternative 1: Modified Existing General Plan Change Areas



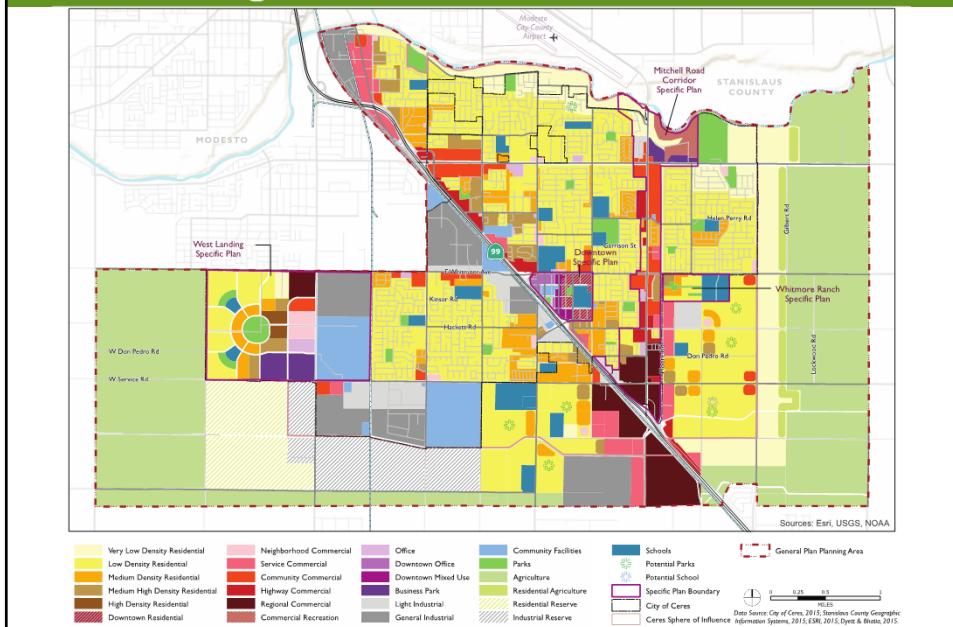
## Alternative 1: Modified Existing General Plan Land Use Diagram



## Alternative 2: Southern Industrial Cluster Change Areas



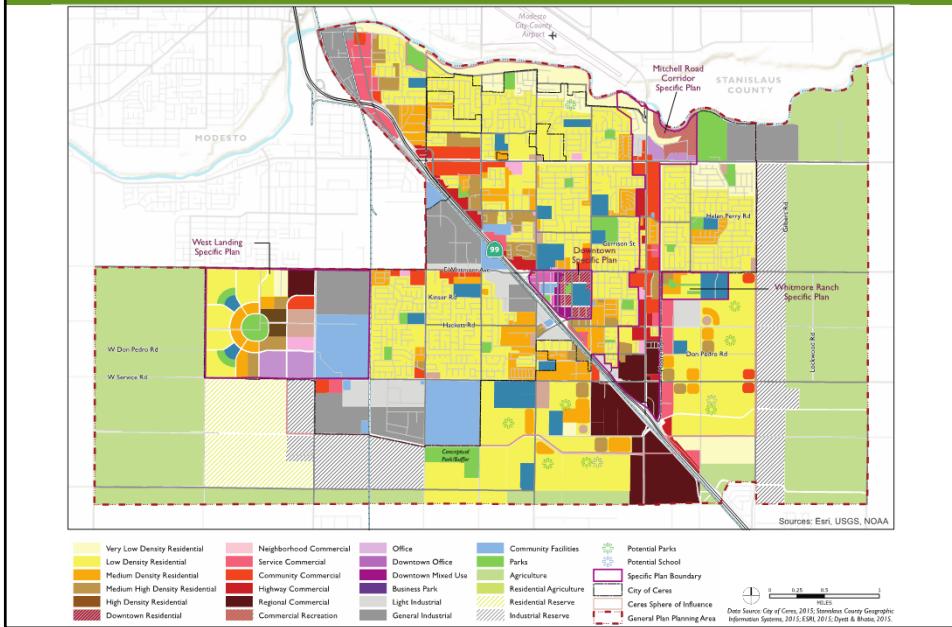
## Alternative 2: Southern Industrial Cluster Land Use Diagram



## Alternative 3: Eastern Industrial Corridor Change Areas



## Alternative 3: Eastern Industrial Corridor Land Use Diagram



### Proposed Changes in Land Use Designations by Alternative (acres)

Land Use Designation	Existing Amount	Alt. 1	Alt. 2	Alt. 3
Agriculture	3,528	No change	-56	-126
Business Park	209	-112	-112	-112
Commercial Recreation	244	-178	-178	-178
General Industrial	569	No change	+181	+147
Industrial Reserve	585	No change	-61	+345
Low Density Residential	3,559	No change	-96	+146
Medium Density Residential	618	No change	-17	+20
Medium Density High Residential	275	No change	-3	No change
Neighborhood Commercial	74	No change	No change	19
Parks	253	No change	No change	+56
Regional Commercial	135	+289	+218	+291
Service Commercial	188	No change	+127	No change
Very Low Density Residential	1,002	No change	No change	-495

\* The acreage of all other land use designations not listed would remain the same.

## Next Steps

1. City Council confirms three Alternatives for further evaluation
2. Technical Evaluation of Alternatives
3. Community Workshops to gather feedback on Alternatives based on evaluation
4. Planning Commission and City Council recommend a Preferred Plan based on Alternatives

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## THANK YOU

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