



Ceres General Plan Update



Land Use Alternatives
City Council Meeting
March 27, 2017

General Plan Vision Statement

In 2035, Ceres has:

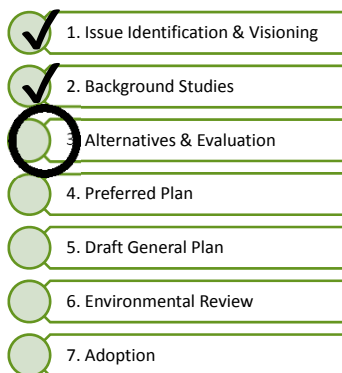
- *a continued connection to its agricultural heritage;*
- *a balance of housing and retail choices;*
- *ample job opportunities;*
- *an attractive Downtown;*
- *rich cultural and community events; and*
- *an abundance of recreational opportunities.*

Ceres is a place where families want to raise their children and businesses want to locate and flourish. In Ceres, people enjoy a safe and healthy city with first-rate community amenities and a clean and sustainable environment.

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Project Timeline & Work Completed



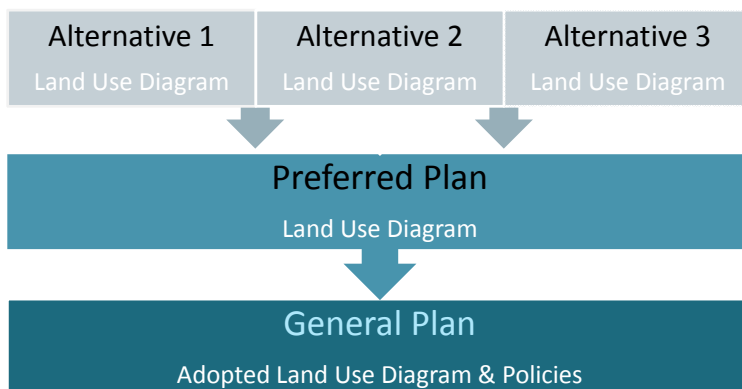
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- Issue Identification & Visioning
 - Stakeholder interviews
 - 2 Community Workshops
 - Newsletter #1
 - Community-wide Survey
 - Vision Statement and Guiding Principles
- Background Studies
 - Existing Conditions Report
 - Demographic, Economic, & Fiscal Conditions Report
 - Newsletter #2
- Alternatives & Evaluation
 - Drafted Alternatives
 - Analyzed Potential Growth and Fiscal, Transportation, and Utilities Impacts
 - 2 Community Workshops
 - Planning Commission Meeting



Purpose of Alternatives

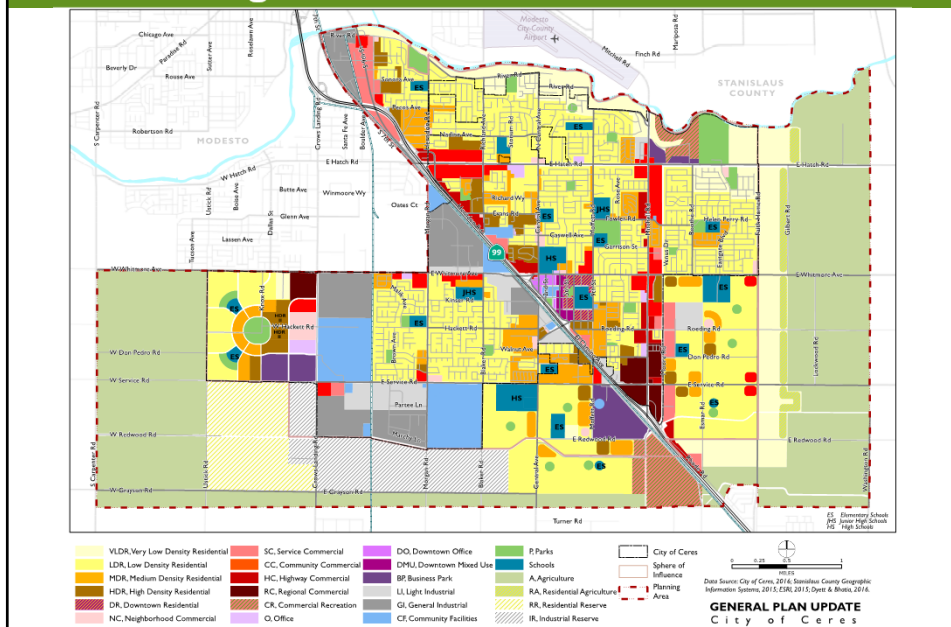
- Alternatives represent a range of options for potential future growth and inform the development of the Preferred Plan & General Plan



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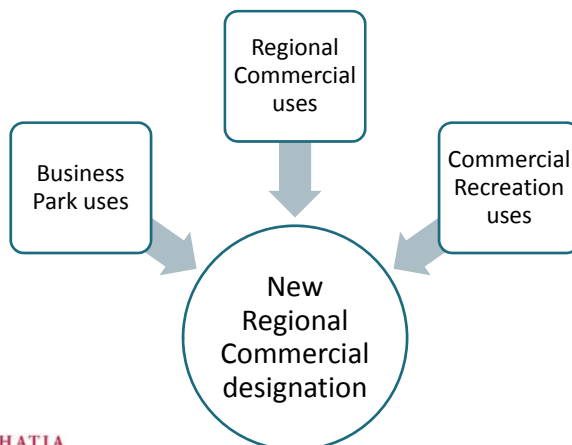


Current General Plan Land Use Diagram



Proposed Changes Common to all Three Alternatives

- Consolidation of Land Use Designations near Planned Service Road Interchange



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Summary of Alternative 1

- “Modified Existing General Plan”
 - Represents continuation of existing conditions
 - Largely identical to existing General Plan
 - Leverages the planned Service Road interchange with new Regional Commercial land use designation

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Summary of Alternative 2

- “Southern Industrial Cluster”
 - Leverages the planned Service Road interchange with new Regional Commercial land use designation surrounded by Service Commercial uses
 - Provides industrial development opportunities with a range of parcel sizes clustered in southeast portion of Planning Area

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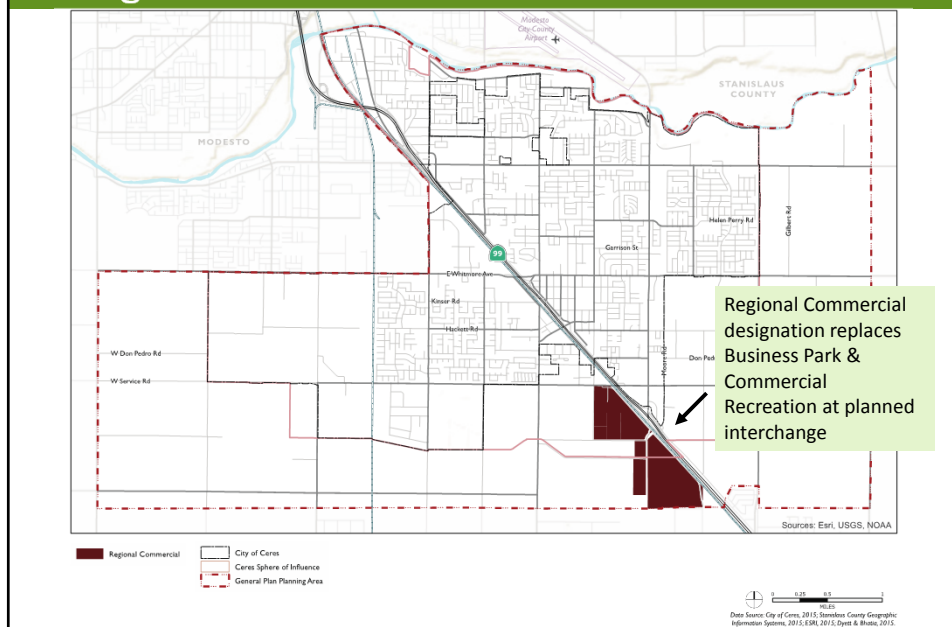
Summary of Alternative 3

- “Eastern Industrial Corridor”
 - Leverages the planned Service Road interchange with new Regional Commercial land use designation
 - Provides industrial development opportunities with a range of parcel sizes along eastern side of Faith Home Road, to leverage the Beard Industrial Park and potential bridge over Tuolumne River
 - Focuses residential and neighborhood commercial growth around Central Valley High School

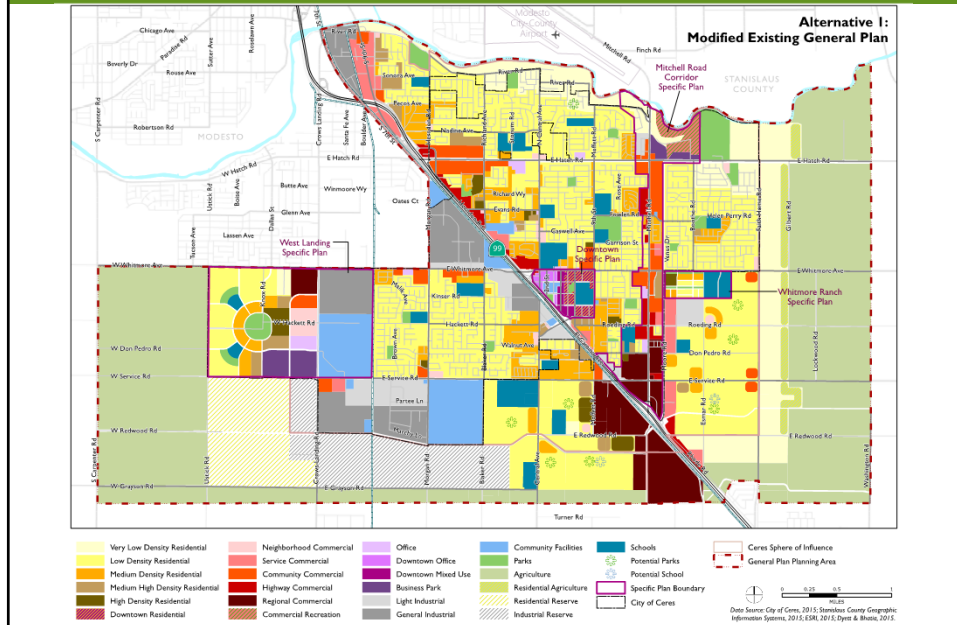
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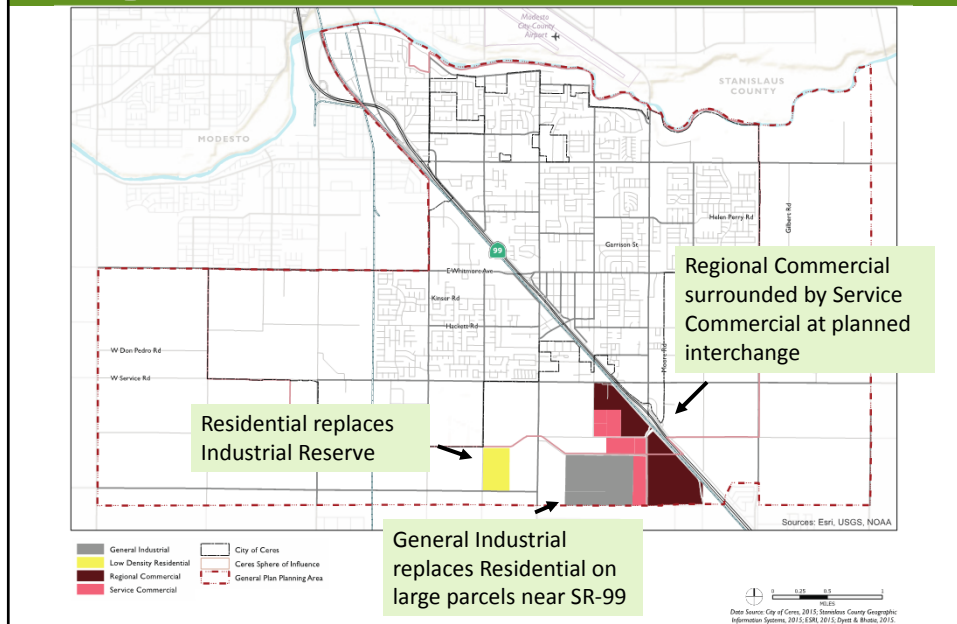
Alternative 1: Modified Existing General Plan Change Areas



Alternative 1: Modified Existing General Plan Land Use Diagram



Alternative 2: Southern Industrial Cluster Change Areas





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Alternatives Comparison – Population, Jobs Capacity

	Alt 1 (by 2035)	Alt 2 (by 2035)	Alt 3 (by 2035)
New Residents	22,060	21,270	21,320
New Jobs	26,500	26,900	33,800
Office	2,100	2,100	2,100
Commercial	11,600	11,400	11,600
Industrial	11,800	12,400	19,000
Other	1,100	1,100	1,100
Total Jobs/Housing Ratio	1.7	1.8	2.1

Fiscal Impacts

- All three Alternatives are projected to result in a General Fund surplus (revenues will be greater than expenditure)
 - Increase in job generating land uses
 - Economies of scale in providing public services
 - Expiration of City's Redevelopment obligations
- Alternatives 2 and 3 are more fiscally advantageous than Alternative 1 due to increased focus on non-residential uses

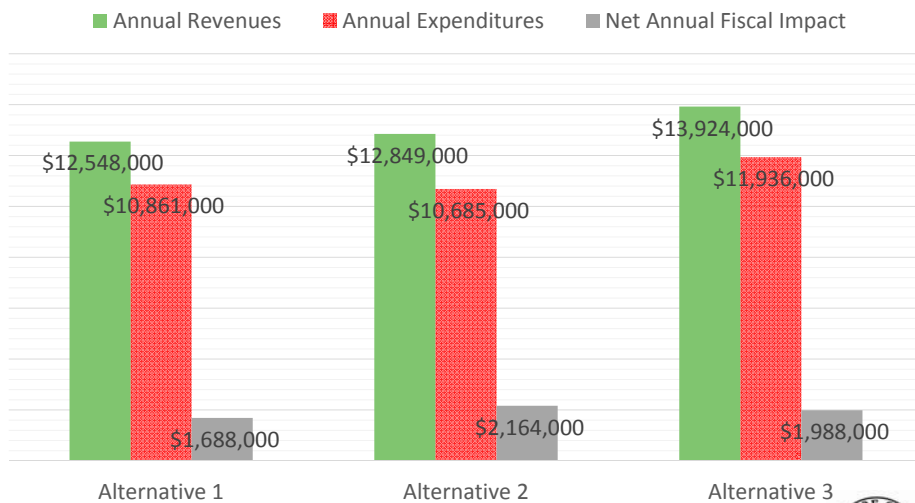
Fiscal Impacts

- Each Alternative accomplishes certain policy objectives
 - Improved resident to employment balance
 - Broader array of housing types
 - Regional Commercial land use opportunities at the Service/Mitchell Interchange

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Fiscal Impacts



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Transportation Impacts

Shared Accounting Method	Alt 1 (2035)	Alt 2 (2035)	Alt 3 (2035)
Daily VMT per Service Population (Residents + Workers)	17.1 (17.6 without Faith Home Expy Improvements)	17.0	16.6

- Transportation analysis assumes numerous programmed roadway improvements, including Faith Home Expressway
- Additionally, analyzed Alt 1 without Faith Home Expressway
- VMT of trips entirely within Planning Area would decrease (due to greater land use mix) while VMT of full length of trips would increase, suggesting new people would be driving into the Planning Area (because of job and retail creation)

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Transportation Impacts

- Assuming programmed roadway improvements, each Alternative would result in congestion on:
 - State Route 99 (SR 99)
 - Crows Landing Rd near SR 99
 - Carpenter Road near Whitmore Avenue
 - Segments along Mitchell Road
 - Whitmore Avenue at SR 99
- Additionally, Alternative 3 would result in congestion on portions of Hatch Rd near Faith Home Rd
- Alternative 1 without Faith Home Expressway improvements would result in more congestion on SR 99, Carpenter Rd, Mitchell Rd, and portions of Hatch Rd

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Summary of Utility Infrastructure Impacts

	Alt 1 (2035)	Alt 2 (2035)	Alt 3 (2035)
Stormwater Infrastructure Capital Cost (million)	\$38.6	\$45.4	\$37.2
Water Infrastructure Capital Cost (million)	\$111.0	\$112.1	\$114.2
Wastewater Infrastructure Capital Cost (million)	Similar to estimated costs of City's 2013 Sewer System Master Plan: \$84.3 remaining		

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Community Workshops

- January 25, 2017
 - English-language
 - Approx. 55 participants
- February 1, 2017
 - Spanish-language
 - Approx. 34 participants



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Common themes from Workshops

- Infill development and focus on Downtown
 - Consistent feedback throughout GP Update process on focusing on Downtown
- Farmland conservation and concern regarding incompatible uses
- Cost of infrastructure and public services
- Need for job growth
- Health and safety
 - Locating industry near housing and schools
 - Pedestrian safety
 - More parkland

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Summary of Preferences from Workshops

- Alternative 1
 - No group from either workshop preferred Alternative 1
 - One group disliked Alternative 1
- Alternative 2
 - Four groups preferred Alternative 2 with some modifications
- Alternative 3
 - Four groups preferred Alternative 3, assuming Faith Home Road improvements are made
 - One group strongly opposed Alternative 3

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March 6 Planning Commission: Public Comment

- Attendance and participation
 - Approx. 60 community members attended
 - 17 people gave public comment
 - 3 letters submitted, prior to PC meeting
- Public Comment: Support & Opposition
 - Alt 1: 2 people supported a hybrid
 - Alt 2: 6 people supported Alt 2 or a hybrid
 - Alt 3: 1 person supported a hybrid, 6 people opposed Alt 3
 - 2 people wanted a 4th Alternative

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March 6 Planning Commission: Public Comment

- Topics Discussed
 - Support for improved fiscal health
 - Appreciate more balanced jobs/housing ratio
 - Farmland and connection to agricultural heritage
 - General Industrial near schools, homes, park
 - Pedestrian safety
 - Need more recreational opportunities
 - Capacity of schools & public services, incl. police, fire, garbage, water
 - Better leverage Ceres's rail access
 - Improve Downtown Ceres
 - Ceres as a bedroom community
 - Unthoughtful, rushed growth
 - Traffic on Service Road
 - Parcel-level land use changes

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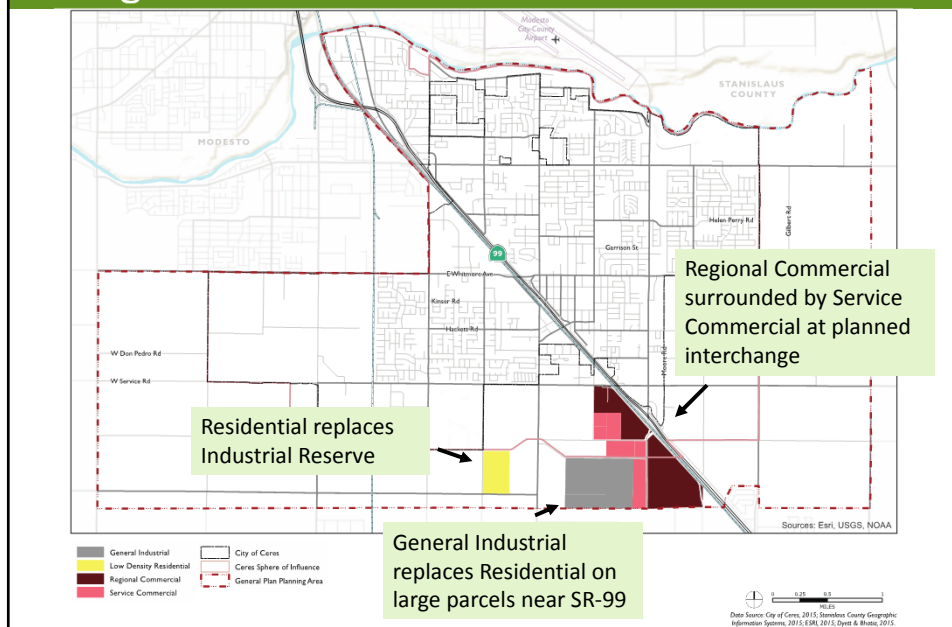
March 6 Planning Commission: Planning Commission Deliberation

- Removed Alt 3 from discussion due to public comment
- Discussed:
 - Ability to revisit development potential along Faith Home Road if bridge is built
 - Potential delay in vote to gather further public comment
 - Potential to adjust land use map further throughout General Plan Update process
 - Potential to use Goals & Policies to address concerns
- Voted 4 – 1 in favor of recommending Alternative 2 with two modifications based on individuals' comments

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Original Alternative 2: Southern Industrial Cluster Change Areas





THANK YOU

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