



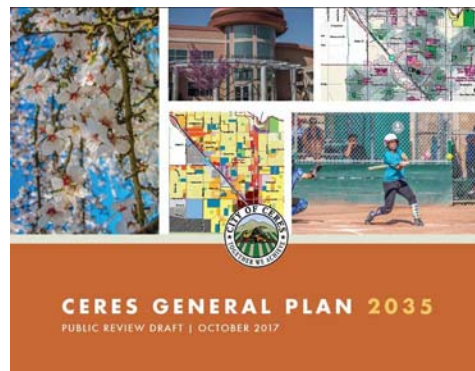
Ceres General Plan Update



City Council/Planning Commission Joint Meeting
Public Review Draft General Plan
October 30, 2017

Meeting Purpose

- Introduce the Public Review Draft General Plan
- Highlight the major differences from the 1997 General Plan
- Receive preliminary comments on Draft General Plan
- Review and act on potential land use changes



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Agenda

1. Public Review Draft General Plan
 - Refresher on General Plan and Process
 - Public Review Draft General Plan
 - Organization of General Plan
 - Notable Changes from 1997 General Plan
 - Next Steps
 - Comments and Discussion
2. Requested Land Use Changes
 - Comments and Discussion

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What is a General Plan?

- Long range (20+ years)
- “Constitution for local development”
- Expresses a vision for the community’s future
- Outlines goals, objectives, and policies to achieve the vision

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Project Timeline & Work Completed

- ✓1. Issue Identification & Visioning
 - Stakeholder interviews; 2 Community Workshops; Newsletter #1; Community-wide Survey; Vision Statement and Guiding Principles
- ✓2. Background Studies
 - Existing Conditions Report; Demographic, Economic, & Fiscal Conditions Report; Newsletter #2
- ✓3. Alternatives & Evaluation
 - Drafted Alternatives; Analyzed Potential Growth and Fiscal, Transportation, and Utilities Impacts; 2 Community Workshops; Planning Commission and City Council meetings
- 4. Draft General Plan
- 5. Environmental Review
- 6. Adoption



Draft General Plan: Organization

1. Introduction
 2. Land Use and Community Design Element
 3. Transportation and Circulation Element
 4. Agriculture and Natural Resources Element
 5. Health and Safety Element
 6. Public Facilities and Services Element
 7. Economic and Community Development Element
- Appendix A: Implementation Matrix

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Draft General Plan: Goals and Policies

1. Goals

- Ideal future related to the public health, safety, or general welfare of the community

2. Policies

- Specific statements to guide decision-making

3. Implementation Actions

- Actions to be taken by a City Department within a designated timeframe

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1. Introduction

- State requirements
- Horizon Year: 2035
- Planning Process
- Vision and Guiding Principles
- Administration

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.



2. Land Use and Community Design Element



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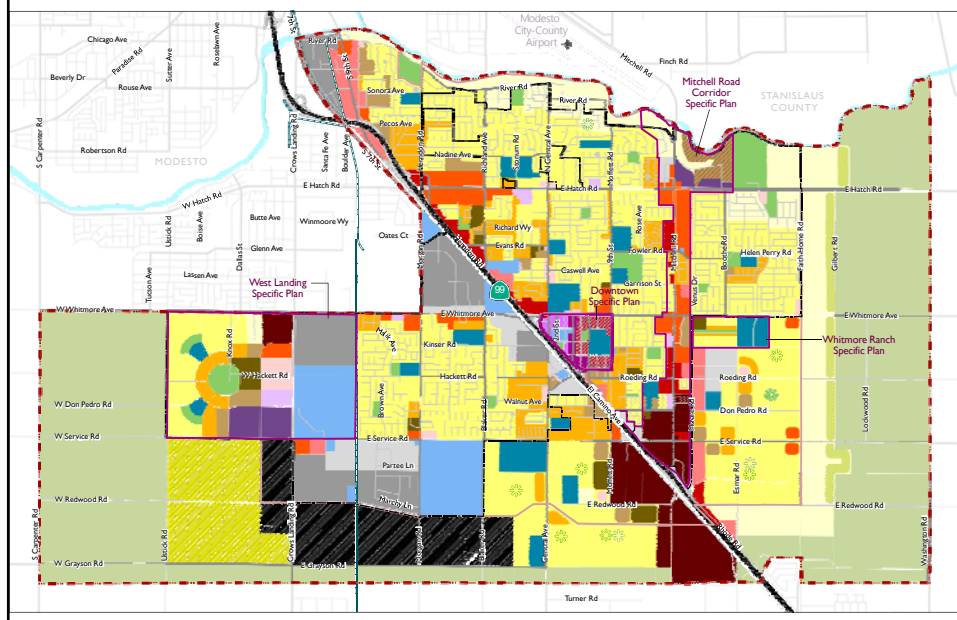
2. Land Use and Community Design Element

- Community Character and Growth Goals
 - Improve quality of life for all residents
 - Foster distinctive city identity
 - Support Downtown Ceres as the vibrant heart of the city
 - Promote infill development
 - Balance function of streets as part of circulation network and as public spaces

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Land Use Map



Potential Buildout in the Planning Area

	2015 (Existing)	2035 (New)	Total
Population	55,000	24,000	79,000
Jobs	10,000	20,800	30,800
Households	15,400	6,900	22,200

- Includes existing and potential new population, jobs, and households within the current city limits, as well as in the unincorporated county

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2. Land Use and Community Design Element

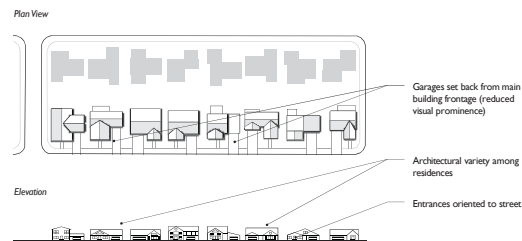
- General Plan Land Use Designations, Density Standards, and Estimated Buildout Goals
 - Support neighborly and family-friendly character
 - Promote development of commercial uses
 - Promote development of industrial uses
 - Ensure new growth areas contribute to Ceres' identity and promote community health
 - Regulate future development near airport
 - Maintain Residential Reserve and Industrial Reserve for future development
 - Ensure quality design (new)
 - Protect quality of life in face of climate change (new)

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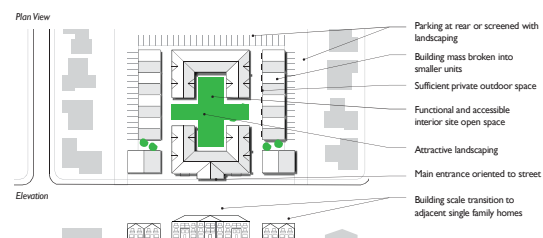


2. Land Use and Community Design Element

SINGLE FAMILY RESIDENTIAL

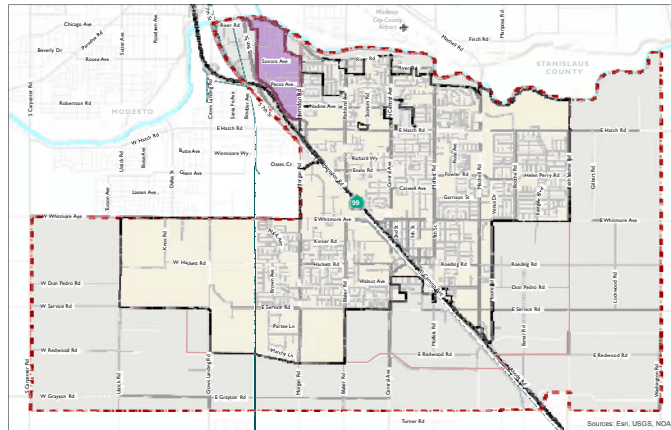


MULTI-FAMILY RESIDENTIAL



2. Land Use and Community Design Element

- Disadvantaged Unincorporated Communities Goals
 - Ensure fair distribution of services (new)



3. Transportation and Circulation Element



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3. Transportation and Circulation Element

- Street and Roadway System Goals
 - Safe and efficient movement of people and goods
 - Maintain acceptable multi-modal travel flow
 - Protect residential areas from high-volume and high-speed traffic

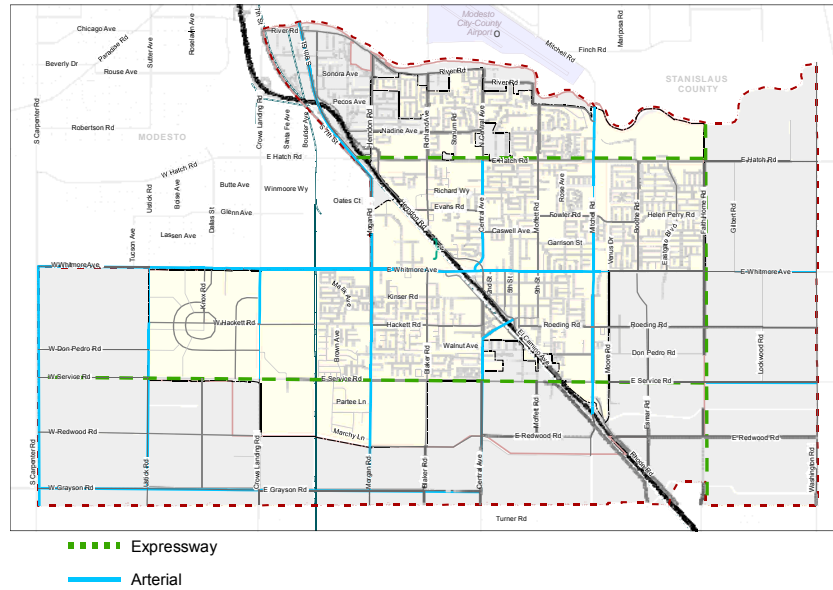


3. Transportation and Circulation Element

- Parking, Transit, Bike/Ped, Goods Movement Goals
 - Provide sufficient amount of vehicle and bike parking
 - Promote provision of safe and efficient transit service
 - Provide a safe, comprehensive system for bicyclists and pedestrians
 - Maintain balanced freight transportation system
 - Develop a financially sustainable transportation system (new)



3. Transportation and Circulation Element



4. Agriculture & Natural Resources Element



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4. Agriculture & Natural Resources Element

- Agricultural and Natural Resources Goals
 - Promote productivity of agricultural lands surrounding Ceres
 - Conserve open space lands
 - Protect and enhance habitats
 - Protect sensitive species
 - Manage and improve the city's tree cover

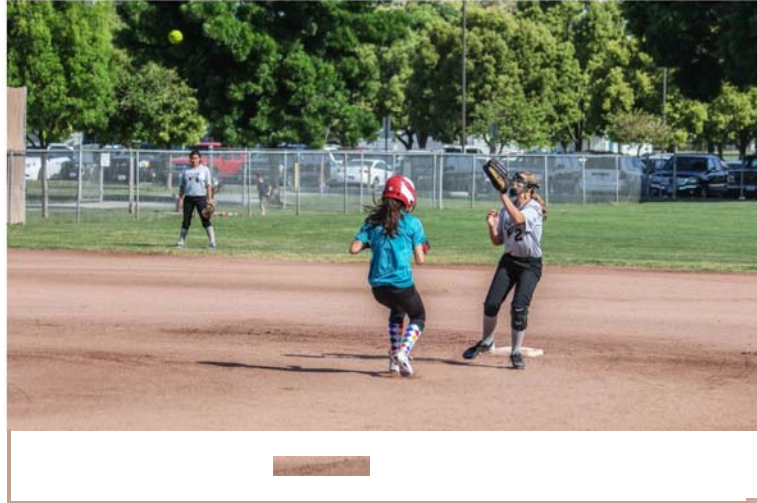


4. Agriculture & Natural Resources Element

- Water and Air Resources Goals
 - Protect river and groundwater
 - Protect and improve air quality
- Cultural Resources Goals
 - Preserve and maintain significant cultural and historical sites
 - Preserve archaeological and paleontological resources
 - Protect Native American heritage



5. Health and Safety Element



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5. Health and Safety Element

- Public Health and Environmental Justice Goals
 - Promote public health (new)
 - Encourage active lifestyles (new)
 - Improve access to healthy food options (new)
 - Promote social cohesion (new)
- Climate Change Goals
 - Reduce GHG emissions (new)
 - Improve resiliency and adaptive capacity to climate change impacts (new)



5. Health and Safety Element

- Hazards Goals
 - Minimize loss and damage from seismic hazards
 - Protect from flood hazards
 - Minimize risk from hazardous materials
 - Minimize risk from airport hazards
 - Minimize risk from fires
 - Protect community from excessive noise and vibration



6. Public Facilities and Services Element



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6. Public Facilities and Services Element

- Public Facilities Goals
 - Ensure adequate school facilities are available
 - Ensure adequate community and library facilities are available
 - Maintain a public park system to meet needs of Ceres residents/visitors



6. Public Facilities and Services Element

- Public Services Goals
 - Ensure safe and reliable potable water supply and delivery
 - Ensure adequate wastewater collection and treatment
 - Collect stormwater in a manner that reduces burden on existing facilities
 - Ensure safe and efficient waste disposal
 - Promote adequate levels of service from private utilities
 - Utilize information technology to improve efficiency
- Public Safety Services Goals
 - Provide adequate police services
 - Protect people and property from fires



7. Economic and Community Development Element



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7. Economic and Community Development Element

- Employment Growth and Fiscal Health Goals
 - Support a range of economic activity that capitalizes on the city's location
 - Promote economic development that benefits entire Ceres community
 - Attract and retain businesses
 - Partner with businesses, employers, non-profits, institutions, and agencies
 - Achieve fiscal sustainability while providing services



7. Economic and Community Development Element

- Community Development Goals
 - Celebrate Ceres' heritage and civic pride with events and public spaces (new)
 - Promote tourism (new)
 - Develop a vibrant Downtown
 - Actively engage the public, especially people who have been historically underrepresented (new)



Appendix A: Implementation Matrix

- Implementation Action
- Corresponding General Plan Policy
- Responsible Party
- Timeframe



Next Steps

- Gather public comment
 - Community workshop on Public Review Draft
- Draft Environmental Impact Report
 - Release late December 2017/early January 2018
- Hearings on General Plan in early Spring 2018

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Comments and Discussion

- Public Comment
- Planning Commission/City Council Discussion
 - Are the goals and policies consistent with the Vision and Guiding Principles?
 - Are the goals and policies consistent with findings from the community engagement? Findings from the background technical analyses?
 - Are there topics that should be but are not addressed?
 - Are there suggested policy revisions?

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Read the full Public Review Draft General Plan here:

CeresGeneralPlanUpdate.com

Submit public comments to:

[Tom Westbrook](mailto:Tom.Westbrook@ci.ceres.ca.us)

[Ceres Director of Community Development](mailto:Tom.Westbrook@ci.ceres.ca.us)

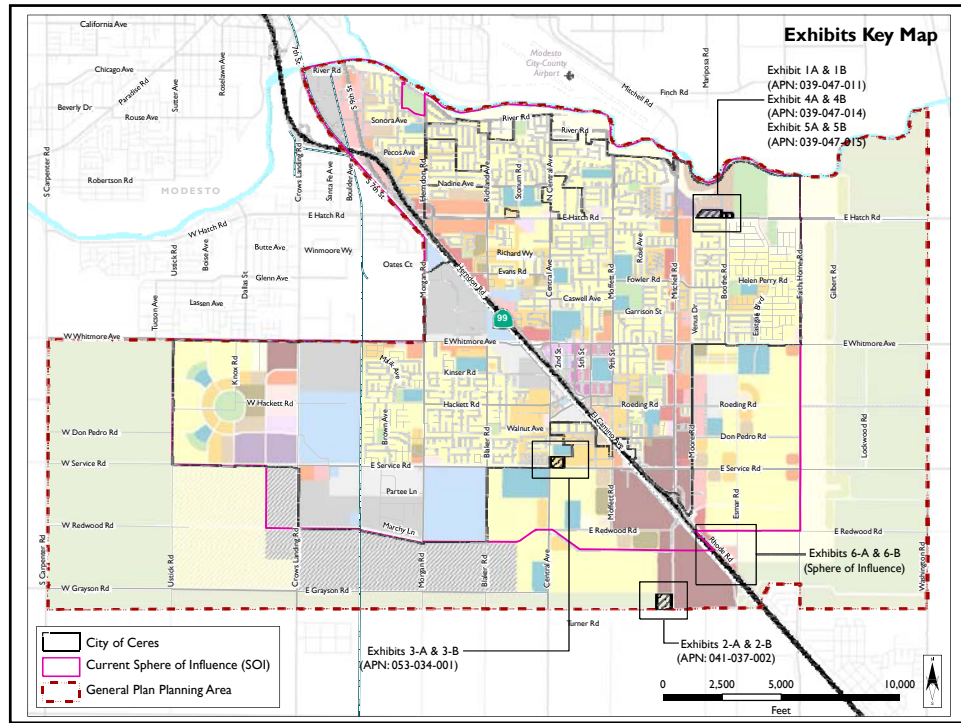
[<Tom.Westbrook@ci.ceres.ca.us>](mailto:Tom.Westbrook@ci.ceres.ca.us)

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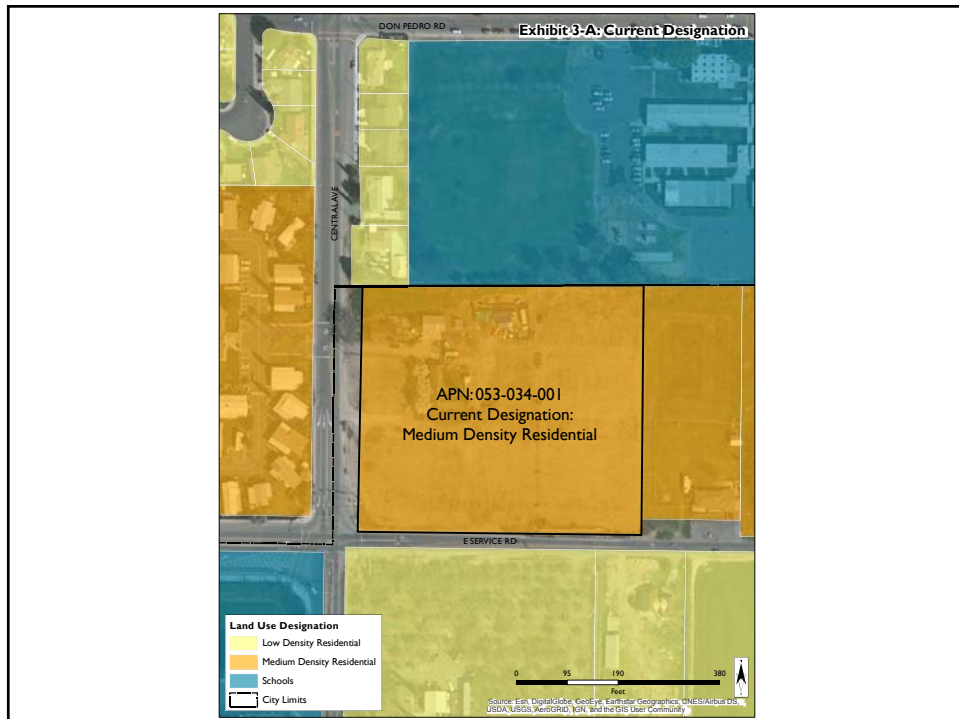


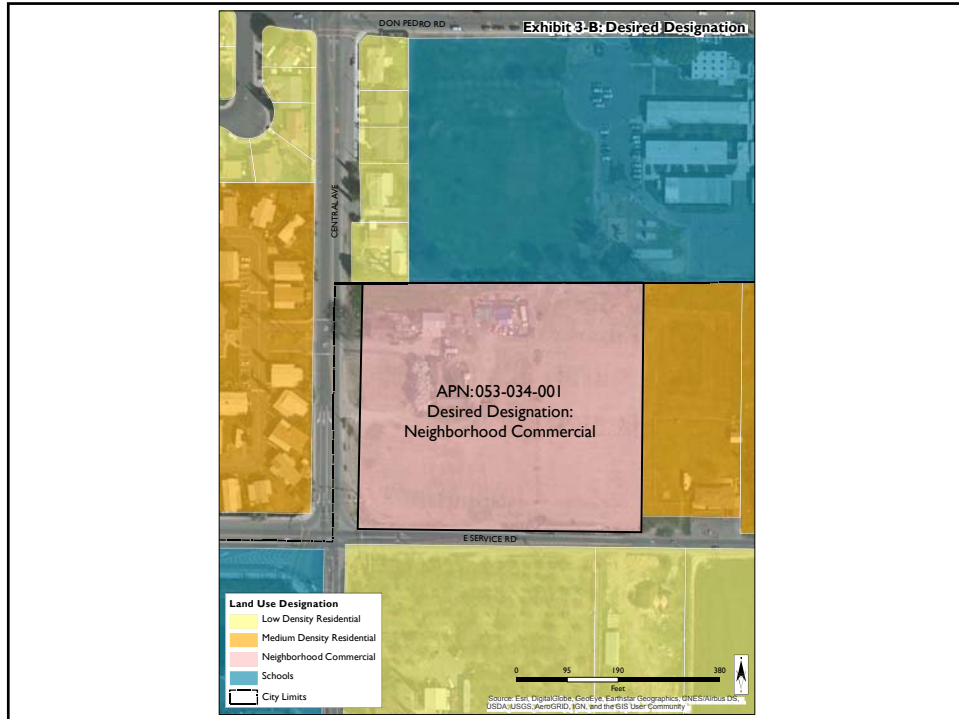
Requested Land Use Changes

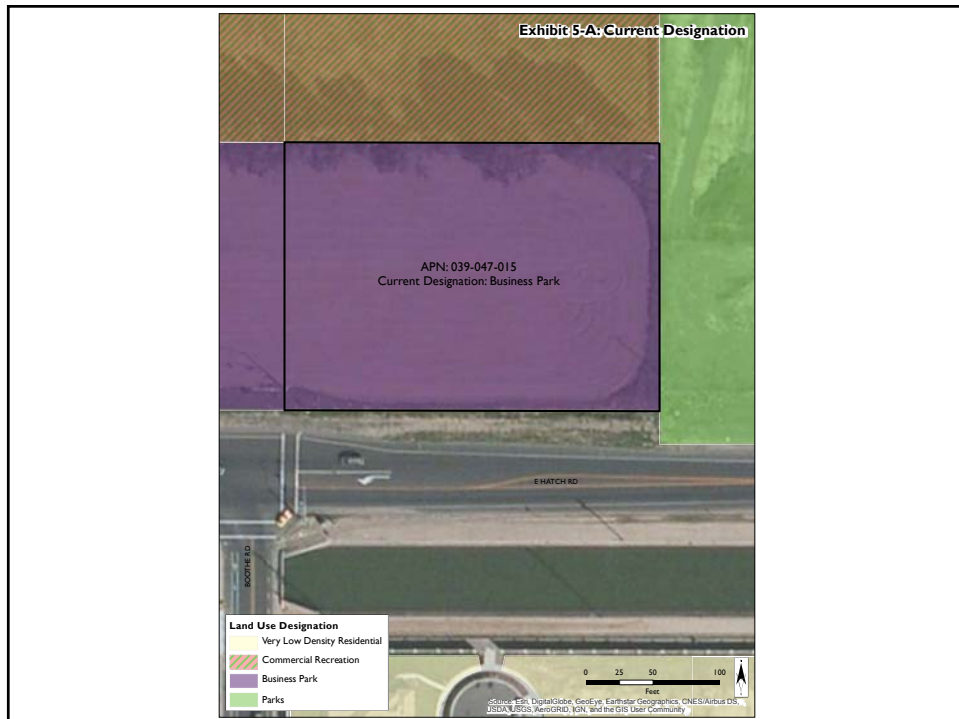
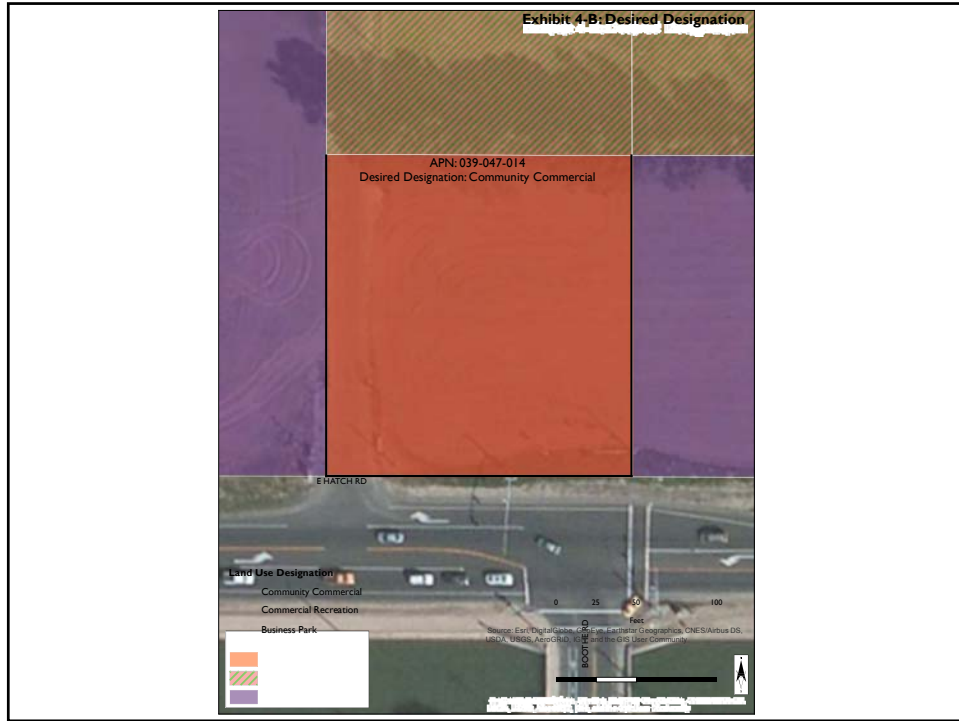
Exhibit #	Location/Address	Current Designation	Desired Designation
1-A, 1-B	3351 East Hatch Road	Business Park	Community Commercial
2-A, 2-B	Northeast end of Turner Road	Agriculture	Regional Commercial
3A, 3-B	3924 Central Avenue	Medium Density Residential	Neighborhood Commercial
4 A, 4-B 5 A, 5-B	3451 East Hatch Road (2 parcels)	Commercial Recreation	Community Commercial
6-A, 6-B	East Redwood Road, Rohde Road, and Esmar Road	Change to SOI	

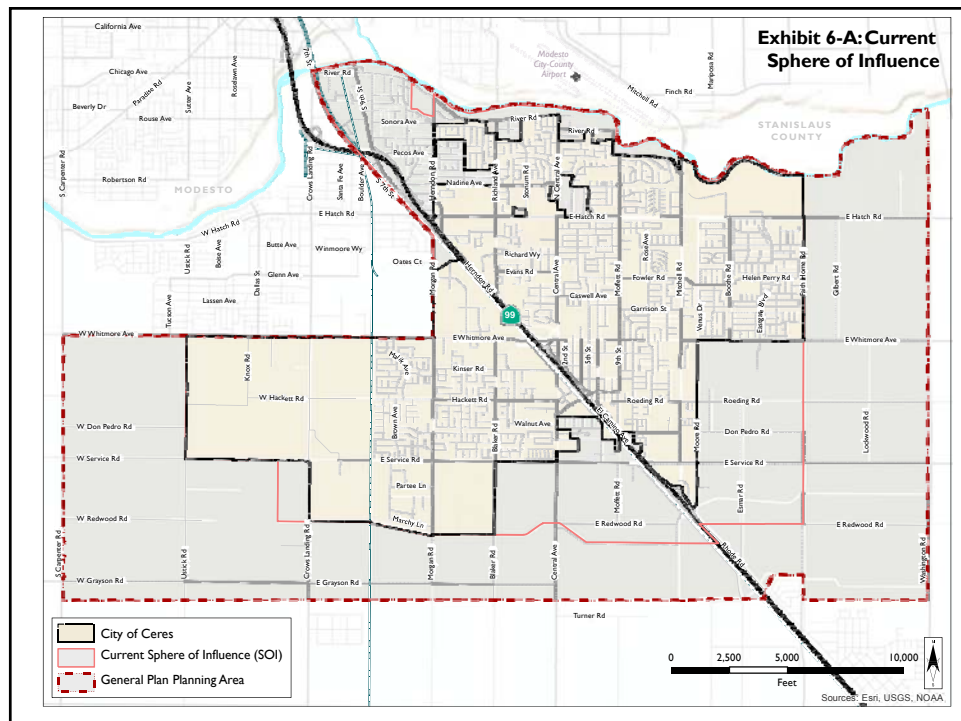
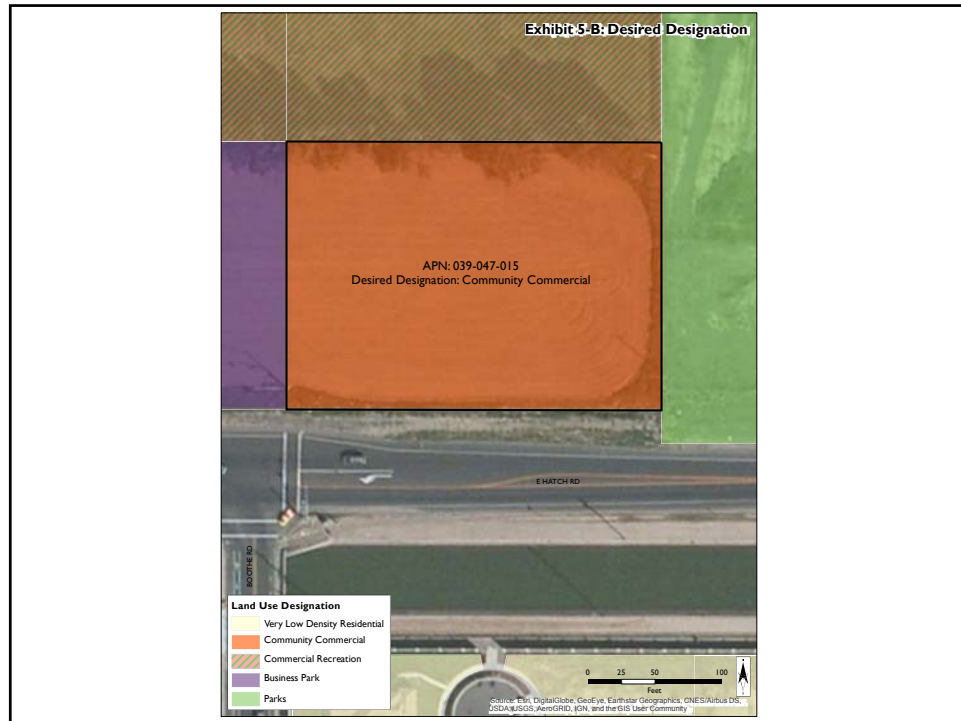


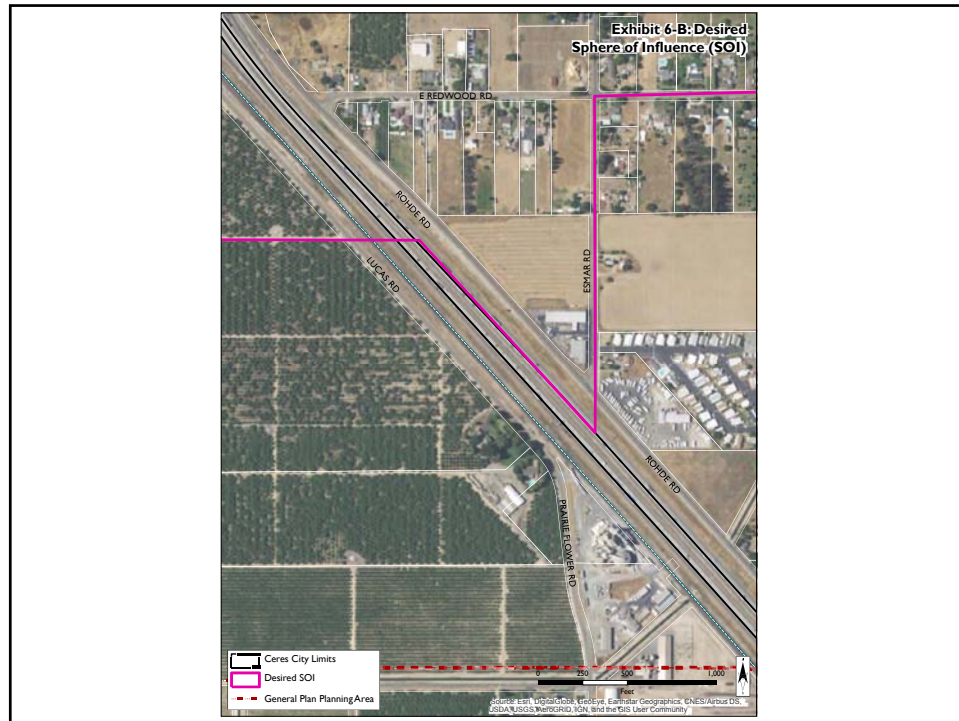












Proposed Land Use Changes

- Public Comment
- Planning Commission/City Council Discussion and Action

THANK YOU

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