



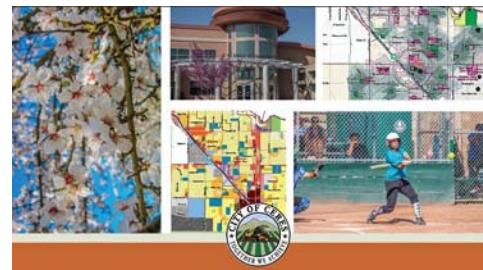
Ceres General Plan Update



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



CERES GENERAL PLAN 2035
PUBLIC REVIEW DRAFT | OCTOBER 2017

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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



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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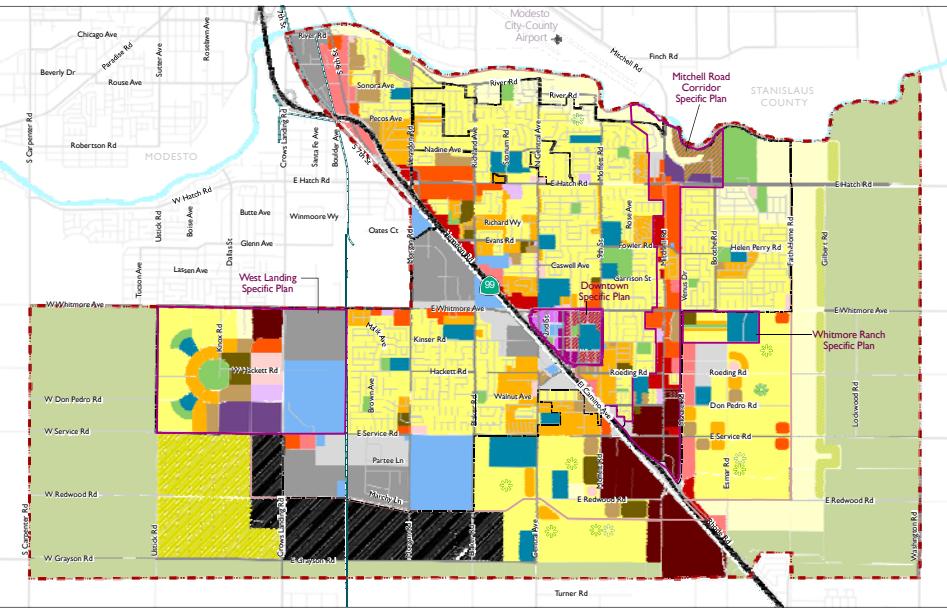
2. Land Use and Community Design Element

- 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

2. Land Use and Community Design Element

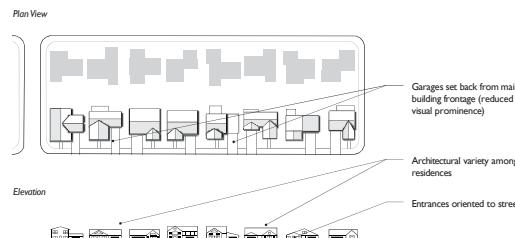
- General Plan Land Use Designations, Density Standards, and Estimated Buildout Goals
 - Support neighborly and family-friendly character
 - Promote development of commercial uses
 - Promote development of industrial uses
 - Ensure new growth areas contribute to Ceres' identity and promote community 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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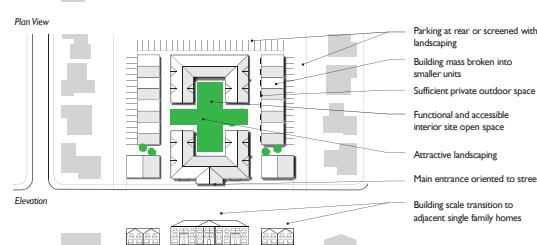


2. Land Use and Community Design Element

SINGLE FAMILY RESIDENTIAL

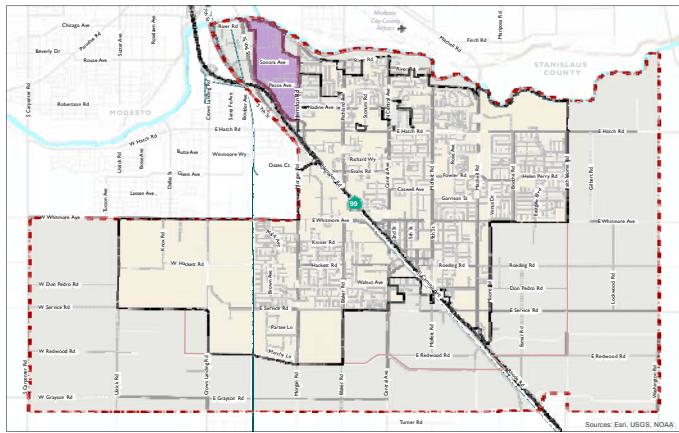


MULTI-FAMILY RESIDENTIAL



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

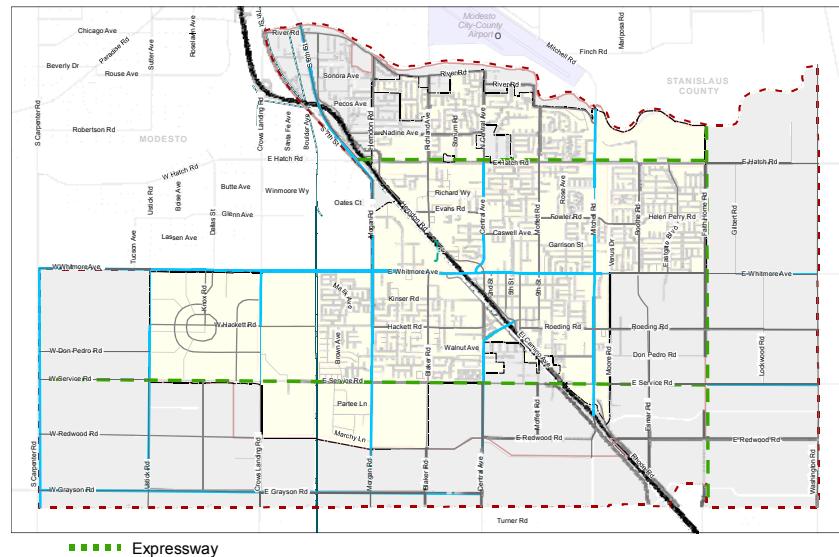


3. Transportation and Circulation Element

- 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)



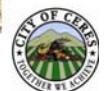
3. Transportation and Circulation Element



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

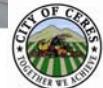
- Public Services Goals
 - Ensure safe and reliable potable water supply and delivery
 - Ensure adequate wastewater collection and treatment
 - Collect stormwater in a manner that reduces burden on existing facilities
 - Ensure safe and efficient waste disposal
 - Promote adequate levels of service from 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](#)

[Ceres Director of Community Development](#)

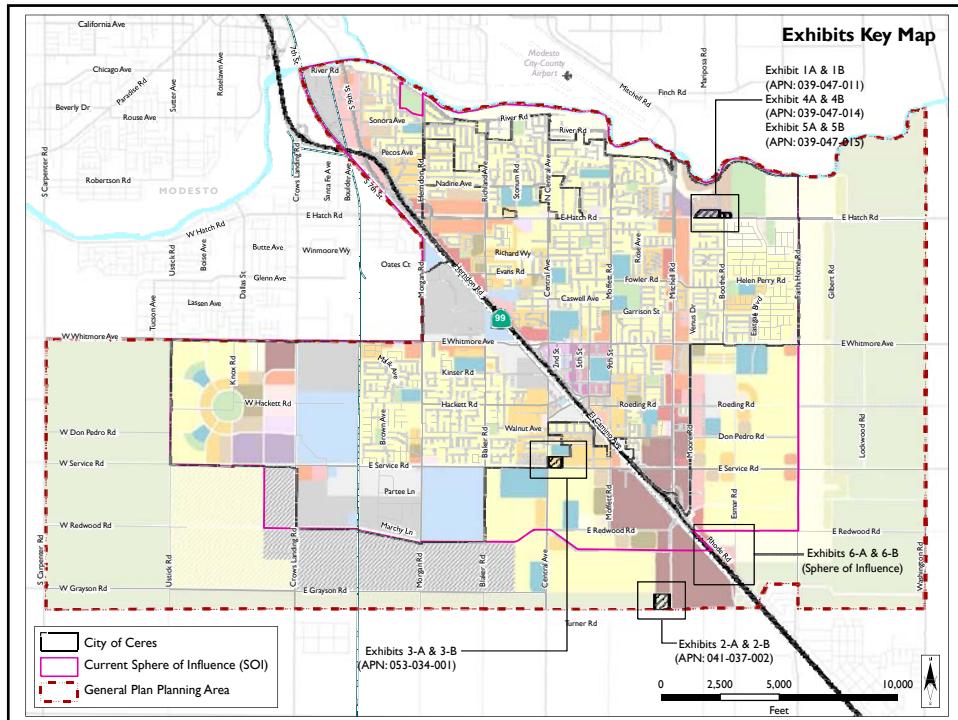
<Tom.Westbrook@ci.ceres.ca.us>

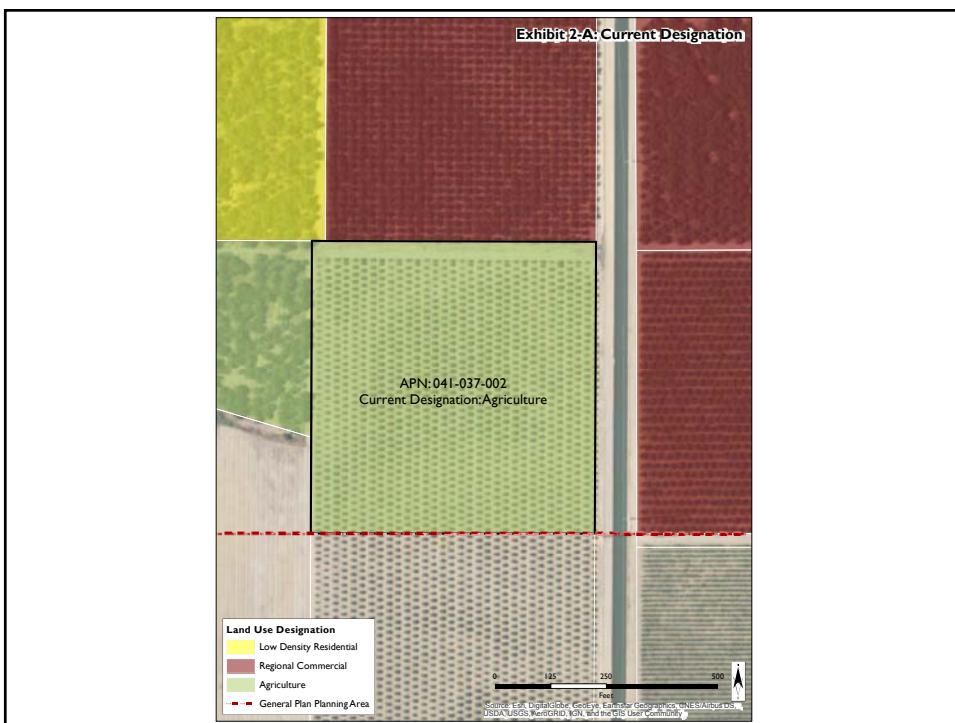
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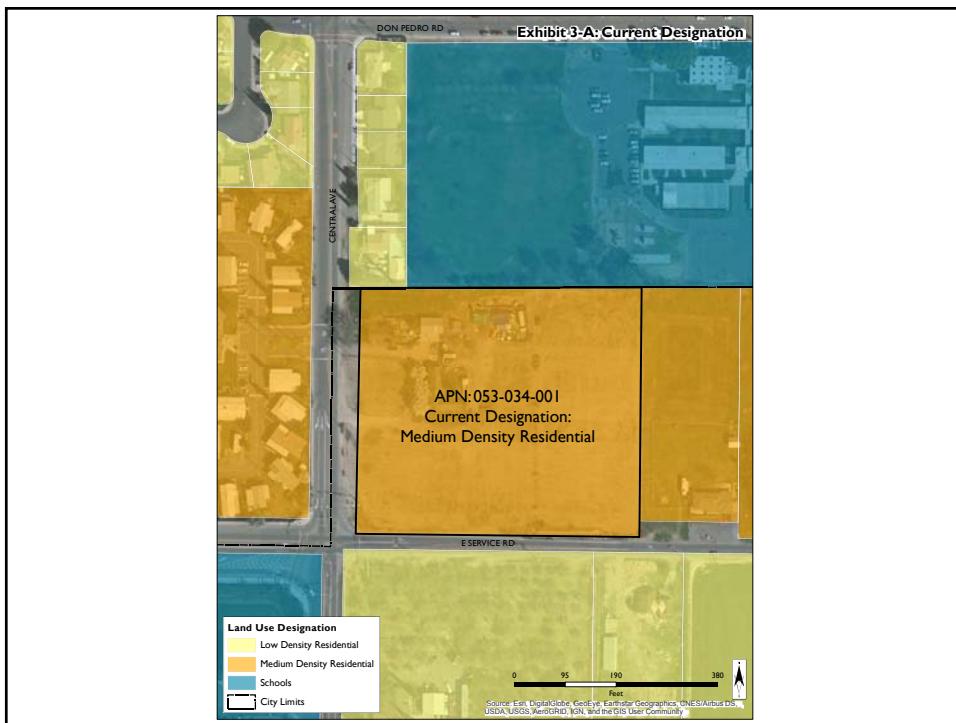


Requested Land Use Changes

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	

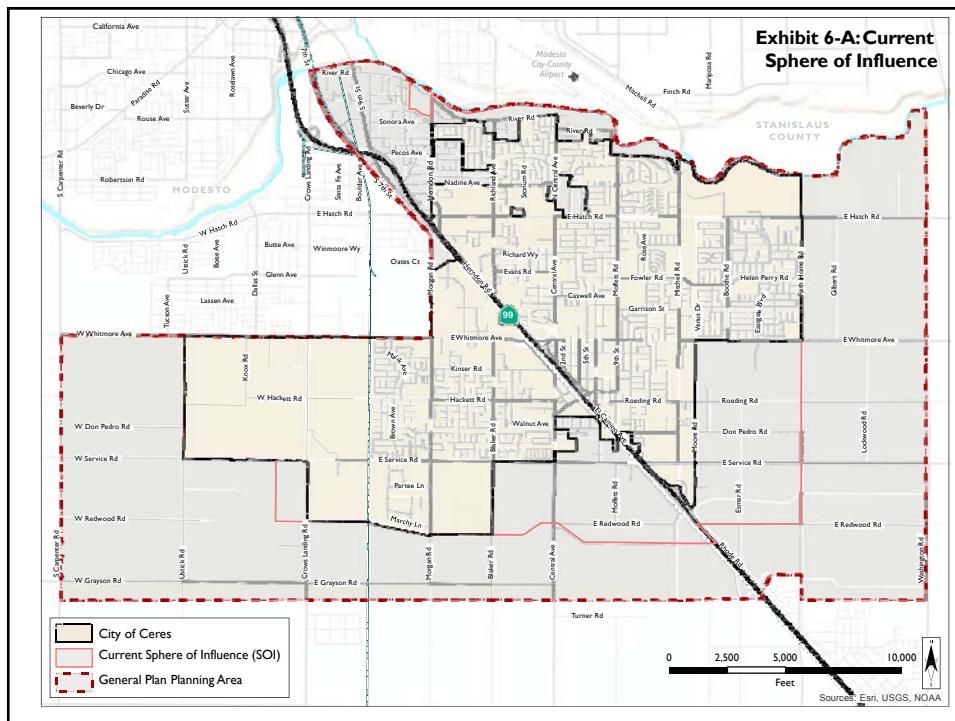


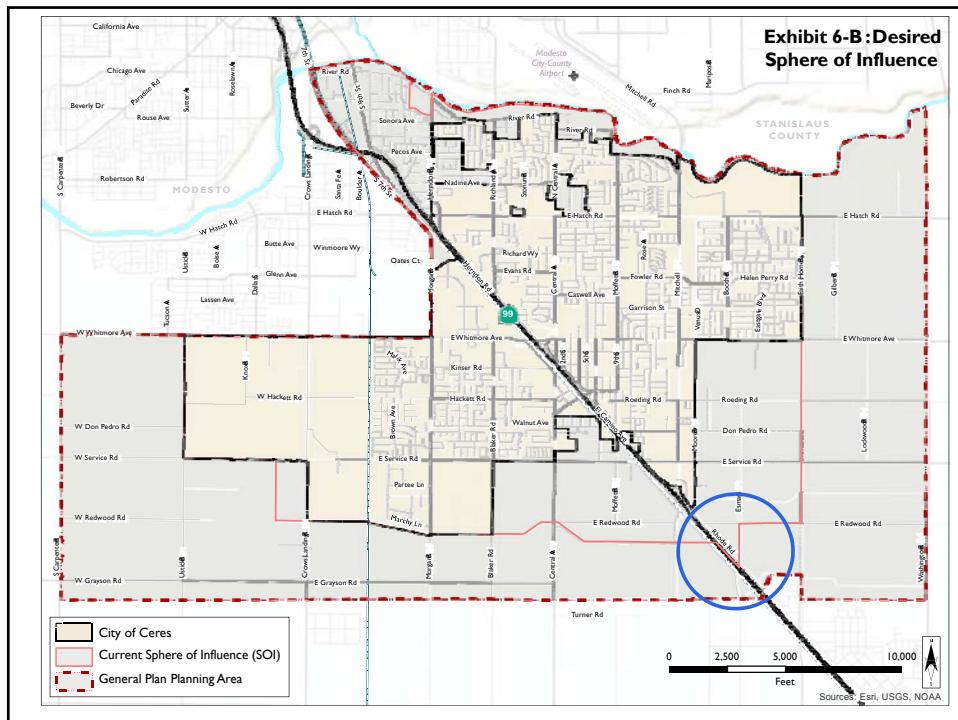


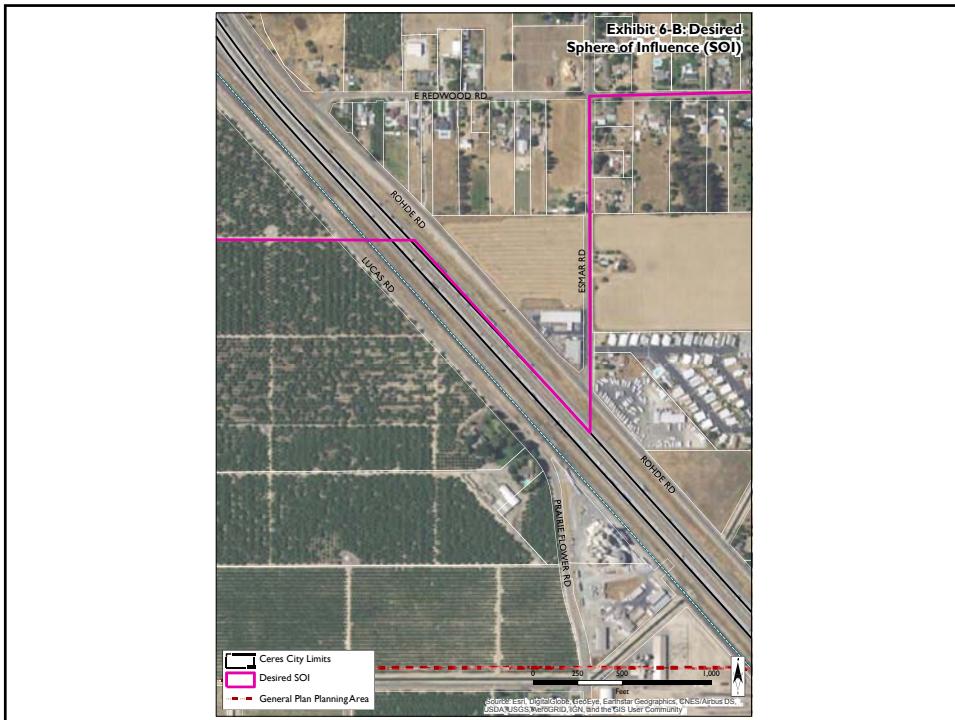












Proposed Land Use Changes

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

THANK YOU

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