



Ceres General Plan Update



Land Use Alternatives
Planning Commission Meeting
March 6, 2017

Meeting Agenda

1. Update on General Plan Process
2. Goal of Meeting
3. Three Alternative Land Use Diagrams
 1. Introduction
 2. Summary of Each Alternative
 3. Comparison of Alternatives
4. Feedback from Community Workshops
5. Discussion



General Plan Vision Statement

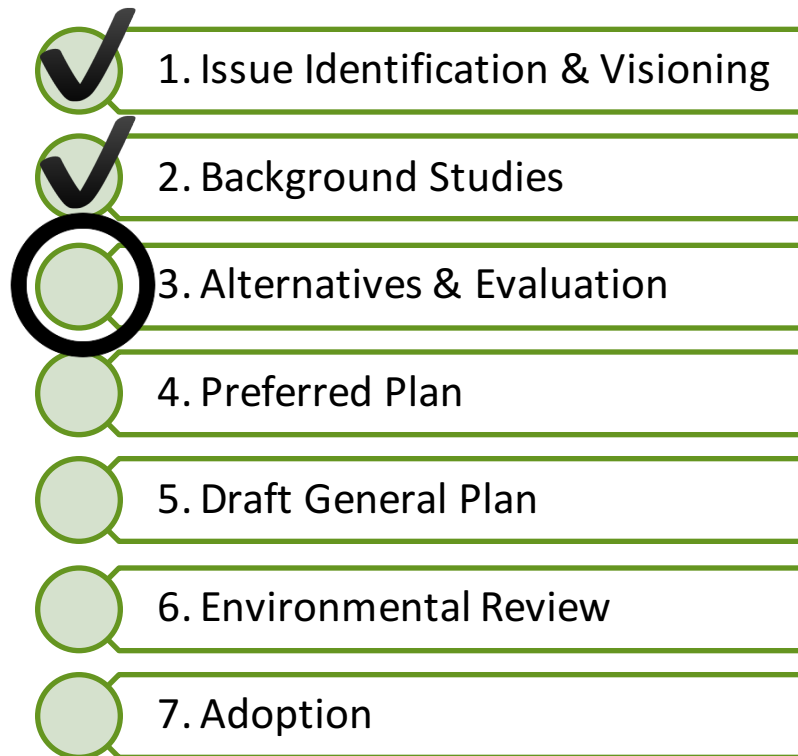
In 2035, Ceres has:

- *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.



Project Timeline & Work Completed



■ Issue Identification & Visioning

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

■ Background Studies

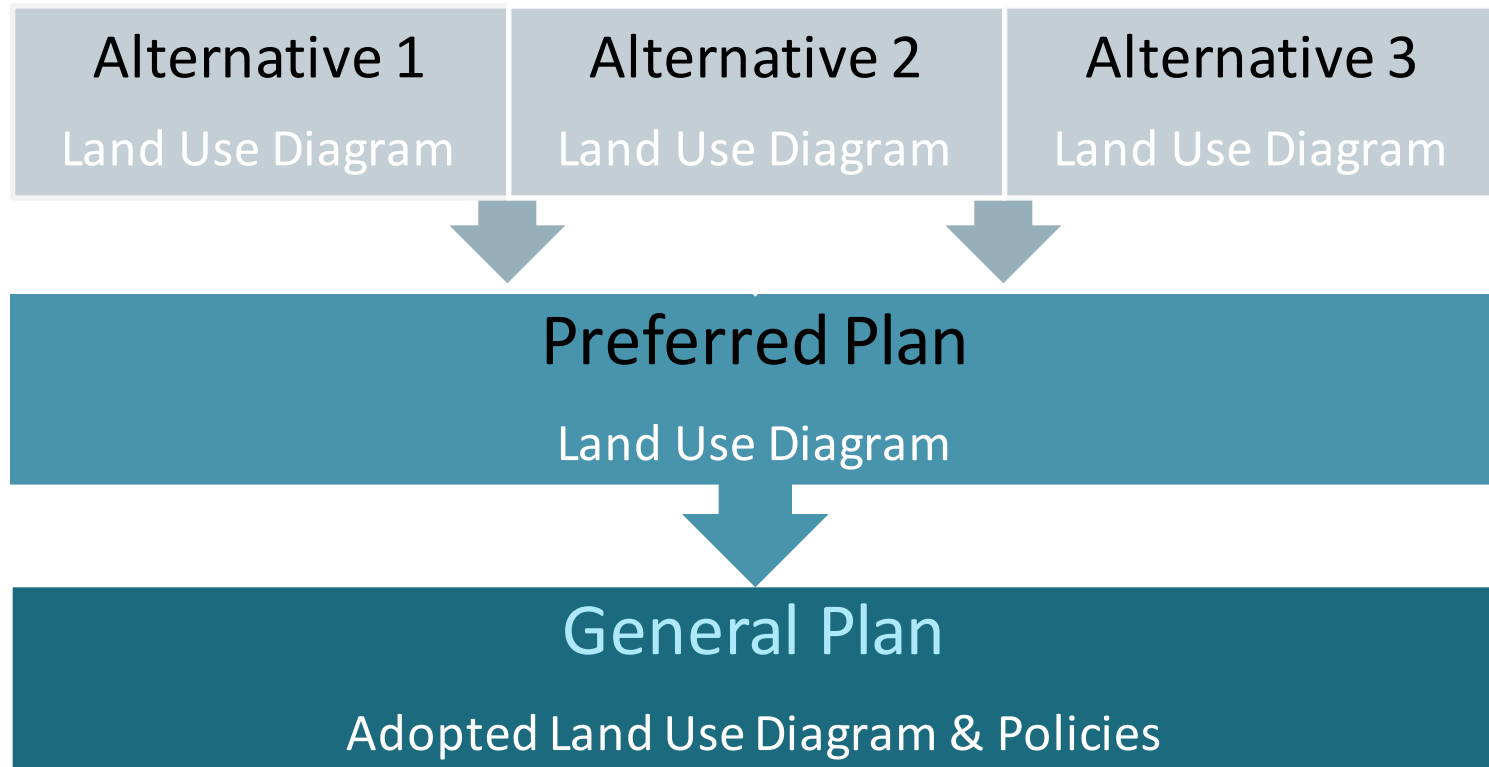
- Existing Conditions Report
- Demographic, Economic, & Fiscal Conditions Report
- Newsletter #2

■ Alternatives & Evaluation

- Drafted Alternatives
- Analyzed Potential Growth and Fiscal, Transportation, and Utilities Impacts
- 2 Community Workshops

Purpose of Alternatives

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

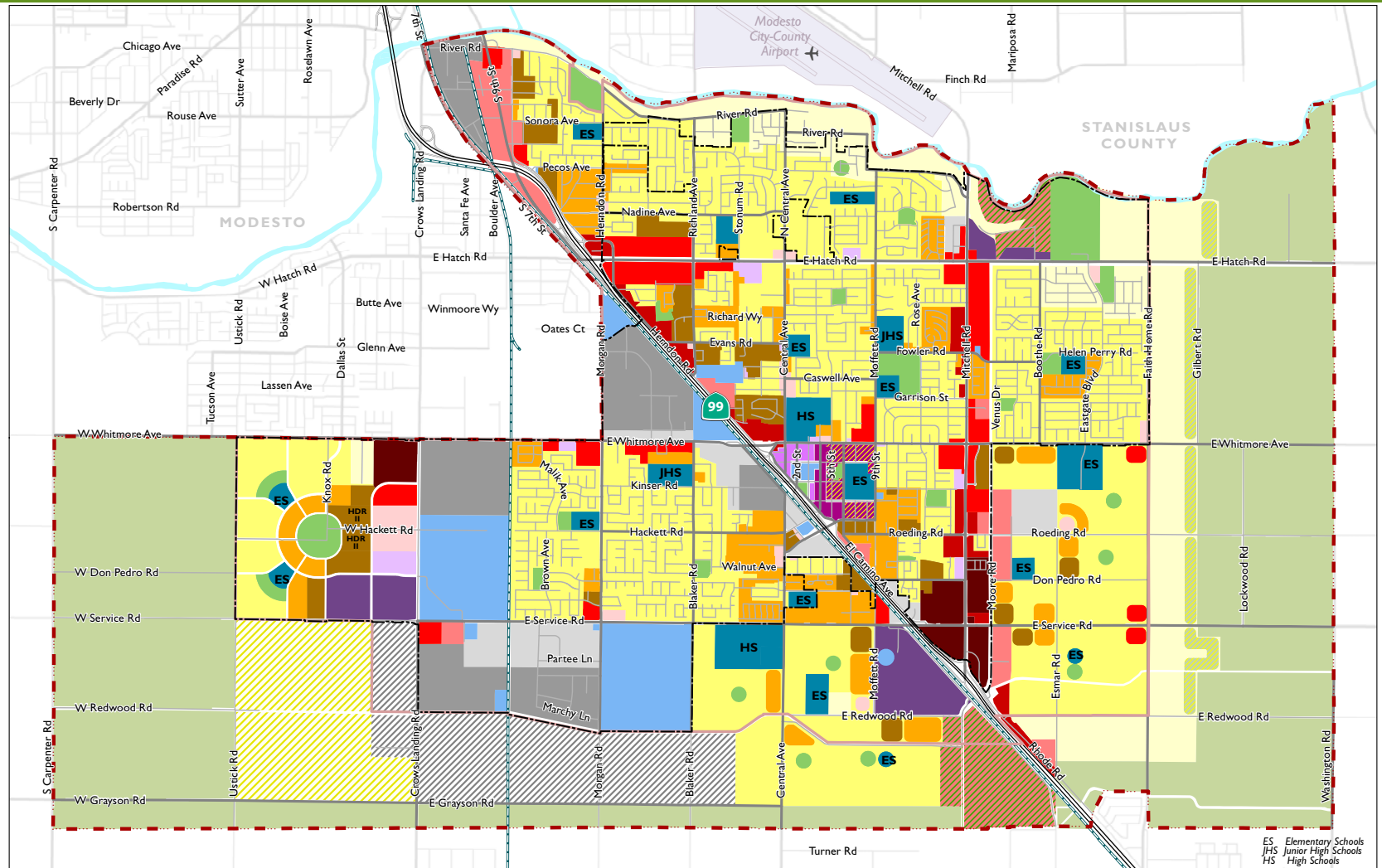


Goal of Meeting

- Review Alternative Land Use Plans
 - Potential growth
 - Fiscal, transportation, utilities impacts
 - Solicit Additional community feedback
- Recommend to the City Council a Preferred Land Use Alternative

Introduction to Alternative Land Use Diagrams

Current General Plan Land Use Diagram



- | | | |
|------------------------------------|---------------------------|--------------------------|
| VLDR, Very Low Density Residential | SC, Service Commercial | DO, Downtown Office |
| LDR, Low Density Residential | CC, Community Commercial | DMU, Downtown Mixed Use |
| MDR, Medium Density Residential | HC, Highway Commercial | BP, Business Park |
| HDR, High Density Residential | RC, Regional Commercial | LI, Light Industrial |
| DR, Downtown Residential | CR, Commercial Recreation | GI, General Industrial |
| NC, Neighborhood Commercial | O, Office | CF, Community Facilities |

- | |
|-----------------------------|
| P, Parks |
| Schools |
| A, Agriculture |
| RA, Residential Agriculture |
| RR, Residential Reserve |
| IR, Industrial Reserve |

- City of Ceres
- Sphere of Influence
- Planning Area

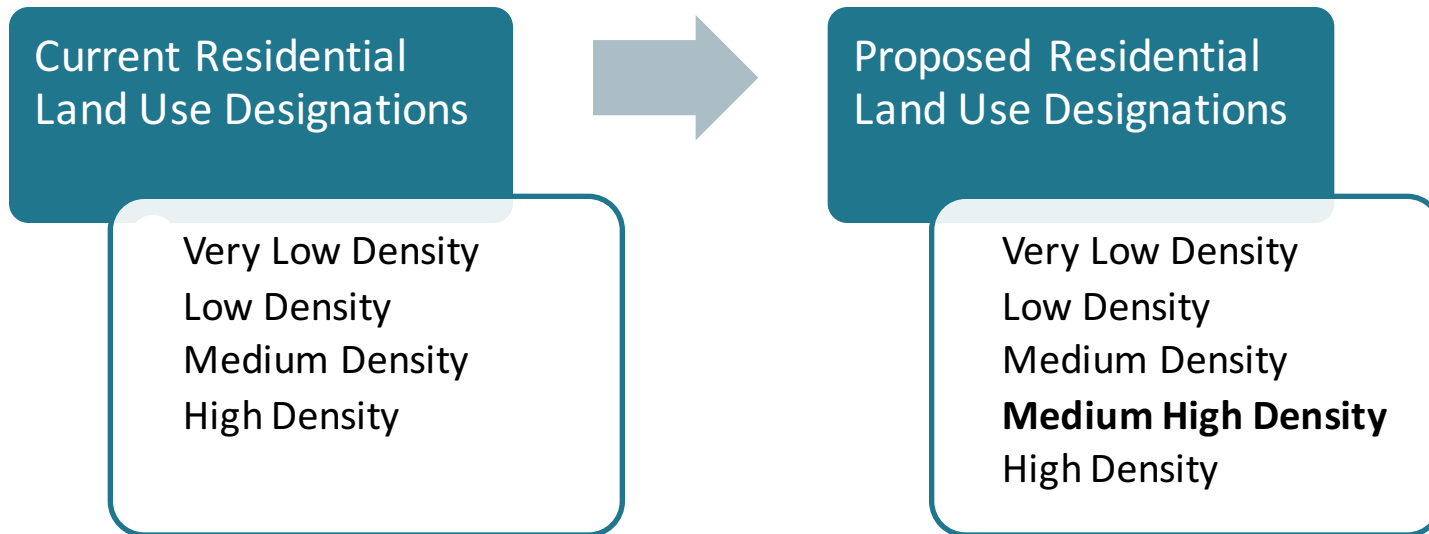
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Data Source: City of Ceres, 2016; Stanislaus County Geographic Information Systems, 2015; ESRI, 2015; Dyett & Bhatia, 2016.

GENERAL PLAN UPDATE
City of Ceres

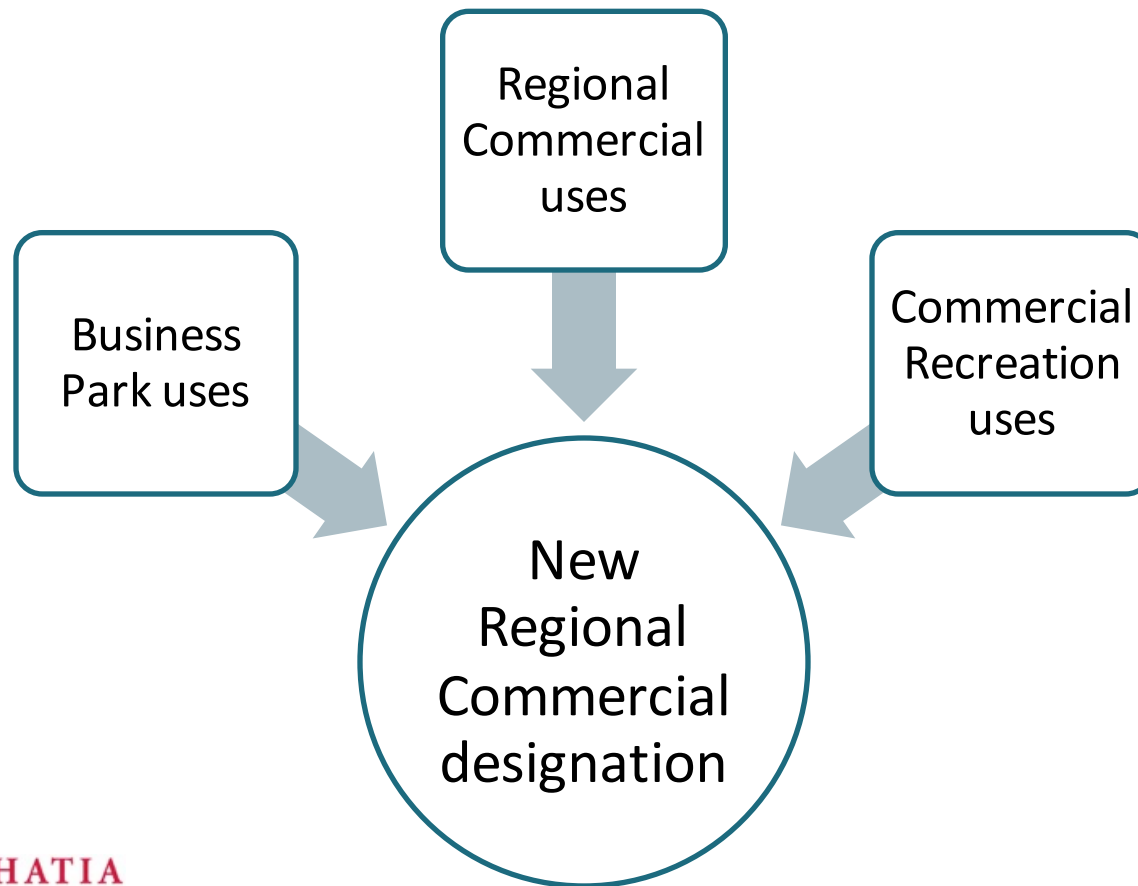
Proposed Changes Common to all Three Alternatives

- New and Redefined Residential Land Use Designations



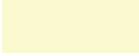




Proposed Changes Common to all Three Alternatives

- Consolidation of Land Use Designations near Planned Service Road Interchange



Land Use Designations

Residential

	Very Low Density Residential
	Low Density Residential
	Medium Density Residential
	Medium High Density Residential
	High Density Residential
	Downtown Residential



Commercial

	Neighborhood Commercial
	Service Commercial
	Community Commercial
	Highway Commercial
	Regional Commercial
	Commercial Recreation







Office & Mixed Use







	Office
	Downtown Office
	Downtown Mixed Use
	Business Park

Industrial

	Light Industrial
	General Industrial

Other

	Community Facilities
	Parks
	Agriculture
	Residential Agriculture
	Residential Reserve
	Industrial Reserve

	Schools
	Potential Parks
	Potential School
	Specific Plan Boundary
	City of Ceres
	Ceres Sphere of Influence

Summary of Land Use Alternatives 1, 2, and 3

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

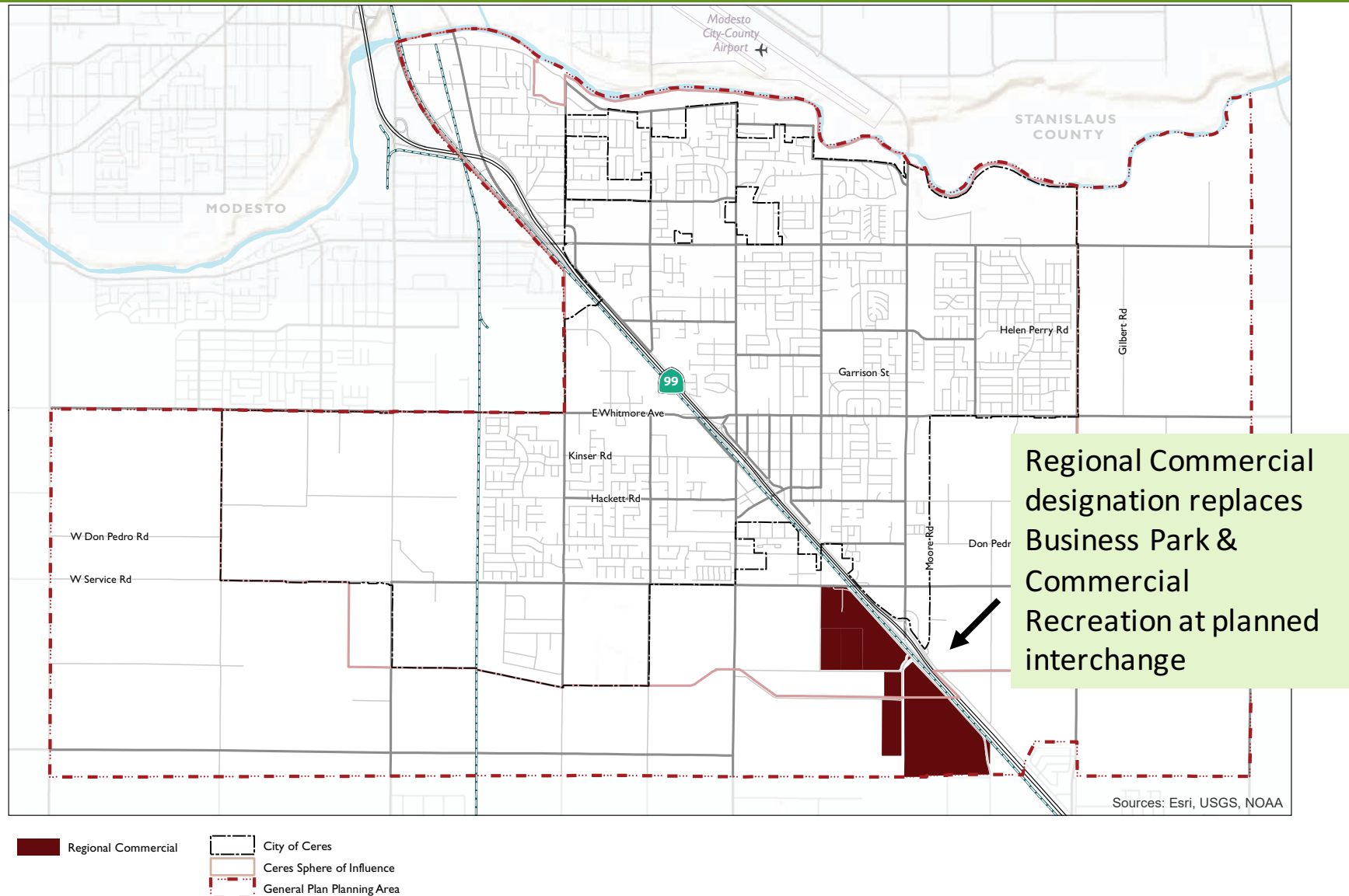
Summary of Alternative 2

- “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

Summary of Alternative 3

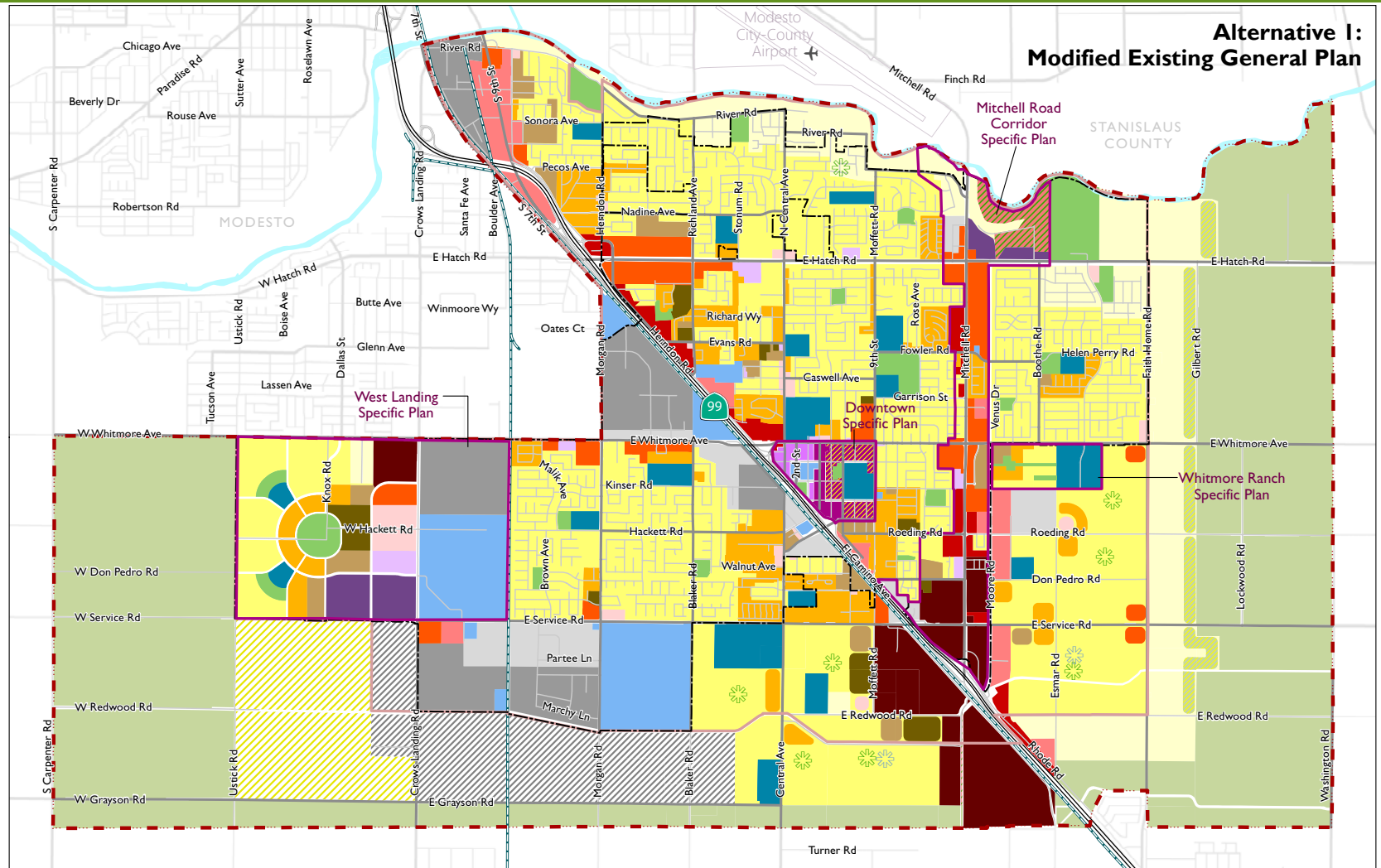
- “Eastern Industrial Corridor”
 - Leverages the planned Service Road interchange with new Regional Commercial land use designation
 - Provides industrial development opportunities with a range of parcel sizes along eastern side of Faith Home Road, to leverage the Beard Industrial Park and potential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

Alternative 1: Modified Existing General Plan Change Areas



Alternative 1: Modified Existing General Plan

Land Use Diagram



- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- Medium High Density Residential
- High Density Residential
- Downtown Residential

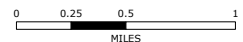
- Neighborhood Commercial
- Service Commercial
- Community Commercial
- Highway Commercial
- Regional Commercial
- Commercial Recreation

- Office
- Downtown Office
- Downtown Mixed Use
- Business Park
- Light Industrial
- General Industrial

- Community Facilities
- Parks
- Agriculture
- Residential Agriculture
- Residential Reserve
- Industrial Reserve

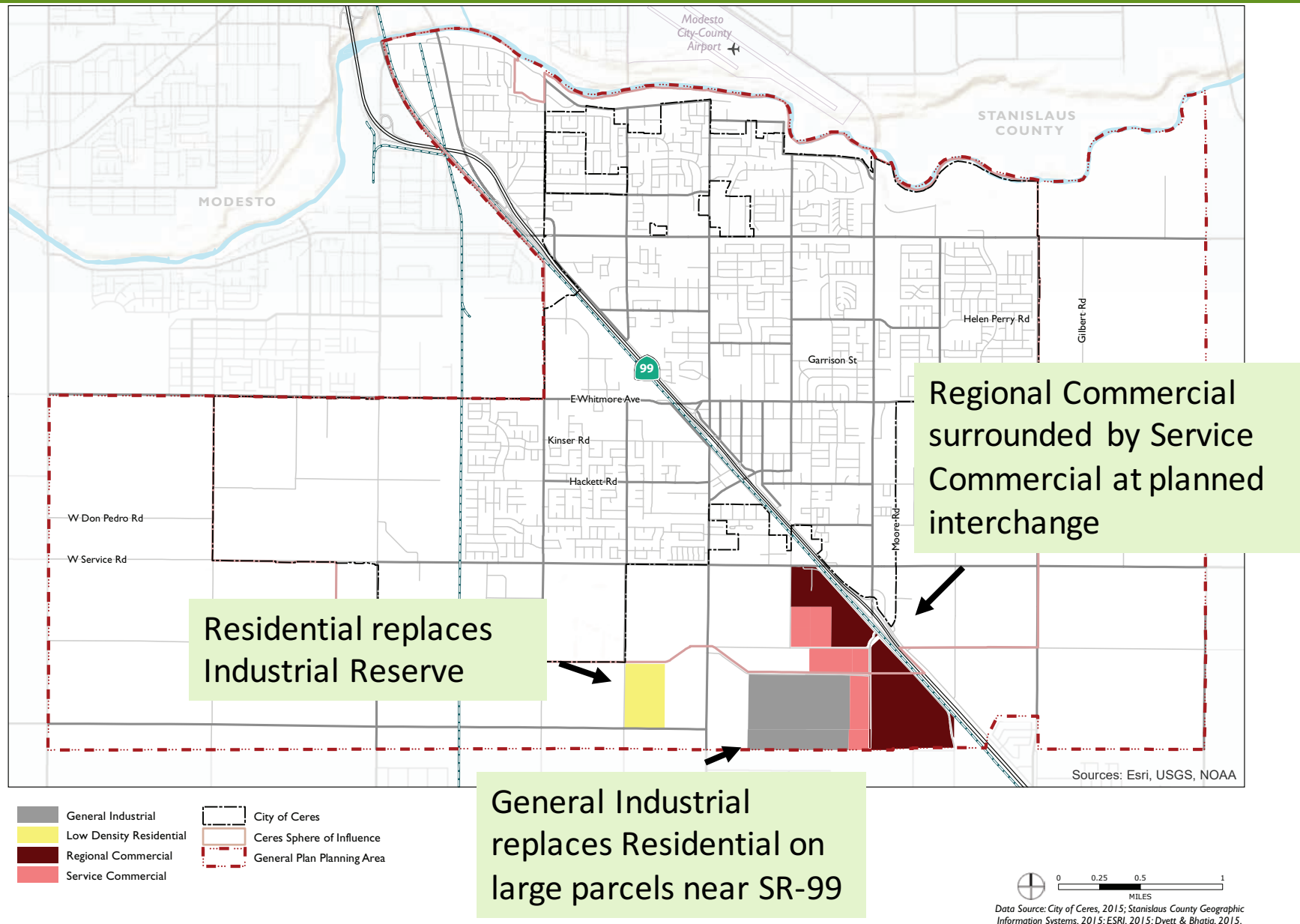
- Schools
- Potential Parks
- Potential School
- Specific Plan Boundary
- City of Ceres

- Ceres Sphere of Influence
- General Plan Planning Area



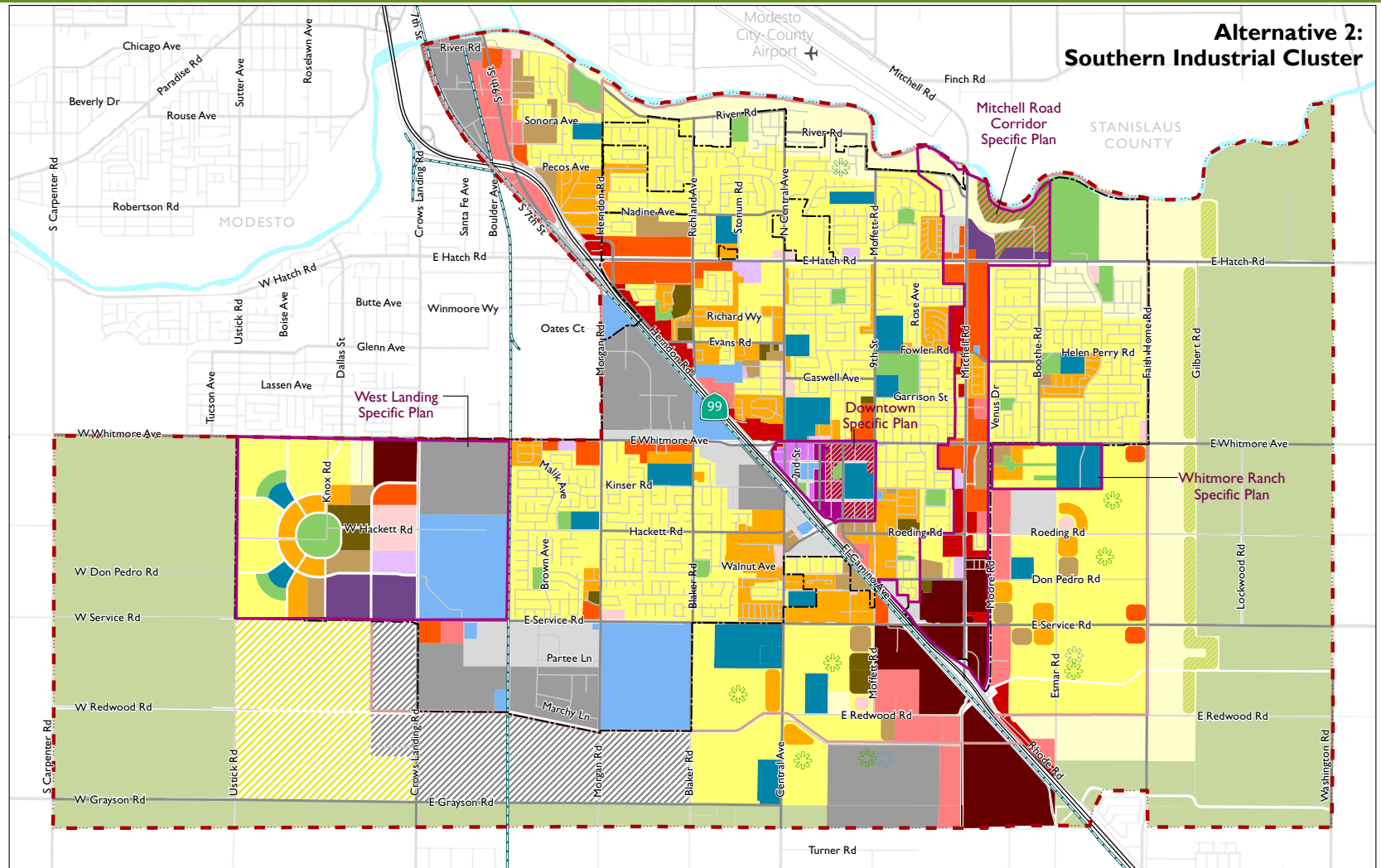
Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, 2015; ESRI, 2015; Dyett & Bhatia, 2015.

Alternative 2: Southern Industrial Cluster Change Areas



Alternative 2: Southern Industrial Cluster

Land Use Diagram



- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- Medium High Density Residential
- High Density Residential
- Downtown Residential

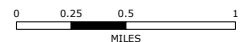
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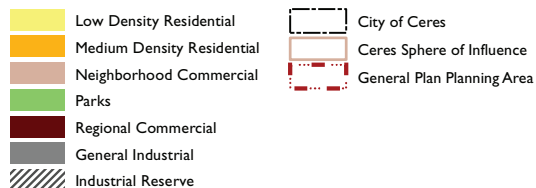
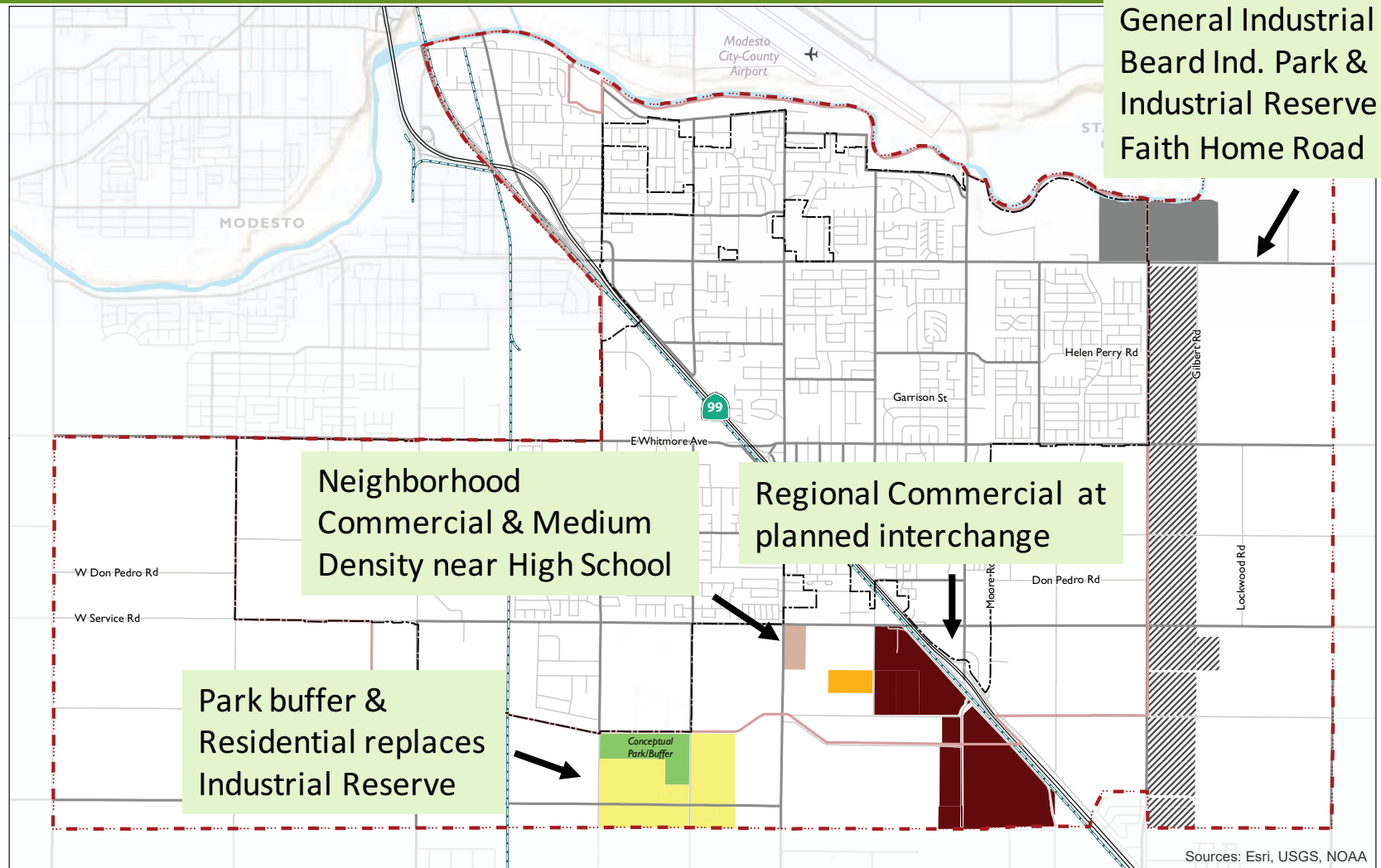
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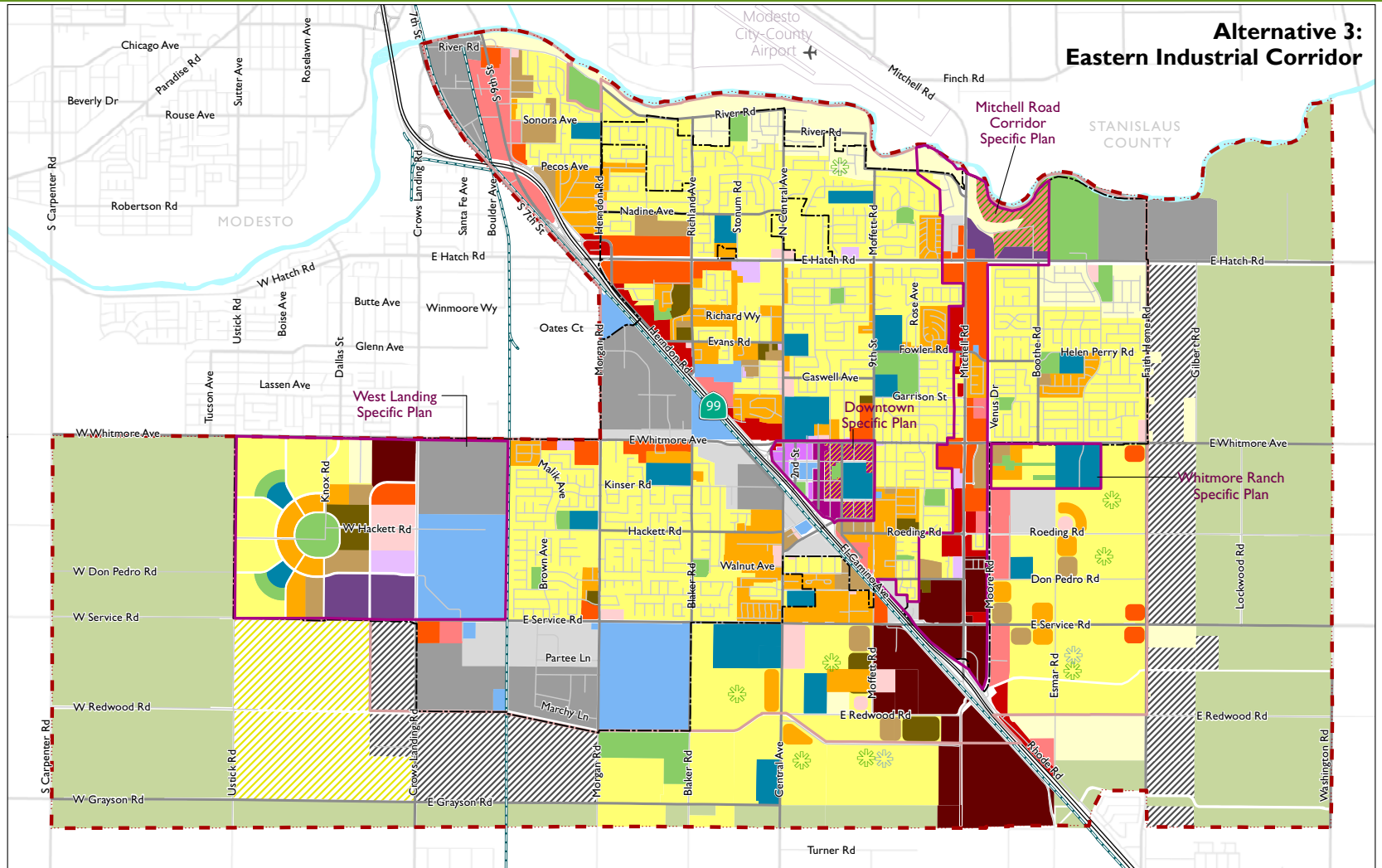
Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, 2015; ESRI, 2015; Dyett & Bhatia, 2015.

Alternative 3: Eastern Industrial Corridor Change Areas



Alternative 3: Eastern Industrial Corridor

Land Use Diagram



Comparison of Alternatives

Alternatives Comparison – Development Capacity

	Alt 1 (2035)	Alt 2 (2035)	Alt 3 (2035)
New Housing Units	6,700	6,400	6,500
New Non-Residential Development (sq ft)	12,227,000	14,717,000	14,903,000
Office (sq ft)	833,000	833,000	833,000
Commercial (sq ft)	7,070,000	7,630,000	7,091,000
Industrial (sq ft)	4,324,000	6,254,000	6,979,000
New Parks (acres)	73	73	129

Alternatives Comparison – Population, Jobs Capacity

	Alt 1 (2035)	Alt 2 (2035)	Alt 3 (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

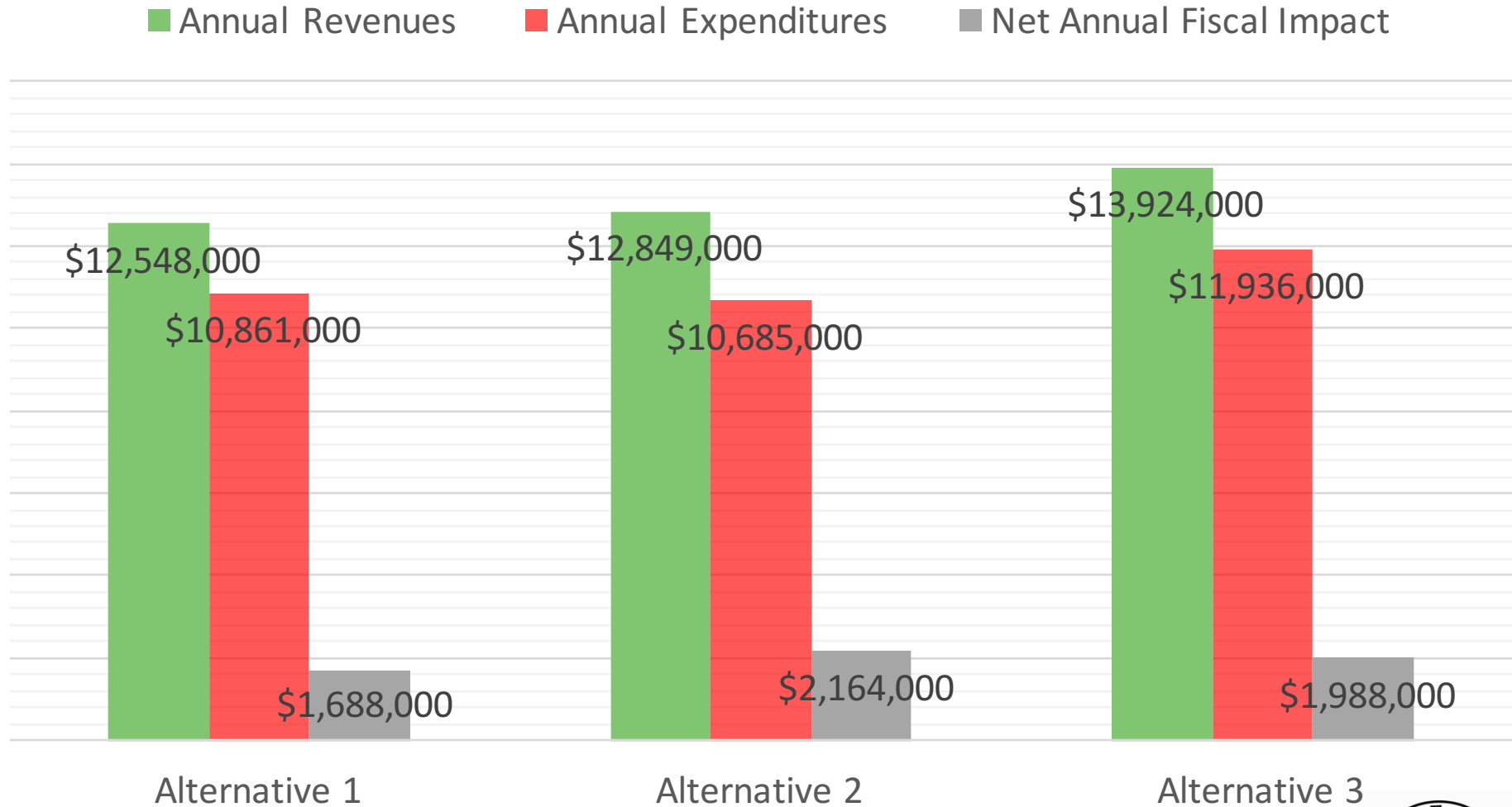
Fiscal Impacts

- 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.

Fiscal Impacts



Farmland Impacts

	Alt 1	Alt 2	Alt 3
Acres of Agriculture Re-Designated for Urban Uses	-	59	106

- Acres shown above result from changes along the southern edge of the Planning Area (not the area east of Faith Home Rd)
- In addition to these potential direct impacts, there may be additional indirect impacts from new incompatible uses adjacent to existing agriculture

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
- Analyzed Alt 1 with & without Faith Home Expressway improvements
- 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)

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



Summary of Utility Infrastructure Impacts

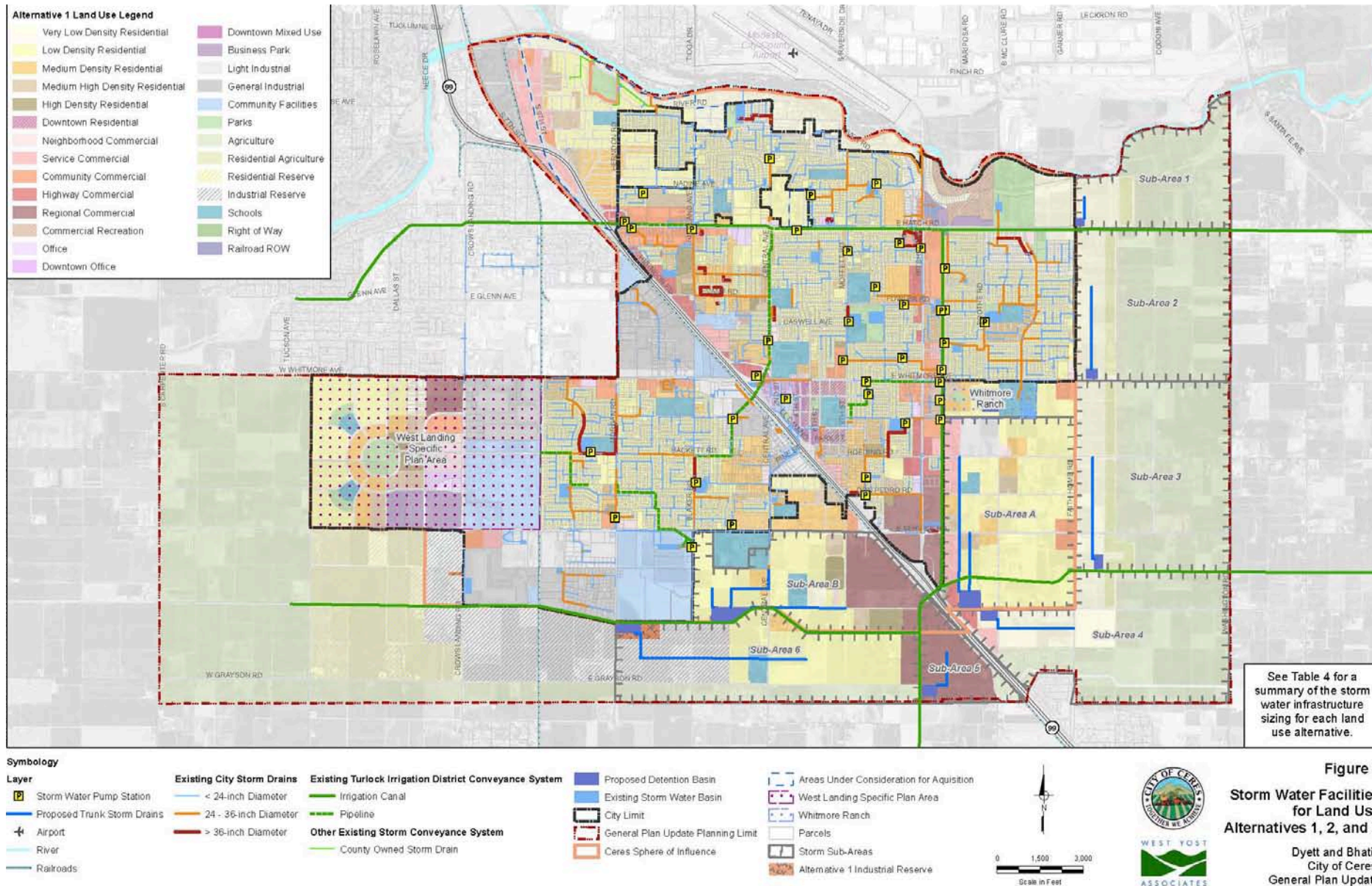
	Alt 1 (2035)	Alt 2 (2035)	Alt 3 (2035)
Stormwater Infrastructure Capital Cost (million)	\$38.6	\$45.4	\$37.2
Water Infrastructure Capital Cost (million)	\$111.0	\$112.1	\$114.2
Wastewater Infrastructure Capital Cost (million)	Similar to estimated costs of City's 2013 Sewer System Master Plan: \$84.3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

Stormwater Infrastructure

	Alt 1 (2035)	Alt 2 (2035)	Alt 3 (2035)
Stormwater Infrastructure Capital Cost (million)	\$38.6	\$45.4	\$37.2

- Costs within the existing SOI are similar for all Alternatives
- Differences in costs due to amount and intensity of commercial and industrial uses

Existing and Proposed Stormwater Infrastructure

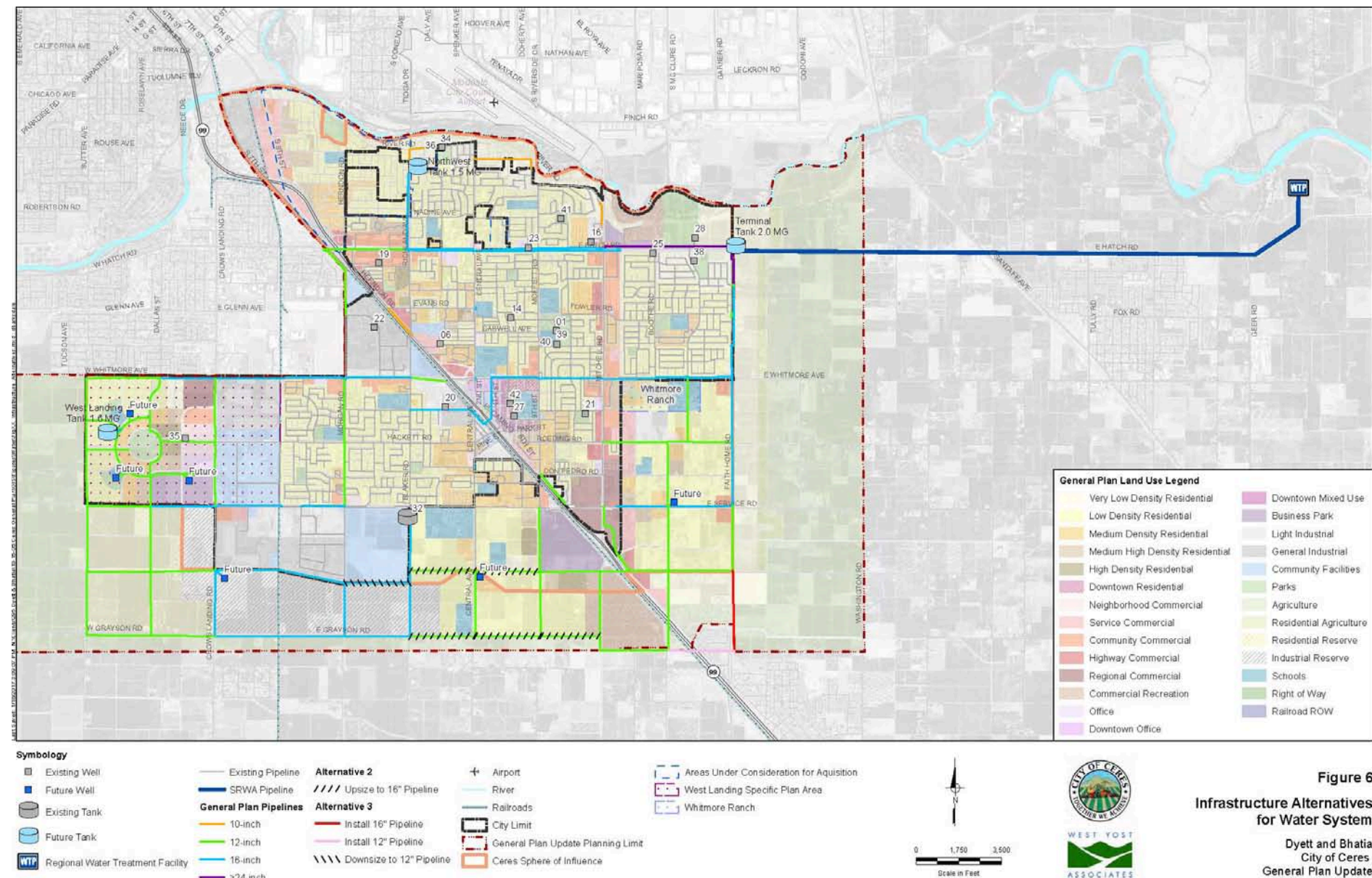


Water Infrastructure

	Alt 1 (2035)	Alt 2 (2035)	Alt 3 (2035)
Water Infrastructure Capital Cost (million)	\$111.0	\$112.1	\$114.2

- Costs are similar for all Alternatives
- Costs for Alternative 1 are slightly lower due to less industrial and commercial development
- Costs for Alternative 3 are slightly higher due to new pipelines to serve eastern Industrial Reserve area

Existing and Proposed Water Infrastructure

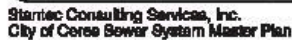


Wastewater Infrastructure

	Alt 1 (2035)	Alt 2 (2035)	Alt 3 (2035)
Wastewater Infrastructure Capital Cost (million)	Similar to costs of City's 2013 Sewer System Master Plan		

- Costs of all Alternatives are similar to the existing Master Plan's cost estimates
 - \$100,583,000 in total with \$84,263,000 in improvements remaining

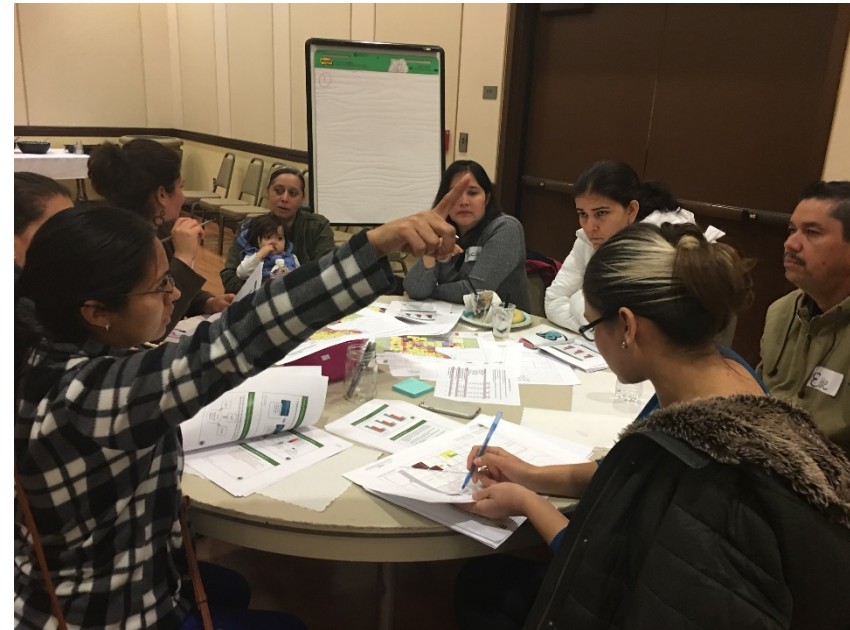
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Feedback from Community Workshops

Community Workshops

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



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

Summary of Preferences from Workshops

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



Planning Commission Discussion



Discussion

1. Answer questions about the Alternatives and the analysis
2. Discuss findings and relative impacts
3. Recommend to the City Council a Preferred Land Use Alternative

THANK YOU

