

CERES GENERAL PLAN 2035

ADOPTED MAY 14, 2018



CERES GENERAL PLAN 2035

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1

Introduction

Ceres is a family-friendly city in California's Central Valley. Its history and identity as a center for agriculture are closely related to the landscape. As the city has changed over time, its population has grown and the demographics of the city have shifted. Looking to the future, residents seek to maintain what they love about the city, including the friendliness among neighbors, as well as the agricultural and historical heritage, while cultivating new economic opportunities and revitalizing the Downtown.



What is the 2035 General Plan?

The 2035 General Plan is a dynamic policy document for the long-range development of the City of Ceres. It will guide development in the city and surrounding area for years to come. The General Plan draws its aspirations and goals from the community at large—residents, business owners, and elected officials—and translates these ideas into a set of policies and actions for present and future generations.

I.I SCOPE AND PURPOSE

GENERAL PLAN PURPOSE

The General Plan governs all City actions relating to Ceres' physical development. The Plan is mandated by and derives its authority from California Government Code Section 65300, which requires each city and county in California to adopt a general plan “for the physical development of the county or city, and any land outside its boundaries which...bears relation to its planning.” The Ceres General Plan is a document adopted by the City Council that serves several purposes:

- To outline a vision for Ceres' long-term physical and economic development and community enhancement;
- To provide strategies and specific implementing actions that will allow this vision to be accomplished;
- To establish a basis for judging whether specific development proposals and public projects are in harmony with General Plan policies and standards (such as for development density, parks, and mobility);
- To allow City departments, other public agencies, and private developers to design projects that will enhance the character of the community, preserve and enhance important environmental resources, and minimize hazards; and
- To provide the basis for establishing priorities for implementing plans and programs, such as the Zoning Ordinance, the Capital Improvements Program, facilities plans, and specific and area plans.

State law requires that a variety of City actions be consistent with the General Plan; thus, regular ongoing use and review of the General Plan is essential. Successful implementation of the General Plan requires effective communication among City staff, the community, and City decision-makers. Public safety, public health, and community values are the primary considerations when making decisions related to implementation of the General Plan.

GENERAL PLAN REQUIREMENTS

A city's general plan has been described as its constitution for development—the framework within which decisions must be made on how to grow, provide public services and facilities, and protect and enhance the environment. California's tradition of allowing local control over land use decisions means that the State's cities have considerable flexibility in preparing their general plans.

While they allow flexibility, State planning laws do establish basic requirements for the issues that general plans must address. The California Government Code establishes both the content of general plans and rules for their adoption and subsequent amendment. Together, State law and judicial decisions establish three overall guidelines for general plans. General plans should be:

- **Comprehensive.** This requirement has two aspects. First, the general plan must be geographically comprehensive. That is, it must apply throughout the entire incorporated area and it should include other areas that the city determines are relevant to its planning. Second, the general plan must address the full range of issues that affect the city's physical development.
- **Internally Consistent.** This requirement means that the general plan must fully integrate its separate parts and relate them to each other without conflict. All adopted portions of the general plan, whether required by State law or not, have equal legal weight. None may supersede another, so the general plan must resolve conflicts among the provisions of each element. "Horizontal" consistency applies as much to figures and diagrams as to the general plan text. It also applies to data and analysis as well as policies.
- **Long-Range.** Because anticipated development will affect the city and the people who live or work there for years to come, State law requires every general plan to take a long-term perspective.



As Ceres grows, new housing and recreation areas must be planned for all household types and income levels.



The General Plan preserves existing residential neighborhoods, such as Westward Ho Mobile Home Park and the Eastgate neighborhood pictured above.

GENERAL PLAN HORIZON YEAR

State law requires that general plans take a long-term perspective, and most general plans look out approximately 20 years. The horizon year does not signify an end point; rather, it provides a context for short-term decisions. Some topics considered in general plans have different time horizons. By State statute, the housing element must consider eight-year periods.

The Ceres General Plan establishes a “horizon year” of 2035, representing a reasonable time period in which to “look ahead” and plan comprehensively for the city’s next major phase of growth, change, and investment. However, as planning is a continuous and dynamic process, the General Plan should be reviewed regularly regardless of the horizon year and revised as new information becomes available and city priorities and values change, as described in Section 1.5, Administration of the General Plan.

I.2 REGIONAL LOCATION, PLANNING BOUNDARIES, AND HISTORICAL GROWTH

REGIONAL LOCATION

The City of Ceres is located just southeast of Modesto in central Stanislaus County in the San Joaquin Valley. The city is almost 100 miles southeast of San Francisco by car, 60 miles from the nearest Bay Area Rapid Transit (BART) station in Dublin, 35 miles south of Stockton, and 10 miles north of Turlock. State Route 99 (SR 99, also known as Highway 99) runs through Ceres and connects it to other communities in the region. The regional setting is depicted in Figure 1-1.

PLANNING AREA

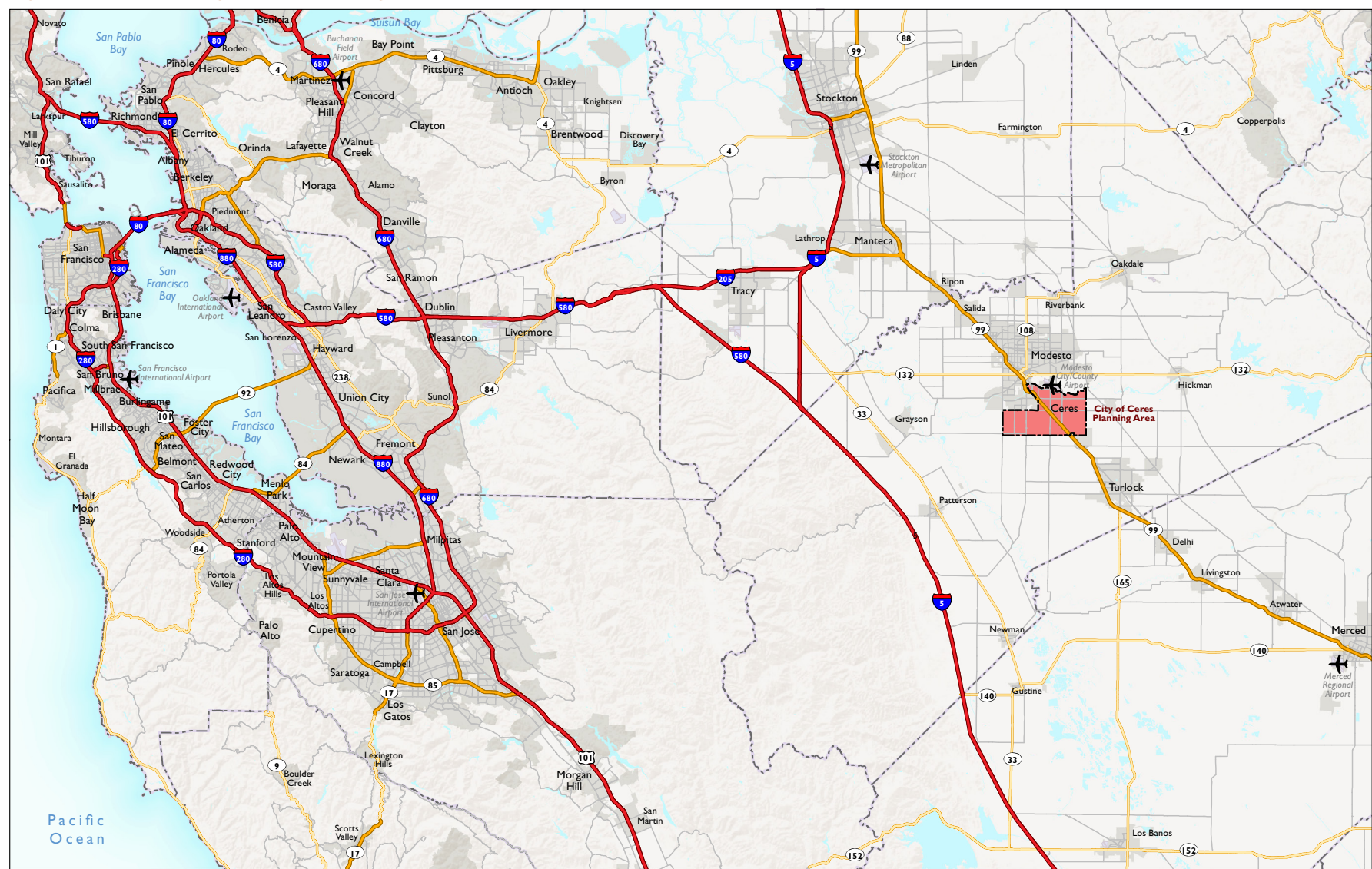
The General Plan Planning Area (Planning Area), summarized in Table 1-1 and shown in Figure 1-2, is defined as the land area addressed by the General Plan. It encompasses approximately 14,400 acres including the City of Ceres, its Sphere of Influence (SOI), adjacent unincorporated areas, and Mancini Park in the City of Modesto. The Planning Area is bounded by the Tuolumne River on the north, Washington Road on the east, Grayson Road on the south, and Carpenter Road on the west. It should be noted that the 2035 Ceres General Plan Planning Area shown in Figure 1-2 is consistent with the Planning Area adopted in the 1997 Ceres General Plan.

The city limits of Ceres encompass approximately 5,989 acres (9.3 square miles). The city includes mostly low-density residential development, in addition to commercial, office, industrial, and agricultural development, and public facilities, including parks and schools. Within the boundaries of the city limits are two Stanislaus County unincorporated islands located north of Hatch Road. Additionally, north of Service Road between Central Avenue and State Route 99, there is an unincorporated area that is not completely surrounded by city limits, but which is considered an island.



Agriculture is integral to the identity of Ceres and the whole San Joaquin Valley.

Figure 1-1: Regional Setting



- Freeway
- Major Highway
- Minor Highway
- Major/Minor Roads
- County Boundary
- Ceres Planning Area
- Urban Areas
- Water

0 5 10 20
MILES
Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, 2015; ESRI, 2015; Dyett & Bhatia, 2015.

Figure 1-2: General Plan Planning Area



Sources: Esri, USGS, NOAA

- Highway
- Local Roads
- Ramps
- Major Roads
- Railroads
- River
- City of Ceres (5,989 acres)
- Ceres Sphere of Influence
- General Plan Planning Area (14,357 acres)

0 0.25 0.5 1
MILES
Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, 2015; ESRI, 2015; Dyett & Bhatia, 2015.

The Sphere of Influence (SOI) is defined as the ultimate physical boundary and service area of the city, and it encompasses both incorporated and unincorporated territory that is envisioned to be the city's ultimate service area. The Stanislaus Local Agency Formation Commission (LAFCO) reviews and approves proposed boundary changes and annexations affecting the SOI. Although Ceres does not have jurisdiction in areas outside of its city limits, what happens in those areas bears a relation to the City's planning and must be considered in the General Plan, per California Government Code Section 65300.

Table 1-1: Planning Area Composition

<i>Boundary</i>	<i>Acres within Planning Area</i>	<i>Percent of Planning Area</i>
City of Ceres	5,989	42.0%
Unincorporated Stanislaus County (Within Ceres SOI)	2,456	17.0%
Unincorporated Stanislaus County (Outside of Ceres SOI)	5,886	41.0%
City of Modesto	25	0.2%
Total Planning Area¹	14,357	100.0%

Note:

1. Totals may not sum precisely due to rounding.

Sources: LAFCO, 2015; City of Ceres, 2015; Stanislaus County, 2015.

HISTORICAL GROWTH

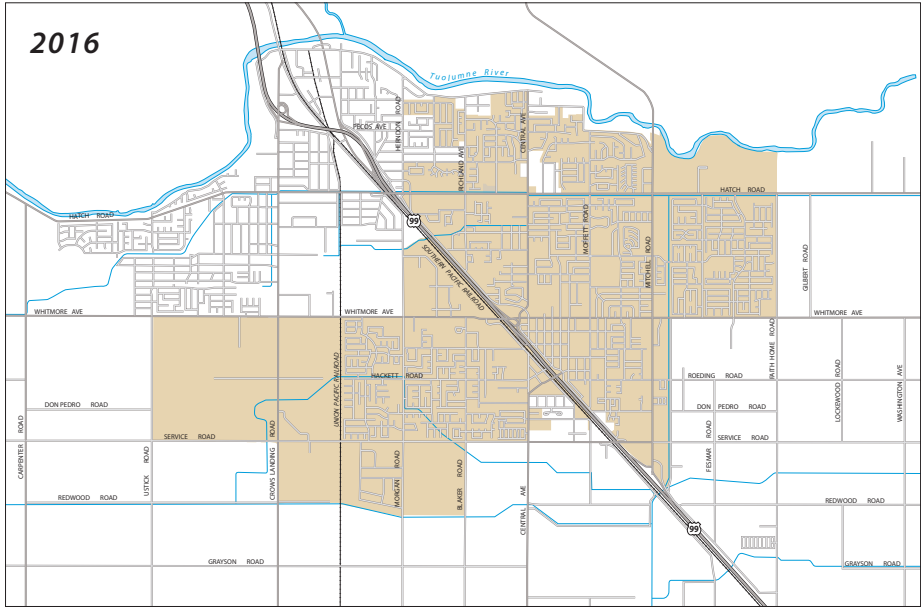
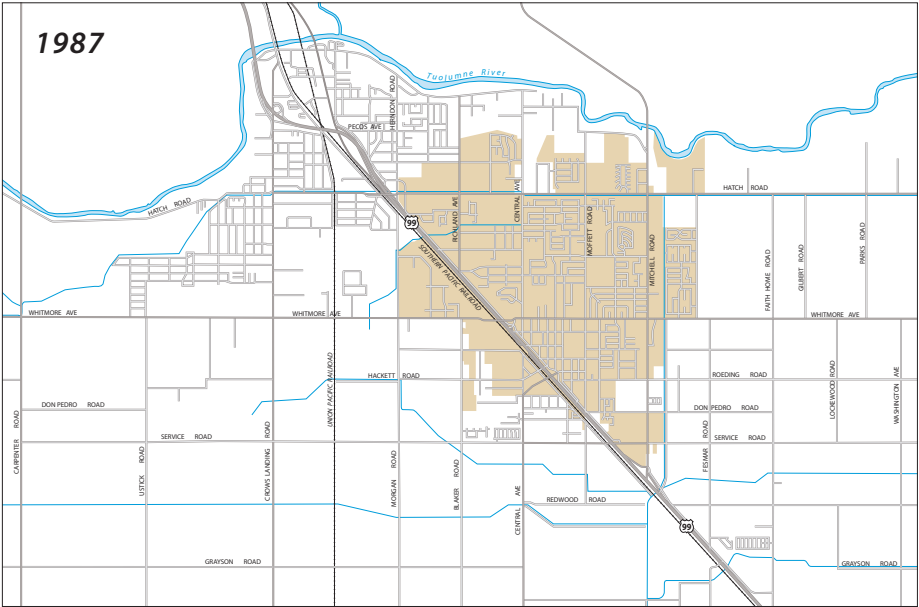
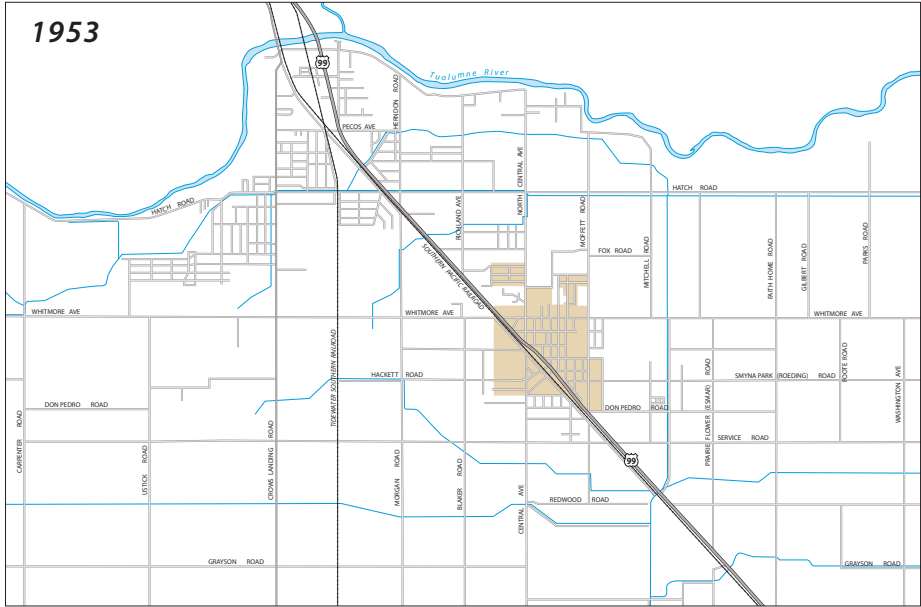
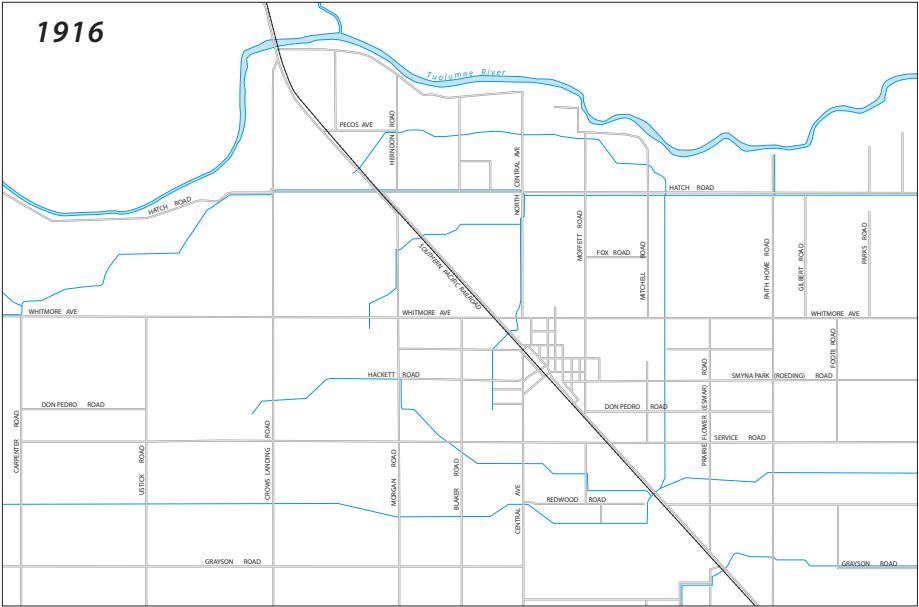
Figure 1-3 illustrates Ceres' historical growth. By the early 20th century, an area of approximately a dozen city blocks were developed adjacent to the Southern Pacific Railroad, in what is now known as Downtown Ceres. Over the next four decades until the early 1950s, Ceres experienced very limited growth, while in comparison, much of Modesto's southeastern neighborhoods were being built. However, in the second half of the 20th century, Ceres greatly expanded. From the 1950s to the 1980s, the Ceres city limits stretched up to the Tuolumne River and east to Mitchell Road. This growth occurred almost entirely on the east side of SR 99. Over the next 30 years, the land area of the city roughly doubled with the annexation of the Eastgate Community and large areas of land west of SR 99, including the West Landing Specific Plan area. Unlike the city's mid-century growth, the expansion of city limits between 1987 and 2016 was concentrated in areas west of SR 99, rather than east of SR 99, with the exception of Eastgate on the city's east side.

Photo Source: Don Cool



The development of Ceres has and continues to be a balance between building new neighborhoods and conserving farmland.

Figure 1-3: Historical Growth of Ceres



 Ceres City Limits

Source: USGS Historic 7.5 minute quadrangles: Ceres, Riverbank, Brushlake, Salida. 1916, 1953, 1987, 2015.

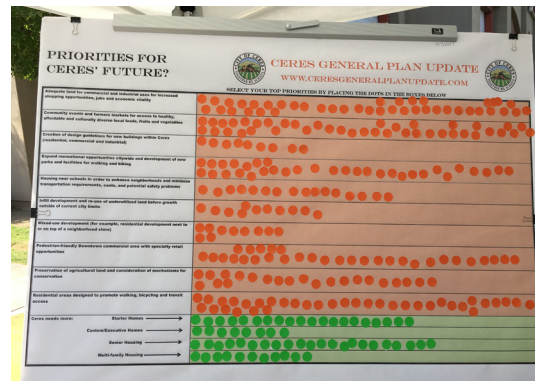
I.3 PLANNING PROCESS

The 2017 update to the Ceres General Plan required a comprehensive reexamination of Ceres' planning context and the community's vision in order to more accurately reflect the community's goals and priorities through the 2035 planning horizon. Over the course of a two-year process, community members were invited to participate in the planning process from the initial visioning stage through the development of alternative land use plans, drafting and adoption of the General Plan, and the completion of the Environmental Impact Report (EIR). The community participation process was guided by the following principles:

- **Education.** Participants should be educated about the objectives of the planning process, and everyone must have access to all information compiled.
- **Balanced Interests.** Every segment of the community must feel that they have been heard, even if their specific ideas are not included in the final outcome.
- **Structured Engagement.** Thoughtful design and facilitation of structured presentations, workshops, and other forms of engagement should ensure that each engagement strategy achieves its intended results.
- **Open Outcomes.** While engagement must be structured, it is equally important that materials and facilitation do not lead toward any pre-determined outcome.



City of Ceres General Plan booth at the 2017 Ceres Street Faire



Results from the City's booth at the 2017 Ceres Street Faire



Community members at the first General Plan Workshop



The Ceres General Plan Update Website provided updates, planning reports, and opportunities to comment.



Spanish language flyer for a General Plan workshop

The major stages of the planning process, and the correlating community outreach and opportunities for public participation, are described below. Study sessions with the Planning Commission and City Council were held regularly throughout the process as well, providing decision-makers the opportunity to give guidance at key points during General Plan development. In addition, a project website was maintained to provide the public with easy access to relevant background information and documents, as well as an on-going opportunity to provide feedback throughout the update process.

- **Issue Identification and Visioning.** The objective of this stage of the update process was to identify the community's key issues, priorities, and goals. It included:
 - Two days of interviews with key stakeholders in Ceres;
 - A community-wide newsletter and mail-in survey;
 - Notification of the Native American Heritage Commission of the planning process and formal communication with active tribes in the Planning Area; and
 - Two interactive, community workshops, one in English and the other in Spanish.
- **Existing Conditions, Opportunities and Challenges.** The objective of this stage was to complete a technical analysis of the existing conditions of the Planning Area, such as existing land use, fiscal conditions, and public facilities and services. This stage included a second community-wide newsletter distributed by email updating the community on the survey results and key findings of the technical analysis.

- **Alternatives and Evaluation.** This stage included the development of three alternative land use plans and analysis of each based on potential development and transportation-related, fiscal, and infrastructure impacts. Based on community input and the technical analysis, the City Council chose a Preferred Alternative land use plan. This stage included:
 - Two community workshops, each held both in English and Spanish; and
 - Two days of gathering feedback at the Ceres Street Faire.
- **General Plan and EIR.** This stage of the process was the culmination of the update process, including the drafting, review, and adoption of the General Plan and EIR. It included:
 - Community workshops in English and Spanish to review proposed goals and policies;
 - Several Planning Commission and City Council study sessions on the General Plan;
 - A public EIR scoping meeting;
 - A public review period for both the General Plan and EIR; and
 - Public adoption hearings of the General Plan and EIR.



Community members described their visions for the future of Ceres at English- and Spanish-language workshops.

I.4 VISION STATEMENT & GUIDING PRINCIPLES

Based on input from the community outreach efforts, the City Council approved the following Vision and Guiding Principles. The Vision Statement and Guiding Principles underpin the goals and policies of the 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.

GUIDING PRINCIPLES

- **Neighborly Character.** Knowing that “Together We Achieve,” continue to cultivate a friendly, small town feel, inclusive, and civically engaged community as the population grows and changes.
- **Safe, Family-Friendly Hometown.** Promote Ceres’ strong and high performing school system, and support the city’s safe neighborhoods and youth activities so that Ceres continues to be a desirable place for families.
- **Agricultural Identity.** Celebrate Ceres’ agricultural history, support the continued success of the agricultural industry, and consider how to balance the protection of prime agricultural lands with growth and economic development objectives.

- **Health and Sustainability.** Provide well-maintained and accessible parks, street trees and landscaping, and healthy food options; and prioritize clean air, clean water, and resource conservation to help keep the community—both the people and the environment—healthy.
- **Complete Community.** Support the development of a complete and balanced community where needs can be met locally, with new commercial options, industrial growth, and a diversity of housing options that attracts new business, industry, and associated professionals.
- **Strong Downtown.** Encourage and direct public and private investment in Downtown Ceres to restore it as the physical and cultural center of the city. Enhance Downtown so it becomes vibrant, active, and a place for people to assemble, dine, and socialize in a mixed-use environment.
- **Attractive Destination.** Cultivate Ceres as a unique destination in the Central Valley and for travelers on Highway 99. To the extent possible, ensure that new development visible from Highway 99 offers attractive and unique views from that travel way.
- **Economic Development.** Strengthen job opportunities with industrial and commercial growth, and promote education and job training. Continue to balance provision of streamlined services and entitlements with fiscal responsibility to support the future needs of the City.
- **Revitalization.** Encourage infill development and investment within existing neighborhoods and commercial corridors in order to revitalize areas within the city limits.
- **Balanced Circulation Network.** Make it safe and convenient for residents and workers to get where they need to go and for businesses to transport goods by providing well-maintained sidewalks, connected bicycle networks, efficient connections to major transportation corridors, and regional transit connections.



Designing development and the transportation system to make walking and biking more convenient can help people lead healthier lives.



Revitalization of the Downtown, leveraging access to SR 99, and developing around the proposed ACE train stop will help Ceres become an attractive destination.

I.5 RELATIONSHIP TO OTHER PLANS AND REGULATIONS

The general plan provides the basis for all of a city’s regulations, policies, and programs that relate to issues addressed in the general plan. In addition to requiring that a general plan be internally consistent, the State also requires “vertical consistency”—i.e., consistency between the general plan and other City actions. This requirement means that the Ceres zoning and subdivision ordinances, specific plans, all development approvals, and public works projects have to be consistent with its General Plan.

The State’s *General Plan Guidelines* provide the following rule for defining consistency: “An action, program, or project is consistent with the general plan if, considering all its aspects, it will further the objectives and policies of the general plan and not obstruct their attainment.” This rule gives the City flexibility in interpretation and implementation. Because the General Plan is both general and long-range, there are also many circumstances where future City of Ceres actions will be only broadly addressed in the General Plan.

ENVIRONMENTAL IMPACT REPORT

The General Plan is accompanied by an Environmental Impact Report to inform the community and decision-makers on the environmental implications of the General Plan and a range of potential alternatives. The General Plan is “self-mitigating” in that it includes policies and programs to mitigate potential significant environmental impacts associated with development under the General Plan, where possible.

OTHER PLANS AND IMPLEMENTING PROGRAMS

The City maintains several specific, area, and master plans. These may cover a specific geographic area, such as Downtown Ceres, or facilities, such as parks or water. As per State law, these documents, as well as implementing programs, are required to be consistent with the General Plan. These plans and programs take the General Plan’s policy direction to the next level of specificity and provide more detailed direction and implementation strategies.

CONSISTENCY BETWEEN THE GENERAL PLAN AND ZONING

The City's Zoning Ordinance is one of the most important tools for implementing the General Plan. Following General Plan adoption, zoning must be revised to be consistent with the General Plan, as needed. Requirements for consistency between the General Plan and zoning can be broken down into three aspects:

- **Uses and Standards.** The uses and standards allowed in each zoning district in the Zoning Ordinance must be consistent with the uses and standards outlined in the General Plan's land use classifications, but they need not be identical. Land use classifications are often more general than the Zoning Ordinance classifications. For example, the General Plan has six categories for residential use, while the Zoning Ordinance may have more. Multiple zoning districts may be consistent with a single General Plan residential classification, as long as all of the densities and unit types allowed in each zoning district are also permitted in the relevant General Plan category.
- **Spatial Correlation.** The Zoning Map should reflect the general pattern of land use depicted on the General Plan Land Use Diagram, although the two need not be identical. In particular, land use designations in specific plan areas, such as the West Landing Specific Plan area, are reflected on the General Plan Land Use Diagram, but may not be directly reflected in the Zoning Map. Instead, the Zoning Map applies a single zoning district to the West Landing Specific Plan Area and references the West Landing Specific Plan for specific development standards.
- **Timing.** State law allows a "reasonable time" for updating and reconciling the Zoning Ordinance with the General Plan. The General Plan has a 20-year horizon, while zoning focuses on the immediate appropriate uses for individual sites. In addition, all land within city limits should be zoned in accordance with the General Plan land use designations. In instances where land outside the city limits, such as in the southeast portion of the Planning Area, is designated on the General Plan Diagram, these designated uses can be applied at the time of annexation using master planning, specific plans, and prezoning.

Many General Plan policies and actions, in particular those in Chapter 2: Land Use and Community Design Element, call for specific changes to be made to the Zoning Ordinance.

I.6 ADMINISTRATION

The General Plan is intended to be a dynamic document. As such, it will be updated periodically to address site-specific or comprehensive needs, to respond to new State or federal law, or to modify policies that may become obsolete or unrealistic over time.

AMENDMENTS TO THE PLAN

The General Plan may be amended from time to time. As a General Law city, such amendments are limited to four times per year per State Government Code Section 65358. Each amendment may make an unlimited number of changes to the General Plan. However, this restriction does not apply to optional elements, to amendments needed to comply with a court decision, or to allow for the development of affordable housing.

ANNUAL REPORT

The California Government Code requires that City staff submit an annual report to the City Council on the status of the General Plan and progress in its implementation. This report is submitted to the Governor's Office of Planning and Research and the Department of Housing and Community Development. The report must include an analysis of the progress made in meeting the city's share of regional housing needs (identified in the Housing Element) and local efforts to remove governmental constraints to the maintenance, improvement, and development of affordable housing. Finally, the report should also include a summary of all General Plan amendments adopted during the preceding year, a description of upcoming projects or General Plan issues to be addressed in the coming year, and a work program.

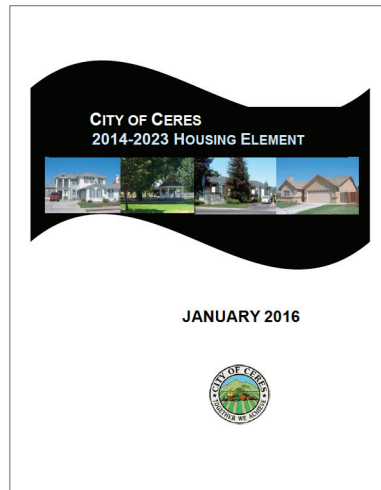
I.7 PLAN ORGANIZATION

The General Plan is organized by topic in chapters, or elements, as follows.

1. **Introduction.** This chapter outlines the vision for the future of Ceres, provides a basic context for the General Plan Planning Area, and covers the General Plan's purpose, relationships to other plans, organization, and requirements for administration.
2. **Land Use and Community Design.** This element describes the existing land use pattern and a brief explanation of the General Plan's approach to citywide growth and neighborhood form, including a discussion of the city's demographics. The goals and policies in this element provide the physical framework for land use and development in the city, including urban design policies to improve the city's visual quality and livability. In addition, this element includes discussion of the location and infrastructure needs of disadvantaged unincorporated communities in the Planning Area and policies to ensure equitable services. This element is required by State law.
3. **Transportation and Circulation.** This element includes policies, programs, and standards to maintain efficient circulation for all modes of travel. It identifies future street and traffic improvements, and addresses walking, biking, transit, and parking to enable a multi-modal circulation system. This element is required by State law.
4. **Agricultural and Natural Resources.** This element includes background information, goals, and policies relating to agricultural and soil resources, open space and conservation resources, biological resources, water resources, air quality, and cultural resources. An open space element and a conservation element are required by State law.
5. **Health and Safety.** This element explains public health and environmental justice concerns related to the General Plan, and includes goals and policies to improve public health through environmental justice, active living, healthy food, and social connections. In addition, this element contains background information, goals, and policies related to climate change mitigation and adaptation, seismic and geologic hazards, flood hazards, hazardous materials and operations, airport hazards, fire hazards, and noise. A safety element and a noise element are required by State law.



Goals and policies in the General Plan aim to build pride in the city, and attract new businesses, residents, and visitors.



6. **Public Facilities and Services.** This element contains background information, goals, and policies related to schools, community facilities and libraries, parks and recreation, water supply and demand, public utilities, and public safety and emergency management. This is an optional element not required by State law.
7. **Economic and Community Development.** This element provides an overview of the demographic context in Ceres, current and potential employment, the City’s fiscal health, and other economic issues, and outlines goals and policies to support economic development. In addition, this element outlines goals and policies to support community development through Downtown revitalization, tourism, and community engagement. This is an optional element not required by State law.
8. **Housing.** According to State law, the Housing Element must be updated more frequently than the rest of the General Plan. Thus, it is not included under this cover of the General Plan and is instead contained in a separate document. The Housing Element must meet a variety of statutory requirements, and the six other elements in this General Plan are consistent with and supportive of policies and programs in the Housing Element. Future updates to the Housing Element will be consistent with and supportive of the elements in this General Plan. This element is required by State law.

Each element of the General Plan includes some background information to establish the context for policies in the chapter. This background information is followed by goals and policies presented in the following format:

Goal 1.A Goals are an ideal future end related to the public health, safety, or general welfare of the community; they set directions for policies and actions.

1.A.1 Policies are specified ends or conditions that are an intermediate step towards attaining a goal; they are specific statements to guide decision-making.

Goals and policies provide guidance for development review, infrastructure planning, community facilities and services, and protection for the city's resources, by establishing planning requirements, programs, standards, and criteria for project review. Explanatory material, such as tables or figures, accompanies some policies. Where the same topic is addressed in more than one chapter, sections and policies are cross-referenced.

Implementation actions associated with the goals and policies of each element are located in Appendix A.

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2

Land Use & Community Design

The Land Use and Community Design Element directs the location, form, and character of future development, shaping where people will live, work, play, and shop in Ceres. It presents the desirable pattern for the ultimate development of the city through the General Plan horizon year (2035) and seeks to ensure that land use planning reflects the community's priorities for the growth of the city, conserves farmland and the natural environment, and promotes sustainable lifestyles and equitable investments. The Land Use and Community Design Element consists of narrative, goals and policies, as well as a Land Use Diagram and other figures. It also includes descriptions of the land use designations on the Land Use Diagram. Policy text and maps should be considered collectively as project approvals or future amendments are made.

The Land Use and Community Design Element is organized as follows:

Section 2.1: Context: Existing Land Uses. Summarizes the existing land uses within the city limits, SOI, and Planning Area.

Section 2.2: Community Character and Growth. Provides context and a brief explanation of the General Plan's approach to city-wide growth and neighborhood form, including a discussion of the city's demographics. Outlines goals and policies that address city-wide development and neighborhood form.

Section 2.3: General Plan Land Use Designations, Density Standards, and Buildout. Provides a Land Use Diagram and descriptions of each land use designation. Establishes the planning horizon for the General Plan and the estimated potential development accommodated by the General Plan. Outlines goals and policies related to particular uses and areas of the city.

Section 2.4: Urban Design. Explains the importance of urban design and outlines related goals and policies.

Section 2.5: Disadvantaged Unincorporated Communities. Identifies the location and infrastructure needs of disadvantaged unincorporated communities, per SB 244 (Wolk, 2011), and outlines goals and policies to ensure equitable services.

RELATIONSHIP TO STATE LAW

State law (Government Code Section 65302(a)) requires general plans to include a land use element. In accordance with State law, this Element designates the general distribution, location and extent of land for housing, business, industry, open space, education, public facilities, and other categories of public and private uses of land. It also includes standards of residential and non-residential density for the various areas covered by the General Plan.

RELATIONSHIP TO OTHER ELEMENTS

This Element has the broadest scope of all the elements and plays the central role of providing a framework for a coherent set of development policies. Other elements of the General Plan contain goals and policies related to land use, and therefore must be referenced for a complete understanding of the purposes, intentions, and development requirements embodied in this element. For instance, the street system, street design, and transportation improvements in Chapter 3: Transportation and Circulation Element are intended to address the transportation needs that support the land use pattern. In addition, Chapter 6: Public Facilities and Services Element establishes policies and standards for recreation facilities to serve the population resulting from residential, employment, and visitor-serving land uses.



Land is designated for agricultural use outside the Ceres city limits.

RELATIONSHIP TO VISION AND GUIDING PRINCIPLES

While the Chapter 2: Land Use and Community Design Element relates to many Ceres General Plan Guiding Principles, it most closely supports these corresponding statements:

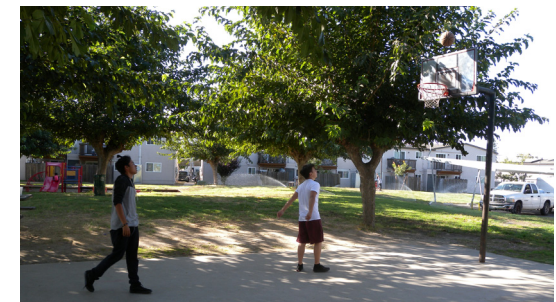
- **Neighborhoodly Character.** Knowing that “Together We Achieve,” continue to cultivate a friendly, small town feel, inclusive, and civically engaged community as the population grows and changes.
- **Agricultural Identity.** Celebrate Ceres’ agricultural history, support the continued success of the agricultural industry, and consider how to balance the protection of prime agricultural lands with growth and economic development objectives.
- **Complete Community.** Support the development of a complete and balanced community where needs can be met locally, with new commercial options, industrial growth, and a diversity of housing options that attracts new business, industry, and associated professionals.
- **Attractive Destination.** Cultivate Ceres as a unique destination in the Central Valley and for travelers on Highway 99. To the extent possible, ensure that new development visible from Highway 99 offers attractive and unique views from that travel way.
- **Revitalization.** Encourage infill development and investment within existing neighborhoods and commercial corridors in order to revitalize areas within the city limits.



SR 99 provides opportunity for economic development in Ceres.



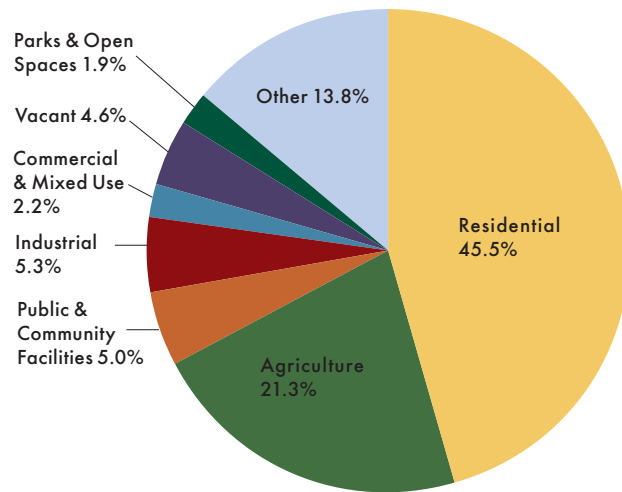
Agriculture is integral to the city's past, present and future.



Supporting family-friendly neighborhoods and services is a priority.

2.1 CONTEXT: EXISTING LAND USES

Figure 2-1: Existing Land Uses in the Planning Area



Source: City of Ceres GIS Data; Stanislaus County Assessor's Data, 2015

Existing use of land refers to how land is utilized, which might differ from the General Plan land use designations. Table 2-1 shows the types of existing land uses in the Planning Area as of 2015, including within the City of Ceres and County unincorporated areas. Figure 2-1: Existing Land Uses in the Planning Area illustrates the proportion of each type of existing land use in the Planning Area, excluding rights-of-way.

The most common uses of land in the Planning Area are residential, including agricultural/rural residential uses. Approximately 39 percent of land within the city and 46 percent of land in the Planning Area is used residentially. Residential uses are mixed with other uses Downtown and in some neighborhoods along SR 99, and there are larger areas of exclusively single-family residential uses in newer neighborhoods farther from Downtown in the north, northeast, and southwest areas of the city. Duplex, townhome, and multi-family residential uses are located Downtown, along SR 99 on both the east and west, and along the southern part of Mitchell Road. Public facilities and parks can be found in many of the residential neighborhoods across the city.

The city's commercial and mixed uses, accounting for approximately 5 percent of land in the city, are found throughout the city with higher concentrations Downtown, along Mitchell Road, and just east of SR 99 on Hatch Road. Industrial uses make up nearly 9 percent of land in the city. Most of the city's industrial uses are clustered in a triangle between Morgan Road, Whitmore Avenue, and SR 99 on the west side of SR 99, and along Service Road between Crows Landing Road in the west and Morgan Road in the east.

About 7 percent of land within the city is vacant. Six percent of land within the city and approximately 22 percent of land in the Planning Area is used for agriculture. In addition, about 18 percent of land within the city limits is utilized for streets and other transportation rights-of-way.

Table 2-1: Existing Land Uses in the Planning Area (2015)

	CITY OF CERES		UNINCORPORATED		TOTAL PLANNING AREA	
Existing Use of Land Category	Acres	Percentage	Acres	Percentage	Acres	Percentage
Residential	2,340	39.1%	4,190	50.1%	6,530	45.5%
Ag residential/Rural Residential	210	3.5%	2,933	35.0%	3,143	21.9%
Single Family Residential	1842	30.7%	1,081	12.9%	2,923	20.4%
Duplex/Two Family Residential	39	0.7%	44	0.5%	83	0.6%
Townhomes	14	0.2%	0	0.0%	14	0.1%
Multi-Family Residential	142	2.4%	41	0.5%	182	1.3%
Mobile Homes	79	1.3%	67	0.8%	147	1.0%
Mixed Use Residential	14	0.2%	24	0.3%	38	0.3%
Public and Community Facilities	495	8.3%	228	2.7%	723	5.0%
Religious Facilities/Institutional	87	1.4%	56	0.7%	143	1.0%
Educational Facility	203	3.4%	155	1.9%	358	2.5%
Hospital/Nursing Facility	6	0.1%	2	0.0%	7	0.1%
Public Facility	199	3.3%	16	0.2%	214	1.5%
Commercial and Mixed Use	278	4.6%	38	0.5%	316	2.2%
Auto Commercial	35	0.6%	24	0.3%	59	0.4%
Service Station	11	0.2%	2	0.0%	14	0.1%
General/Retail Commercial	192	3.2%	12	0.1%	204	1.4%
Office	39	0.7%	0	0.0%	39	0.3%

Table 2-1: Existing Land Uses in the Planning Area (2015)

	CITY OF CERES		UNINCORPORATED		TOTAL PLANNING AREA	
Existing Use of Land Category	Acres	Percentage	Acres	Percentage	Acres	Percentage
Industrial	533	8.9%	227	2.7%	760	5.3%
Light Industrial	99	1.7%	55	0.7%	154	1.1%
General Industrial	434	7.2%	172	2.1%	606	4.2%
Vacant	441	7.4%	217	2.6%	658	4.6%
Vacant	441	7.4%	217	2.6%	658	4.6%
Agriculture	354	5.9%	2,772	33.1%	3,126	21.8%
Agriculture	354	5.9%	2772	33.1%	3,126	21.8%
Parks and Open Spaces	222	3.7%	49	0.6%	271	1.9%
Parks/Open Space/Greenways	156	2.6%	34	0.4%	190	1.3%
Golf Course	65	1.1%	15	0.2%	81	0.6%
Other	1,328	22.2%	646	7.7%	1,974	13.8%
Cemetery	22	0.4%	0	0.0%	22	0.2%
Public Parking	1	0.0%	0	0.0%	1	0.0%
Utilities	205	3.4%	13	0.2%	218	1.5%
Transportation/ROW/ Other	1,100	18.4%	633	7.6%	1,734	12.1%
Total	5,989	100.0%	8,368	100.0%	14,357	100.0%

Note: Totals may not sum precisely due to rounding.

Sources: City of Ceres, 2015; Stanislaus County Assessor's Office, 2015.

RELATED PLANS, GUIDELINES, AND PROJECTS

Specific plans implement General Plan policies in focused geographic areas and include precise development standards, infrastructure plans, and financing strategies. Master plans are used to plan the land use, circulation, housing, infrastructure, public facilities, and public services of annexed land as required by the City of Ceres Annexation Policy. The City of Ceres has adopted four specific and master plans since the 1997 General Plan: the Downtown Specific Plan, Eastgate Master Plan, Mitchell Road Corridor Specific Plan, and West Landing Specific Plan. Two master plans, the Copper Trails Master Plan and the Maple Glen Master Plan, were drafted but never adopted. In addition, as of September 2017, the Whitmore Ranch Specific Plan was being prepared.

The Modesto City-County Airport is located directly north of Ceres. The Stanislaus County Airport Land Use Compatibility Plan (ALUCP) includes policies to ensure that new development is compatible with the noise environment surrounding the airport. See Chapter 5: Health and Safety Element for more information.



Photo Source: Don Cool

The Downtown Specific Plan builds on existing investments made Downtown, including the Community Center built in 2009, and aims to attract new development in the area.



Vacant land off of SR 99 near Service and Mitchell roads is a prime opportunity site for future development.

POTENTIAL DEVELOPMENT OPPORTUNITY SITES

The General Plan considers the land within the Planning Area that may see new development or redevelopment in the future. Opportunity sites are identified as parcels that have the potential to accommodate new development or redevelopment within the planning horizon. All sites listed in the 2016 Housing Element’s vacant site inventory were identified as opportunity sites. In addition, underutilized,¹ vacant, and rural² parcels greater than 8,000 square feet were identified as opportunity sites.

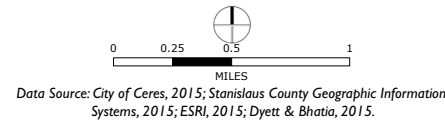
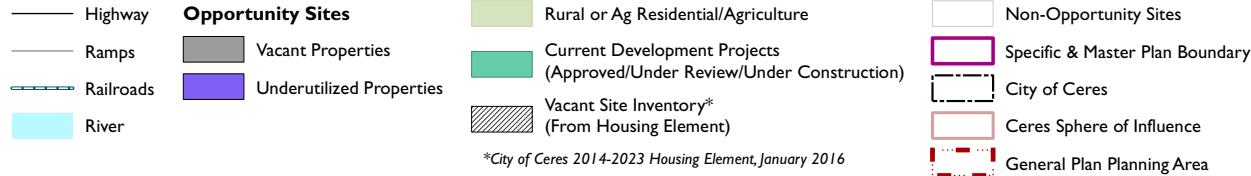
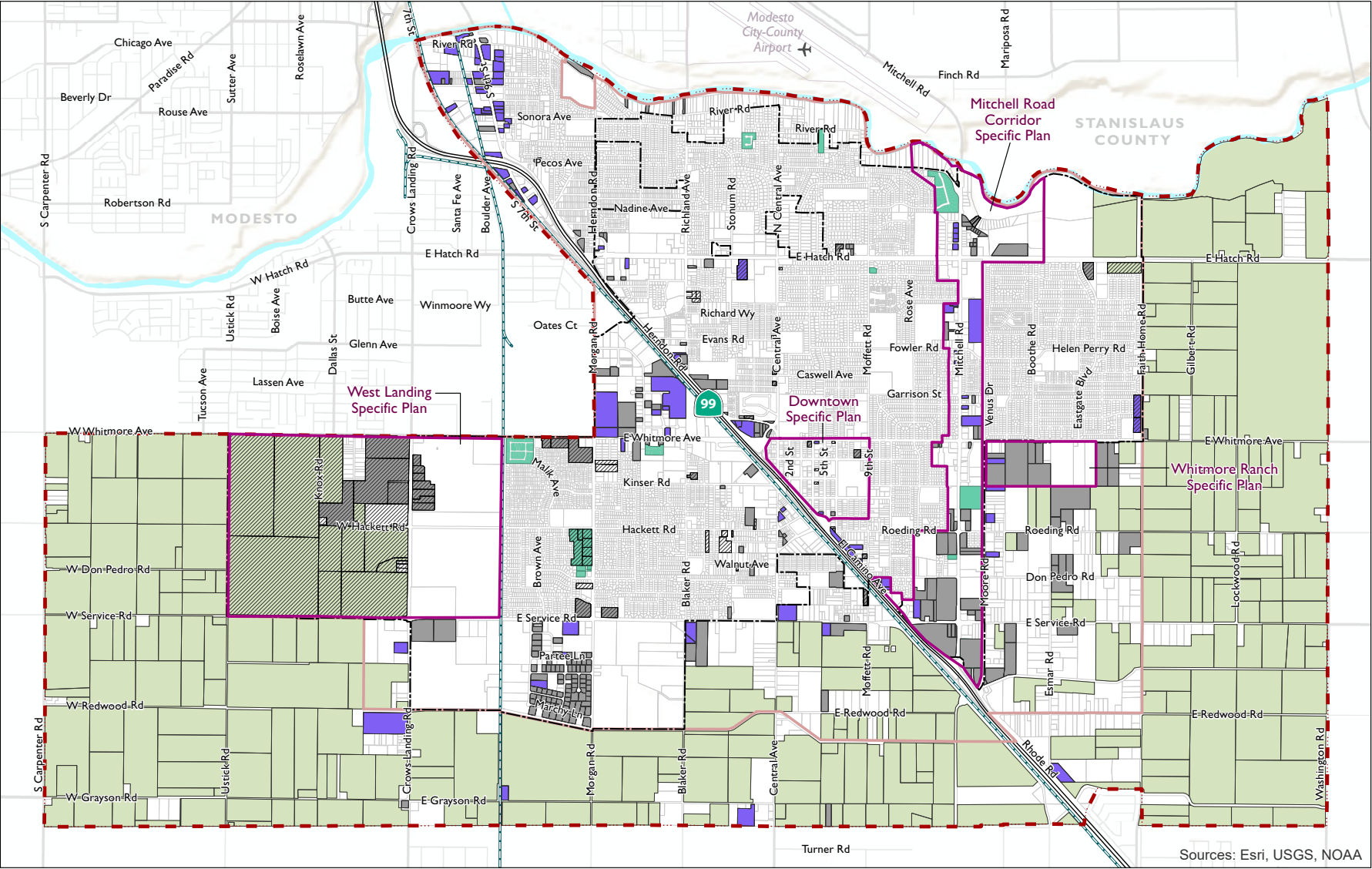
It is important to note that sites identified in this analysis as potential opportunity sites are just that – potential opportunities. Individual property owners will make actual development decisions on these sites. It is possible that some or all of these sites will not experience any changes; it is also possible that sites not identified in this analysis will undergo redevelopment. No specific development proposals are included or contemplated as part of this General Plan.

Figure 2-2: Potential Opportunity Sites illustrates the location of parcels that are potential opportunity sites in Ceres. There are 541 acres of vacant land, 121 acres of underutilized land, 1,076 acres of rural land, and 187 acres of additional sites identified in the Housing Element within the Ceres SOI. A significant number of the opportunity sites are within the West Landing Specific Plan area and clustered in the southern portion of the SOI west of SR 99, south of Eastgate, and in the southwest portion of the SOI. In addition, a few opportunity sites are located Downtown and along Mitchell Road. Outside of the Ceres SOI, there are eight acres of vacant, 31 acres of underutilized land, and 5,164 acres of rural land.

¹The County Assessor’s data was used to preliminarily identify underutilized land by identifying parcels with a low assessed value ratio, or AV ratio. AV ratio is defined here as the ratio of the value of existing permanent improvements (i.e. buildings) to the value of the land. A parcel is considered to be underutilized where this ratio is less than one. A ratio of less than 0.5 indicates even greater potential. In other words, where the value of the land is worth substantially more than the value of the structure on it, a site may be a candidate for redevelopment.

²Including land currently utilized for agriculture and agricultural residential use.

Figure 2-2: Potential Opportunity Sites





The Ceres Community Center offers recreational opportunities for youth and adults.

2.2 COMMUNITY CHARACTER AND GROWTH

The General Plan's overall strategy for growth and development supports the neighborly character and agricultural heritage that are so important to the Ceres community, and guides new development to provide resources and amenities to improve quality of life for all Ceres residents.

COMMUNITY

The demographics of Ceres relate to the growth and development of the city and are important factors in planning for public facilities and services. In the past couple of decades, the city has gone through many changes—in its built environment, economy, and population. Between the 1980s and 2010s, the land area of the city roughly doubled with the annexation of the Eastgate Community and large areas of land west of SR 99, including the West Landing Specific Plan area. The economy has evolved from being focused on agriculture and agricultural processing to include more jobs in government and service industries.

As shown in Table 2-2, in 2000, there were 34,609 Ceres residents, and approximately 40 percent of the population was Hispanic or Latino. As of 2015, there were 46,952 residents, approximately 60 percent of whom were Hispanic or Latino. Similarly, in 2000, 36 percent of residents did not speak English at home, and in 2015, more than half of residents spoke a language other than English at home.

Ceres' built environment and natural resources are interrelated with the people who live and work within the city—the landscape and the people are not independent. The General Plan aims to celebrate the city's heritage while encouraging new private and public development that benefits all current and future residents, regardless of demographics.

Table 2-2: Change in Ethnic Background of Ceres Population (2000-2015)

	2000	2015
Population	34,609	46,952
% Latino	38%	61%
% Non-Latino	62%	39%
Language Spoken at Home		
% English Only	64%	44%
% Language other than English	36%	56%
% Spanish	29%	48%
% Other Indo-European Language	4%	5%
% Asian and Pacific Islander Language	2%	3%

Sources: 2000 Census; 2011-2015 American Community Survey 5-Year Estimates.



In 2015, more than half of Ceres residents spoke a language other than English at home.



The City is investing in the Downtown to attract new development.



A revitalized Downtown could provide a center of activity for the community.



Infill development is more fiscally responsible and provides more opportunity for healthy and sustainable lifestyles.

CITYWIDE GROWTH

Ceres has a relatively compact form that helps relieve development pressure on farmland and creates opportunities for walkable neighborhoods not present in many small towns and even some larger cities in California. The goals and policies of the General Plan aim to continue this development pattern by promoting infill development and compact, sustainable growth. Infill growth allows current land use patterns to become more efficient, by encouraging full use of existing infrastructure investments. As a result, the costs for ongoing public sector operations and maintenance for infill development are relatively reduced. Also, infill development within city limits generally brings in more tax revenue for the City, because the land is already annexed to the city and not subject to revenue sharing with the County.

One of the locations in which to focus infill development and investment is Downtown Ceres. Throughout the General Plan Update process, residents of Ceres have clearly expressed the desire to restore Downtown as the thriving center of activity it once was, as recently as in the 1990s. Concentrations of activity, which can include civic, educational, and employment centers, can be key components of a city's identity. While Ceres has numerous centers of activity including the high schools and the Hatch Road Shopping Center, the city lacks a clear community focus point—a role commonly played by a vibrant Downtown.

Some residents remember being able to meet all one's needs within the Downtown, including shopping for groceries and new clothes. Although the Ceres Community Center and other civic buildings bring life to Downtown Ceres, there are many vacant commercial storefronts and few people outside during the day or evening. However, the existing form of Downtown Ceres, with its traditional street grid pattern, sidewalks, and park space, as well as the community's strong support, promises the potential for revitalization of Downtown Ceres into a bustling center of the community.

In addition, recent State legislation promises to locate a new Altamont Corridor Express (ACE train) stop in Ceres, which the City is planning to locate adjacent to Downtown, just west of SR 99. The ACE train is a commuter rail service that currently connects Stockton to San Jose, and is planned to expand to connect to Bay Area Rapid Transit (BART) and to continue south through the San Joaquin Valley. The location of the ACE train in Ceres will open up new access for Ceres residents to job centers in larger cities in the San Joaquin Valley and in the Bay Area, including Silicon Valley. In addition, the location of the stop in Downtown Ceres will provide rare potential for transit-oriented development to revitalize the area. Transit-oriented development refers to residential and commercial growth that leverages transit service to reduce reliance on automobiles and to cultivate neighborhoods that are complete with a variety of amenities. A mix of uses in close proximity, pedestrian-oriented design of buildings and streetscapes, parking management, and transit service helps create walkable neighborhoods in which residents can meet their daily needs without an automobile.

The General Plan also aims to encourage new development that improves the city and provides new services and opportunities in Ceres. Complementing goals and policies in Chapter 7: Economic and Community Development Element, land use designations in this chapter aim to provide adequate land for industrial development to locate in Ceres and bring new, living wage jobs. In addition, the General Plan encourages the development of new commercial options so that residents have greater access to retail establishments and need not travel outside of the city to shop. Land use designations along with goals and policies in the General Plan encourage a greater range of housing options to meet the needs of families, young people, senior citizens, and residents of all incomes. In terms of public improvements, new investments will improve the streetscape, as well as pedestrian and bicycle accessibility in order to reduce traffic congestion and allow for residents to reach their destinations through healthier, active transportation modes.



Photo Source: ACErail.com

The ACE Train will provide opportunities for transit-oriented development in Downtown Ceres.



Industrial development promises new, living wage jobs.



Agricultural land is to the east, south, and west of Ceres.

Boundaries and Gateways

Ceres is adjacent to Modesto on the north and surrounded by agricultural land to the east, south, and west. The border between Ceres and Modesto is largely defined by the Tuolumne River; however, there are parts of the City of Modesto south of the river (Mancini Park), and there are areas within Ceres city limits that have a Modesto mailing address (north of Hatch Road). These overlapping borders can add confusion to the city identity in those neighborhoods. During the community engagement process, residents expressed the desire for Ceres to distinguish itself physically from Modesto, as well as to foster a unique identity for the city.

Although there is some very low-density housing in the southeast corner of the city, the eastern, southern, and western borders are well defined with residential neighborhoods or community facilities adjacent to large, intact areas of agricultural uses. According to the West Landing Specific Plan, forthcoming development along the western boundary is expected to convert some of this land to urban or non-agricultural uses, but is designed to continue the pattern of a defined development edge.

Like many other San Joaquin Valley cities, SR 99 bisects the city. Therefore, all of Ceres has close proximity to SR 99, and visitors are introduced to Ceres while on the freeway. However, because the city is predominantly low-rise with very few landmarks or other signature structures, one does not get a “sense of arrival” in the city while traveling on SR 99. The City also partly attributes this issue of not having a “sense of arrival” to the lack of fully functional and modern interchanges on SR 99 in the Ceres area.



Neighborhood markets are convenient and can provide friendly community gathering spaces.

In addition to street grid patterns, the mix of uses in neighborhoods contributes to both accessibility and neighborhood character. For example, neighborhoods that are entirely residential require residents to leave the neighborhood, likely by driving, to access grocery stores and other common services. In comparison, complete neighborhoods that include neighborhood commercial businesses, parks, and schools allow residents to easily access different common destinations on foot or via a short drive. Additionally, locating coffee shops, markets, parks, and other uses within neighborhoods can contribute to a small-town character and neighborly feel, increasing the opportunities for neighbors to run into each other and interact.

This General Plan aims to support complete neighborhoods that provide safe and convenient access to the goods and services needed in daily life. Complete neighborhoods include a variety of housing options, grocery stores and other commercial services, quality public schools, public open spaces and recreational facilities, and affordable active transportation options. An important element of a complete neighborhood is that it is built at a walkable and bikeable human scale, and meets the needs of people of all ages and abilities.

GOALS AND POLICIES

Goal 2.A Support growth that improves quality of life for all residents and enhances the qualities of Ceres that residents love.

2.A.1 Land Use Designations. Enact the land use designations as shown in Figure 2-3: Land Use Diagram and detailed in Section 2-3 for the purposes of this General Plan.

2.A.2 Prioritize Growth in SOI. Prioritize growth within the Ceres Sphere of Influence. Permit development outside of the Sphere of Influence only when there is a demonstrated need for additional land and there is less than a five-year supply of appropriately designated land within the existing Sphere of Influence, in accordance with Stanislaus Local Agency Formation Commission (LAFCO).

2.A.3 Compact Footprint. Promote compact development patterns, mixed land uses, and higher development intensities and limit “leap frog” development to conserve agricultural land, reduce vehicle trips, and improve air quality.

2.A.4 Urban/Agriculture Compatibility. Minimize conflict between urban and agricultural uses.

See Chapter 4: Agricultural and Natural Resources Element for more information and related policies and goals.

2.A.5 Downtown. Foster Downtown Ceres as center of the community, with cultural, entertainment, residential, and shopping opportunities for Ceres residents of all demographics, as well as activity centers and public gathering spaces for cultivating community. See Goal 2.C and associated policies for more on Downtown Ceres.

2.A.6 Range of Housing. Ensure that a range of residential densities and housing types, including small-lot single family, move-up, townhouses, apartments, accessory dwelling units, affordable housing, senior housing, and condominiums, is available to accommodate the housing needs of all residents.

2.A.7 Diversity. Embrace diversity—physical, cultural, language, and social—and sensitively integrate new development with the old.

2.A.8 Plan for All. Plan and provide for the public welfare of all Ceres residents, based on community engagement and careful consideration of those who have been historically disadvantaged, including people of color and low-income residents.

2.A.9 Age in Place. Help older adults live independently in the community of their choice through “Age in Place” strategies, including engaging older adults in the planning process, planning for a range of affordable housing options, providing convenient transportation options, and strengthening community resources for seniors.

2.A.10 Equal Access. Ensure all residents have equal access to services, resources, and amenities in the city, as appropriate.

2.A.11 Prioritize Development with Community Benefits. Prioritize development projects that are needed to provide for the City’s fair share of regional housing needs, including very-low- and low-income housing, or provide substantial benefits to the community, including, but not limited to, unique economic development opportunities (e.g., substantial number of jobs, substantial sales tax revenues).

2.A.12 Integrate Transportation and Land Use. Integrate transportation and land use to plan for well-connected neighborhoods with safe and convenient vehicle, pedestrian, bicycle, and transit accessibility.

See Chapter 3: Transportation and Circulation Element for more information and related goals and policies.

2.A.13 Protect Beloved Qualities. Preserve the vital qualities of existing residential neighborhoods, such as street trees, sidewalks, bikeways, well-located parks, and personal safety.

2.A.14 Maintenance. Maintain and invest in the public realm, including parks, sidewalks, and streets to enhance safety and character and to encourage upkeep and investment by private property owners.

2.A.15 Ordinance Enforcement. Continue to enforce the Municipal Code to address property and buildings that become eyesores or present health and safety problems.

2.A.16 Technology. Proactively monitor technological advances that may affect planning (e.g., autonomous vehicles, ridesharing, manufacturing practices).

2.A.17 Equitable Investments. Improve quality of life for all Ceres residents through equitable investments in programs and facilities with particular focus on meeting the needs of disadvantaged communities.

Goal 2.B Foster a distinctive city identity to support civic pride and Ceres' appeal.

2.B.1 Place-Based Development. Encourage development consistent with Ceres' history, location in the Central Valley, and evolving demographics to promote community identity and pride.

2.B.2 Visual Distinction. Provide visual distinction for key entry points to the City.

2.B.3 Greenbelt. In cooperation with Stanislaus County and the City of Hughson, seek to establish a permanent greenbelt between Ceres and Hughson.

2.B.4 Gateways. Create gateways to provide distinctive entrances to Ceres, particularly at key access points along the SR 99 corridor, along the major entrances on Mitchell Road, and at transitions from Modesto and Ceres on Crows Landing Road.

Goal 2.C Promote and support Downtown Ceres as the vibrant heart of the city, as this area was during Ceres' beginnings.

2.C.1 Transit-Oriented Development. Encourage high-density, pedestrian-oriented development with managed parking strategies to leverage the development potential and improved accessibility resulting from the development of the Altamont Corridor Express (ACE) train stop.

2.C.2 Integrated ACE Train Stop. Integrate the ACE train stop into the Downtown, providing multi-modal mobility options and safe and convenient pedestrian and bicycle access between the train stop and Downtown Ceres.

- 2.C.3 A Downtown for Everyone.** Promote a mix of uses, universal design, and programming of public spaces that appeals to a broad range of Ceres’ residents, including children, seniors, students, and people of all income levels and ethnicities.
- 2.C.4 Public/Private Investment.** Improve and enhance the Downtown’s physical image and desirability as a place to invest, through public investments in streetscapes, public spaces, parking, and utility infrastructure. Partner with private property owners on creative funding and financing strategies to fund needed improvements Downtown, such as Property-Based Improvement Districts and Enhanced Infrastructure Financing Districts.
- 2.C.5 Commercial and Governmental Development.** Promote Downtown as a key shopping and entertainment destination, an employment center, and a government center for Ceres residents and visitors alike.
- 2.C.6 Housing Options.** Promote Downtown as an attractive option for existing and prospective residents looking for housing in Ceres, with a wide variety of rental and ownership housing opportunities.
- 2.C.7 Improve Appearance.** Support programs to improve the appearance of Downtown, including alley clean-ups, abatement of building code violations, redevelopment activities to reduce blight, and enhancement and consolidation of parking.
- 2.C.8 Gathering Spaces.** Ensure ample community gathering spaces such as plazas, pocket parks, playgrounds, and spaces with public art to support vibrant streets and cultivate community.
- 2.C.9 Arts and Culture.** Support location of social and cultural institutions in Downtown Ceres and continue to support private and nonprofit arts and cultural efforts.

Goal 2.D Promote infill development to protect farmland; enhance community character; optimize City investment in infrastructure; provide pedestrian- and bicycle-friendly neighborhoods; and enhance economic vitality.

2.D.1 Promote Infill. Promote infill development and reuse of underutilized parcels in the city to reduce pressure to develop on farmland or other “greenfield” sites on the periphery.

2.D.2 Strategic Subdivision. Oppose subdivision of properties, as well as commercial and industrial development, in the unincorporated Sphere of Influence where such development would compromise future city development.

2.D.3 Sensitivity to Context. Encourage design in new development that enhances and blends with the established fabric of the natural, social, and built environment, while allowing for innovative and unique architectural styles and projects that meet the community’s needs.

See Section 2.4 Urban Design of this chapter for urban design guidelines.

2.D.4 Mixed-Use Development. Encourage mixed-use development within infill areas by providing incentives such as updating the city’s Public Facility Fee program to reflect reduced need for additional roadway and operational infrastructure, reduced parking requirements, and/or opportunities for shared parking.

Goal 2.E Balance the function of streets as part of the circulation network with their role as public spaces, elements in the city’s landscape, and potential commercial corridors.

2.E.1 Highway-Oriented Signage. Attract travelers on SR 99 to Ceres with highway-oriented commercial signage, such as at the Service/Mitchell Interchange.

2.E.2 Conceal Unsightly Uses. Enhance the visual quality of major corridors by requiring new and expanding development to conceal unsightly uses and equipment, (i.e., screening of rooftop equipment and outdoor storage, and undergrounding of utilities).

2.E.3 Adaptive Reuse. Encourage adaptive reuse and rehabilitation of underutilized sites in commercial areas for new commercial uses or public facilities.

2.E.4 Mitchell Road Corridor Plan. Update the Mitchell Road Corridor Specific Plan to:

- Encourage infill development along the corridor;
- Include Complete Streets strategies (*see Policy 3.B.1 Complete Streets Corridors for more on multi-modal travel flow*);
- Improve pedestrian and bicycle mobility along the corridor and within and between properties with safe and convenient infrastructure and design;
- Promote development that engages the street, including discouraging parking between the street and new development and encouraging street access into new buildings;
- Differentiate commercial uses intended for the Mitchell Road Corridor from those intended for Downtown Ceres;
- Address the noise, pollution, safety hazards, and other impacts from truck traffic on walkways and access to buildings through landscaping and design;
- Right-size parking and implement parking management strategies such as shared parking to encourage efficient use of land; and
- Include the land designated Regional Commercial south of SR 99.

2.E.5 Hatch Road Corridor Plan. Prepare a corridor plan for Hatch Road between SR 99 and Mitchell Road, which includes the following components:

- Infill development;
- Complete Streets strategies (*see Policy 3.B.1 Complete Streets Corridors for more on multi-modal travel flow*);
- Pedestrian and bicycle infrastructure and design to promote safe and convenient access to properties;
- Differentiation of commercial uses intended for the Hatch Road Corridor from those intended for Downtown Ceres;

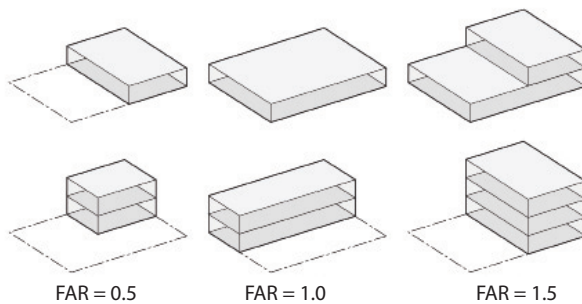
- Measures to address the noise, pollution, safety hazards, and other impacts from truck traffic on walkways and access to buildings through landscaping and design;
- Land use and building location strategies to promote sharing of patronage among businesses;
- Right-size parking and implement parking management strategies such as shared parking to encourage efficient use of land;
- Area-wide information and sign program;
- Maintenance plan and safety program;
- Image enhancement and marketing program; and
- Capital improvement projects, including streetscaping, signs, and facade improvements.

2.E.6 Landscaping Along SR 99. Promote landscaping along the SR 99 Corridor to enhance the appearance of the corridor and, where appropriate, to improve the visibility of commercial properties along SR 99.

2.3 GENERAL PLAN LAND USE DESIGNATIONS, DENSITY STANDARDS, AND ESTIMATED BUILDOUT

The following descriptions apply to land use designations shown with color, shade, or symbols on the Land Use Diagram in Figure 2-3. The designations in this section represent adopted City policy. They are meant to be broad enough to give the City flexibility in implementing the General Plan, but clear enough to provide sufficient direction regarding the expected type and location of land uses planned in the city, as well as the relative similarities and differences between uses. The City's Zoning Ordinance contains more detailed provisions and standards. More than one zoning district may be consistent with a single General Plan land use designation.

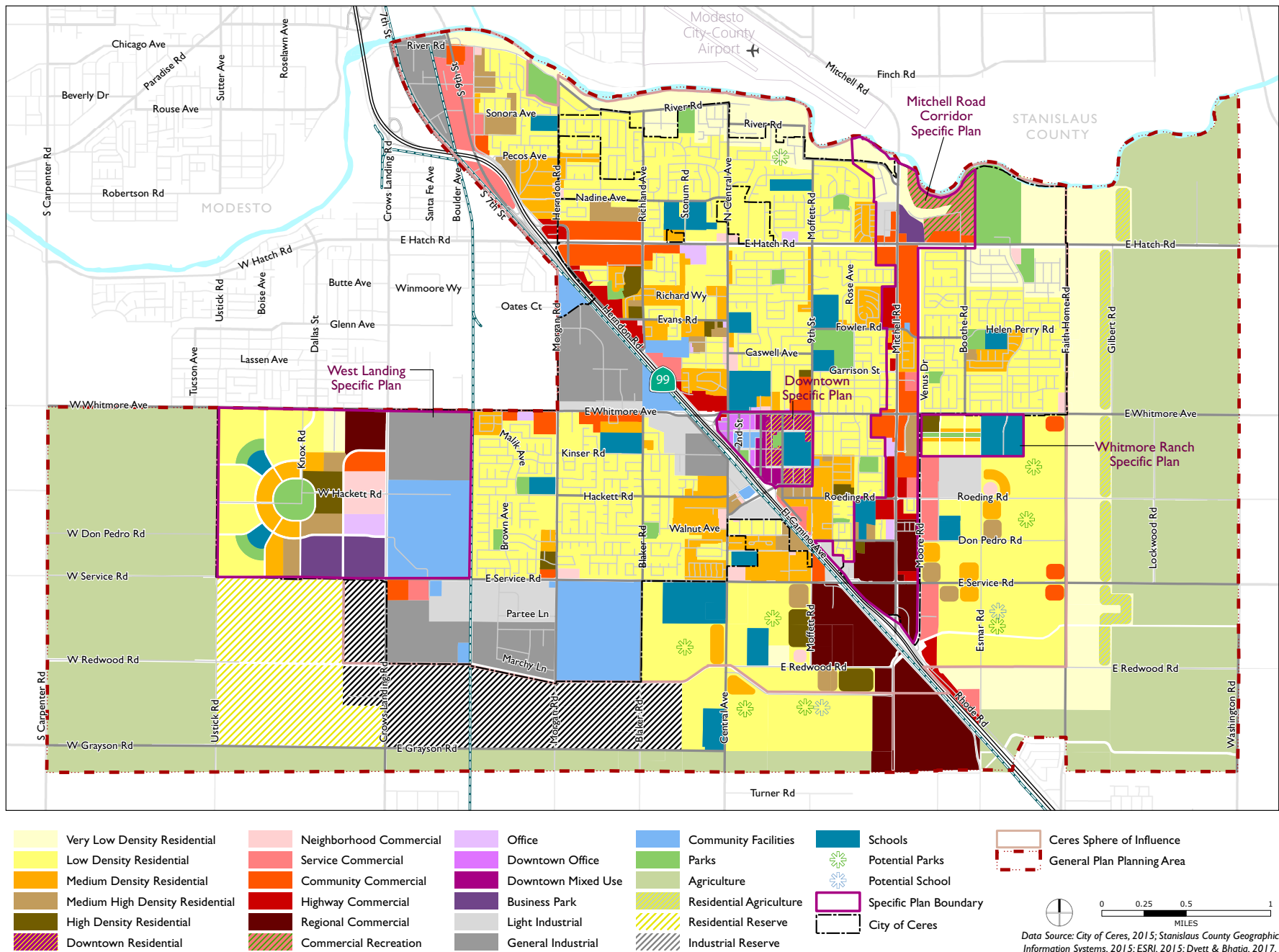
Floor Area Ratio (FAR) Diagram



Density/intensity standards regulate how much development is permitted on a site. For residential uses, the density standards are expressed as the number of housing units per gross acre (dwelling units/acre, or DU/A) and typical lot size. For non-residential uses, development intensity is controlled by a measure known as Floor Area Ratio (FAR), which refers to the ratio between a building's total floor area and the total area of the site. For instance, as illustrated in Figure 2-4: Floor Area Ratio (FAR) Diagram, a one-story building occupying one half of a parcel has an FAR of 0.5; a two-story building occupying a quarter of the same parcel also has an FAR of 0.5.

Dwelling units per acre, typical lot size, and FAR are standard measures of site intensity that are used to evaluate development during the site planning and development review process. FAR applies to the entire development on a site, inclusive of any residential component, unless otherwise noted. Table 2-3, which follows the description of each land use designation below, summarizes the density and intensity ranges for each land use designation, as well as the total acreage in each land use category as mapped on Figure 2.3: Land Use Diagram.

Figure 2-3: Land Use Diagram



LAND USE DESIGNATIONS

Residential



Very Low Density Residential



Low Density Residential



Medium Density Residential

- **Residential Agriculture (0.2 – 0.5 DU/A).** Applies to the use of land for agriculture and single-family detached residences, including mobile home and manufactured homes. The typical lot size is two to five acres, and the density range is 0.2 to 0.5 units per gross acre.
- **Very Low Density (Up to 4.5 DU/A).** Applies to the use of land for single-family detached residences. The typical lot size is 8,000 square feet to one acre, and the density range is up to 4.5 units per gross acre.
- **Low Density (Up to 7.0 DU/A).** Applies to the use of land for single-family detached residences. The typical lot size is 5,000 to 7,000 square feet and the density range is up to 7.0 units per gross acre.
- **Medium Density (7.0 – 12.0 DU/A).** Applies to the use of land for detached single-family homes including mobile homes; attached single-family homes, including townhouses and zero lot lines; and multiple-family residential uses, including condominiums, duplexes, triplexes, and apartments. For detached single-family homes, the typical lot size is 3,000 to 5,000 square feet, and the density range is 7.0 to 12.0 units per gross acre. There is no specific lot size for attached single-family and multiple-family residential.
- **Medium High Density (12.0 – 20.0 DU/A).** Applies to the use of land for attached single-family homes, including townhouses; and to multiple-family residential uses including condominiums, duplexes, triplexes, and apartments. The typical lot size is unspecified, and the density range is 12.0 to 20.0 units per gross acre.
- **Downtown Residential (10.0 – 30.0 DU/A).** Applies to the use of land for attached single-family homes, including townhouses; and multiple-family residential uses, including condominiums, duplexes, triplexes, and apartments. The density range is 10.0 to 30.0 units per gross acre.
- **High Density (20.0 – 30.0 DU/A).** Applies to the use of land for multiple-family residential uses, including condominiums, duplexes, triplexes, and apartments. The typical lot size is unspecified, and the density range is 20.0 to 30.0 units per gross acre.

Mixed Use

- **Neighborhood Commercial (Up to 0.8 FAR; 12.0 – 25.0 DU/A).** Applies to the use of land primarily for neighborhood retail and service uses such as supermarkets, pharmacies, and drycleaners, and other uses that generally serve nearby residential areas and carry products or offer services used by households on a regular basis. Office uses and business services are allowed provided that the overall character of the area retains its neighborhood orientation. Residential uses are also permitted above the ground floor as part of a vertical mixed-use development or at the rear of commercial uses as part of horizontal mixed-use. The residential density range is 12.0 to 25.0 units per acre, and the maximum FAR is 0.8.
- **Downtown Office (Up to 1.0 FAR; 5.0 – 25.0 DU/A).** Applies to the use of land for medical, professional, administrative, general office, and limited commercial service uses such as restaurants, dry cleaners, and other similar uses that are intended to serve the employees and clientele of the office uses in the immediate surrounding areas. Residential uses are also permitted, when appropriately protected from harmful vehicle emissions from SR 99, as stand-alone residences and in conjunction with Downtown Office uses. The residential density range is 5.0 to 25.0 units per gross acre, and the maximum FAR is 1.0. Parking structures shall be excluded in calculating gross floor area.
- **Office (Up to 1.0 FAR; 5.0 – 25.0 DU/A).** Applies to the use of land primarily for medical, professional, administrative, general office, and limited commercial service, including restaurants, dry cleaners, and other similar uses that are intended to serve the employees and clientele of the office uses and the immediate surrounding areas. Residential uses are permitted as stand-alone uses and in conjunction with Office uses. The residential density range is 5.0 to 25.0 units per gross acre, and the maximum FAR is 1.0, excluding parking structures.
- **Downtown Mixed Use (Up to 3.0 FAR; 10.0 – 40.0 DU/A).** Applies to the use of land for a full range of ground-floor retail and service uses, including apparel stores, restaurants, specialty shops, entertainment uses, bookstores, and similar retail. It also allows for financial services and upper-floor residential and professional office uses. Residential development as a mixed use in conjunction with non-residential development is permitted and encouraged with ground-floor retail and upper-floor residential or professional. If appropriate, residential development may be allowed on ground floors. The residential density range is 10.0 to 40.0 units per gross acre, and the maximum FAR for non-residential development is 3.0, excluding parking structures.



Downtown Office



Downtown Mixed Use



Community Commercial



Regional Commercial

Commercial

- **Community Commercial (Up to 0.5 FAR).** Applies to the use of land for a full range of retail and service uses, including retail stores, food and drug stores, apparel stores, specialty shops, motor vehicle sales and service, home furnishings, real estate offices, restaurants, hotels/motels, and other similar uses that serve a community-wide market. The maximum FAR is 0.5.
- **Highway Commercial (Up to 0.5 FAR).** Applies to the use of land for uses designed to serve motorists traveling along SR 99 at or near interchanges that are convenient and safe for such uses, and for uses that depend on high visibility from the freeway, including service stations, hotels/motels, restaurants, and other similar uses primarily oriented toward visitors and travelers. The maximum FAR is 0.5.
- **Regional Commercial (Up to 0.5 FAR, and up to 3.0 FAR in select cases).** Applies to the use of land for region-serving commercial uses, including large-scale shopping centers, wholesale “club” type stores, factory outlets, and other commercial uses including retail stores, food and drug stores, apparel stores, specialty shops, motor vehicle sales and service, home furnishings, durable goods, real estate offices, restaurants, entertainment uses, florists, hotels/motels, and other similar uses that serve a community wide and/or regional market. In addition, Business Park uses may be permitted. Where appropriate, residential uses on upper floors will be permitted by discretionary approval. The maximum FAR is 0.5. An FAR of up to 3.0 may be permitted in select cases of substantial community benefit, as long as adequate vehicular access and adequate public safety response can be provided.
- **Service Commercial (Up to 0.5 FAR).** Applies to the use of land for heavy and wholesale commercial uses that do not need highly visible locations or are suitable in locations where noise levels or other conditions may limit the suitability for other commercial uses. Service Commercial uses can serve as a buffer between the freeway and residential or retail-oriented commercial areas. Allowable uses in this designation include repair facilities, distributing uses, sales of building materials, motor vehicle sales, and storage-oriented uses. The maximum FAR is 0.5.

Industrial

- **Light Industrial (Up to 0.5 FAR).** Applies to the use of land for light industrial and heavy commercial uses, including light manufacturing and fabricating, contractors' yards and offices, motor vehicle service and repair, wholesale uses, lumber yards, hardware stores, other similar industrial and heavy commercial uses, offices, and recreational uses. Incidental employee-serving retail and services may also be permitted. The maximum FAR is 0.5.
- **General Industrial (Up to 0.65 FAR).** Applies to the use of land for large-scale, extensive types of industrial/ manufacturing uses, including manufacturing, food processing, motor vehicle service and repair, contractors' yards, feed and fuel facilities, truck yards and terminals, warehousing and storage uses, wholesale uses, solid waste management and recycling facilities, construction supplies and building material facilities, and offices. Incidental employee-serving retail/service and on-site specialty retail uses may also be permitted. The maximum FAR is 0.65.
- **Business Park (Up to 0.3 FAR).** Applies to the use of land for limited industrial uses, office centers, research and development facilities, medical and institutional uses, warehousing and distributing, "back-office" uses, and other similar uses located in a low-intensity, landscaped setting with high design and development standards. The maximum FAR is 0.3.



General Industrial



Community Facilities



Schools

Other

- **Commercial Recreation (Up to 0.2 FAR).** Applies to the use of land for publicly and privately operated recreational uses, including golf courses, arcades, miniature golf courses, amusement parks, and sports complexes. Supporting and accessory uses such as single- and multi-family dwellings, clubhouses, restaurants, specialty retail sales, and hotels and motels may be permitted by discretionary approval. The maximum FAR is 0.2.
- **Community Facilities.** Applies to the use of land for the city's major public and private facilities and institutional uses. Most common are public safety facilities (i.e., fire stations). The Land Use Diagram shows the specific locations of existing major community facilities. Except for sites that have been acquired, the Land Use Diagram shows only the general location of future public or institutional uses in the area where they will be needed. Selection of specific sites is the responsibility of the respective governmental agencies or private institutions serving the Ceres area. The density is unspecified.

The designation on the Land Use Diagram of any future public or institutional site that has not been acquired shall not be construed to limit the existing or future use of the designated land in any way. The predominant land use designation surrounding any property designated for a future community facilities use shall be used to determine the potential use of the property prior to its acquisition by a governmental agency or private institution.

- **Schools.** Applies to the use of land for existing and proposed public schools. The Land Use Diagram shows the specific locations of existing schools. Except for sites that have been acquired, the General Plan Land Use Diagram shows only the general location of future schools in the areas where they may be needed. The density is unspecified.

The designation on the General Plan Land Use Diagram of any future school site that has not been acquired shall not be construed to limit the existing or future use of the designated land in any way. The predominant land use designation surrounding any property designated for a future school shall be used to determine the potential use of the property prior to its acquisition by a public school district.

- **Parks.** Applies to the use of land for existing and proposed public parks. The Land Use Diagram shows the specific locations of existing parks. Except for sites that have been acquired, the General Plan Land Use Diagram shows only the general location of future parks in the areas where they may be needed.

The designation of any future park site on the General Plan Land Use Diagram that has not been acquired shall not be construed to limit the existing or future use of the designated land in any way. The predominant land use designation surrounding any property designated for a future park shall be used to determine the potential use of the property prior to its acquisition by the City of Ceres.

Given their small size, some of the mini-park sites may not be large enough to be displayed on the Land Use Diagram. This shall not prevent these sites from being considered to have been appropriately classified.

- **Residential Reserve.** Applies to those properties within the Planning Area to be considered for development with residential uses beyond the time frame of the General Plan (2035). This land is intended to generally remain in agricultural, open space, or existing rural residential uses through the time frame of this General Plan. Limited unincorporated development consistent with County zoning of these areas is permissible; however, no substantial urban development or annexation may occur on lands designated as Residential Reserve before the General Plan is amended to specify a primary land use designation for the property. Allowable uses and densities shall include those specified under the Agriculture (A) designation, underlying County zoning, and existing rural residential uses.



Parks



Agriculture

- **Industrial Reserve.** Applies to those properties within the Planning Area to be considered for development with industrial uses beyond the time frame of the General Plan (2035). This land is intended to remain in agricultural, open space, or existing residential, commercial, and industrial uses through the time frame of this General Plan. Limited unincorporated development consistent with County zoning of these areas is permissible; however, no substantial urban development or annexation may occur on lands designated as Industrial Reserve before the General Plan is amended to specify a primary land use designation for the property. Allowable uses and densities shall include those specified under the Agriculture (A) designation, underlying County zoning, and existing urban uses.
- **Agriculture.** Applies to the use of land for agriculture and agriculturally-related uses with a 10-acre minimum lot size. Although territory outside of the Ceres SOI is not under the direct control of the City of Ceres, the agricultural designation of these lands is intended to express Ceres' preference that these areas remain in agricultural use and production.

Table 2-3: Density and Intensity Standards and Acreage Totals for General Plan Land Use Designations

<i>General Plan Land Use Designation</i>	<i>Residential Density (gross dwelling units/ acre)</i>	<i>Maximum Non- Residential Intensity (FAR)</i>	<i>Acres</i>	<i>Percent of Planning Area</i>
Residential			4,883	34.0%
Residential Agriculture	0.2 - 0.5	-	123	0.9%
Very Low Density	Up to 4.5	-	919	6.4%
Low Density	Up to 7.0	-	2,964	20.7%
Medium Density	7.0 - 12.0	-	557	3.8%
Medium High Density	12.0 - 20.0	-	187	1.3%
Downtown Residential	10 - 30.0	-	27	0.2%
High Density	20.0 - 30.0	-	104	0.7%
Mixed Use			146	1.0%
Neighborhood Commercial	12.0 - 25.0	0.8	77	0.5%
Downtown Office	5.0 - 25.0	1.0	11	0.1%
Office	5.0 - 25.0	1.0	45	0.3%
Downtown Mixed Use	10.0 - 40.0	3.0	13	0.1%
Commercial			979	6.8%
Community Commercial	-	0.5	284	2.0%
Highway Commercial	-	0.5	102	0.7%
Regional Commercial	-	0.5; 3.0 in select cases	427	3.0%
Service Commercial	-	0.5	166	1.2%

Table 2-3: Density and Intensity Standards and Acreage Totals for General Plan Land Use Designations

<i>General Plan Land Use Designation</i>	<i>Residential Density (gross dwelling units/ acre)</i>	<i>Maximum Non- Residential Intensity (FAR)</i>	<i>Acres</i>	<i>Percent of Planning Area</i>
Industrial			858	6.0%
General Industrial	-	0.65	538	3.7%
Business Park	-	0.3	96	0.6%
Light Industrial	-	0.5	234	1.6%
Other			7,501	52.2%
Commercial Recreation	-	0.2	55	0.4%
Community Facilities	-	-	439	3.1%
Schools	-	-	358	2.5%
Parks	-	-	246	1.7%
Residential Reserve	-	-	507	3.5%
Industrial Reserve	-	-	585	4.1%
Agriculture	-	-	3,514	24.4%
Transportation/Right of Way/Other	-	-	1,797	12.5%
Total Acres Within Planning Area			14,357	100.0%

Note: Numbers rounded to the nearest acre; totals may not sum precisely due to rounding.

Sources: City of Ceres, 2017; Dyett & Bhatia, 2017.

GENERAL PLAN HORIZON AND BUILDOUT

One purpose of the General Plan is to ensure that the city can accommodate the potential population and job growth over the planning period (to 2035). The General Plan seeks to meet the needs for the projected population, including housing for residents of all incomes, parkland and public facilities, and adequate options for non-residential development to provide employment opportunities. Potential new development and the corresponding population and employment growth is referred to as “buildout.” Buildout is based on existing development and an estimated amount of potential new development in the Planning Area.

New development is generally expected to occur on “opportunity sites,” as explained in Section 2.1 and shown in Figure 2-2: Potential Opportunity Sites. Buildout should not be considered a prediction of growth—the exact amount of development that will occur through 2035 is based on many factors, including changes in the regional real estate and labor markets, and individual property owners’ decisions.

In addition, not all of the parcels identified as opportunity sites are assumed to fully develop by 2035. To estimate buildout for the planning horizon, assumptions were made about the density of development in each proposed land use designation as explained in Section 2.2, as well as the percentage of parcels that would actually develop depending on location and land use designation. Generally, this analysis assumes that a higher percentage of land inside the current city limits would develop rather than land outside of the city limits or outside of the current SOI. In addition, it was assumed that residential opportunity sites would have a higher rate of development than commercial, office, and industrial sites. For example, it was assumed that all of the residential opportunity sites within the city limits would develop. While it was assumed that 60 percent of the opportunity sites designated for regional commercial and industrial uses in the unincorporated areas within the SOI would develop. Outside of the current SOI, 10 percent of residential, commercial, and industrial reserve land and none of the residential reserve is assumed to develop by 2035.

Table 2-4 shows the potential buildout of the General Plan in terms of new development, residents, and jobs. The General Plan could accommodate approximately 24,000 new residents, 20,800 new jobs, and 6,900 new households in the Planning Area by 2035. It is expected that much of this growth will occur in the West Landing Specific Plan area and in the southeast portion of the Planning Area, while most of the existing residential neighborhoods will experience less growth and change.

Table 2-4: Potential Planning Area Buildout by 2035¹

	2015 (Existing)	2035 (New)	Total
Population¹	55,000 ²	24,000	79,000
Jobs³	10,000 ⁴	20,800	30,800
Households³	15,400 ⁵	6,900	22,200

Notes:

Numbers may not sum precisely due to rounding.

1. Numbers have been rounded to the nearest thousand.

2. Includes 47,000 people within the Ceres city limits and 8,000 in the unincorporated county.

3. Numbers have been rounded to the nearest hundred.

4. Includes 8,700 jobs within the Ceres city limits and 1,300 in the unincorporated county.

5. Includes 13,100 households within the Ceres city limits and 2,300 in the unincorporated county.

Source: CA Department of Finance, 1/1/2015; Dyett and Bhatia, 2017; Stanislaus County Assessor, 2014; the 2015 Q2 California Employment Development Department.

GOALS AND POLICIES

Goal 2.F Support Ceres' neighborly and family-friendly character with complete and well-designed neighborhoods.

- 2.F.1 Traditional Neighborhood Design.** Promote the development of compact, complete neighborhoods that locate services and amenities within walking and biking distance of neighborhood residents, allowing people to meet their daily needs close to their homes.
- 2.F.2 Neighborhood Interaction.** Promote opportunities for neighborhood interaction with pedestrian-oriented streetscapes and urban design, as well as public spaces for meeting and gathering.
- 2.F.3 Neighborhood Focal Point.** Encourage each neighborhood to have a clear focal point, such as a park, school, or commercial activity center.
- 2.F.4 Multi-Modal Accessibility.** Maximize accessibility for automobiles, cyclists, and pedestrians.
- 2.F.5 Pedestrian-Oriented Streetscape.** Require streetscapes and buildings to encourage pedestrian activity and comfort.
- 2.F.6 Integrated Neighborhoods.** Require new residential developments to be physically and socially integrated with the existing community.
- 2.F.7 Street Trees.** Support a robust system of street trees in order to increase shade, minimize runoff, and create a comfortable and visually attractive environment.

Goal 2.G Promote development of commercial uses compatible with surrounding land uses to meet the present and future needs of the Ceres market area and to maintain economic vitality.

- 2.G.1 Mitchell Road/SR 99 Interchange.** Support the development of commercial uses that serve the Ceres regional market and leverage the improved SR 99 interchange at Mitchell Road.
- 2.G.2 Multi-Modal Design.** Ensure commercial facilities are designed for transit, pedestrian, and bicycle access, allowing for pedestrian circulation within and between commercial sites and nearby residential areas rather than being designed solely to serve vehicular circulation.
- 2.G.3 Enhanced Design of Existing Commercial.** Encourage the renovation, infill, and reuse of existing commercial centers and strip malls. Redesign and modernization of architectural treatment is encouraged as well as utilization of parking lots to make the centers more pedestrian-friendly, and enhance the definition and character of the street frontage and associated streetscape.
- 2.G.4 Differentiate Commercial Centers.** Promote differentiation of uses between Downtown and other commercial areas, including community and regional commercial centers. Specialty retail and dining establishments should be encouraged to locate Downtown, as well as commercial uses that serve the everyday needs of Downtown residents, such as pharmacies and small groceries.
- 2.G.5 Office Uses.** Promote the incorporation of office uses in existing regional commercial centers as a means of enhancing retail viability, creating attractive spaces, and reducing vehicle trips.
- 2.G.6 Mixed Use and Housing.** Allow and encourage mixed uses and housing in commercial centers where appropriate to foster vibrant commercial areas and convenient places to live.

2.G.7 Reduce Impacts from Truck Traffic. Use site design, including locating parking between the street and buildings, as well as using landscaping as a buffer—especially along expressways—on commercial uses and access to these uses, including along walkways.

See Chapter 3: Transportation and Circulation Element for more on expressways in Ceres.

Goal 2.H Promote development of industrial uses to meet the present and future needs of Ceres residents for jobs and to maintain economic vitality.

2.H.1 Suitable Land. Ensure availability of a variety of parcel sizes to accommodate a variety of industrial uses.

2.H.2 Adequate Infrastructure and Services. Only approve new industrial development where adequate infrastructure and services are already available or where new industrial development will cover the cost of extending adequate infrastructure, consistent with the General Plan and other applicable master plans.

2.H.3 Shovel-Ready. Initiate focused planning to provide a supply of land designated for industrial use with development entitlements and serviced by utilities, including roads, wastewater, and water.

See Chapter 7: Economic and Community Development Element for related goals and policies.

Goal 2.I Ensure new growth areas contribute to Ceres' proud identity and promote community health.

2.I.1 Annexations. Approve annexations only after City approval of an appropriate area-wide plan (e.g., master plan, specific plan) that addresses land use, circulation, housing, infrastructure, and public facilities and services, based on the City's annexation policy, while also adhering to the policies of the General Plan. Exceptions to this requirement for area-wide plans include annexations of:

- Existing developed areas;
- Areas of less than five acres; and
- Housing developments for very-low and low-income households.

2.1.2 Area-wide Plans. Use area-wide plans (i.e., master plans or specific plans) to comprehensively plan for new neighborhood developments. Each residential area-wide plan should at minimum address the following:

- The distribution, location, and extent of land uses, including standards for land use intensity.
- Compatibility of new development with adjacent existing and proposed development.
- Provision of a range of housing types to ensure socially and economically integrated neighborhoods based on the Housing Element projections of housing needs.
- Distribution and location of roadways, including design standards for and the general alignment of arterial and collector streets. Specific provisions for local streets and bikeways should be shown, where necessary.
- Provisions for the extension of the existing city roadway system into new development areas. New development shall be linked to adjacent existing neighborhoods and planned neighborhoods.
- Distribution and location of and specifications for sewer, water, and drainage facilities needed to serve new development and future development areas consistent with the Sewer, Water, and Drainage Master Plans, including reservations for needed wells and storage areas.
- Distribution and location of neighborhood commercial centers, parks, schools, and other public- and quasi-public facilities.
- Provisions for linking residential neighborhoods, parks, schools, shopping areas, and employment centers through a system of pedestrian and bicycle pathways.
- Design guidelines for all new public and private development, including landscaping, roadway frontage treatment, subdivision identification signs and monuments, and walls and fences.
- Provisions for development phasing to ensure orderly and contiguous development consistent with infrastructure expansions and anticipated market demand.
- Provisions for minimizing conflicts between new development and adjacent agricultural uses.
- Implementation measures necessary to carry out the plan, including a program for financing public infrastructure improvements.

- 2.I.3 Fiscal Responsibility.** Require new development to pay for its fair share portion of costs of impacts on infrastructure.

Goal 2.J Regulate future development near the airport to provide for protection of public health and safety.

- 2.J.1 Compatibility.** Require compatibility between urban development and airport facilities to ensure the availability of local air transportation services and a quality living environment.
- 2.J.2 Airport Safety Zones.** Allow new development within Airport Safety Zones (Figure 5-8: Hazardous Sites in Chapter 5: Health and Safety Element) according to the standards in the most recent Stanislaus County Airport Land Use Compatibility Plan. At the discretion of the Ceres Director of Community Development, an applicant for a permit or other entitlement may be required to submit survey information sufficient to document the location of a property or development site in relation to the various Airport Safety Zones as adopted by Stanislaus County Airport Land Use Commission.
- 2.J.3 Partnerships.** Work closely with appropriate agencies, including the Stanislaus County Airport Land Use Commission, to ensure compatibility of land uses with airport facilities and operations. To this end, encourage the Stanislaus County Airport Land Use Commission to update the Airport Land Use Compatibility Plan consistent with the requirements of State law, including using the California Division of Aeronautic Airport Planning Handbook as a guideline.
- 2.J.4 Building Heights.** Limit building heights for airspace protection in accordance with Federal Aviation Regulations Part 77.
- 2.J.5 Overflight Easements.** Require Avigation Easement Dedication, Recorded Deed Notice, and Real Estate Disclosure as required by the Stanislaus County Airport Land Use Compatibility Plan.

Goal 2.K Maintain land as Residential Reserve and Industrial Reserve within the Planning Area to consider for development projected to occur beyond 2035.

2.K.1 Development of Reserve Areas. Except in the case of the City conducting pre-planning to prepare sites for industrial development, do not permit substantial development of Reserve Areas without a General Plan Amendment.

2.K.2 Annexation of Reserve Areas. Consider the appropriateness of annexation and development of Residential and Industrial Reserve lands based upon the following factors.

- Demonstrated need for additional land;
- Availability of appropriately-designated land for development within the Sphere of Influence;
- Possible location and mix of land uses;
- Implications for overall community form;
- Ability to provide infrastructure and public facilities and services;
- Environmental impacts;
- Fiscal impact on City; and
- Community benefits.

2.4 URBAN DESIGN

Urban design is the physical embodiment of community character, and it plays a significant role in neighborhood and city identity. It influences people's experiences of places and their experiences in those places. Accompanying the goals and policies below are urban design guidelines, shown in Figures 2-4, 2-5, and 2-6. These guidelines show and describe the physical form envisioned for different types of development in Ceres, including single-family residential, multi-family residential, Downtown mixed use, neighborhood commercial, locally-serving commercial and office, and business park. They are intended to provide a common understanding around what constitutes good design, including both site and individual project design, in order to benefit the form and character of the community as a whole.

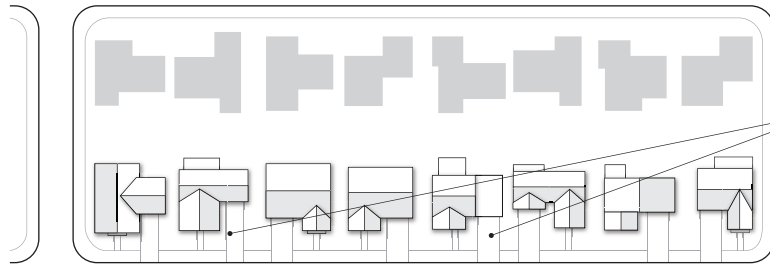


The design of this apartment complex in Ceres provides interior green space safe from street traffic and within view of home for kids to play.

Figure 2-4: Design Guidelines by Development Type (Residential)

SINGLE FAMILY RESIDENTIAL

Plan View



Garages set back from main building frontage (reduced visual prominence)

Elevation

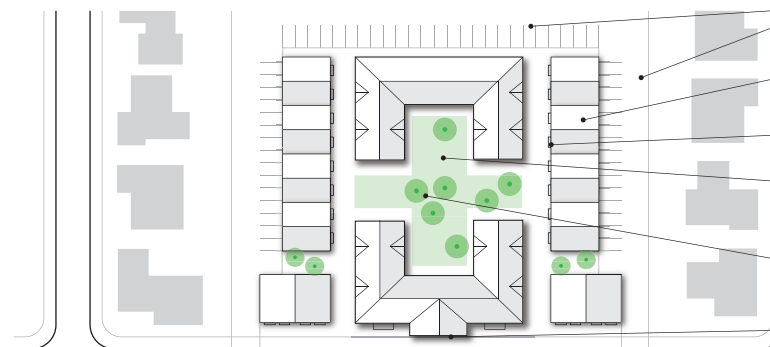


Architectural variety among residences

Entrances oriented to street

MULTI-FAMILY RESIDENTIAL

Plan View



Parking at rear or screened with landscaping

Building mass broken into smaller units

Sufficient private outdoor space

Functional and accessible interior site open space

Attractive landscaping

Main entrance oriented to street

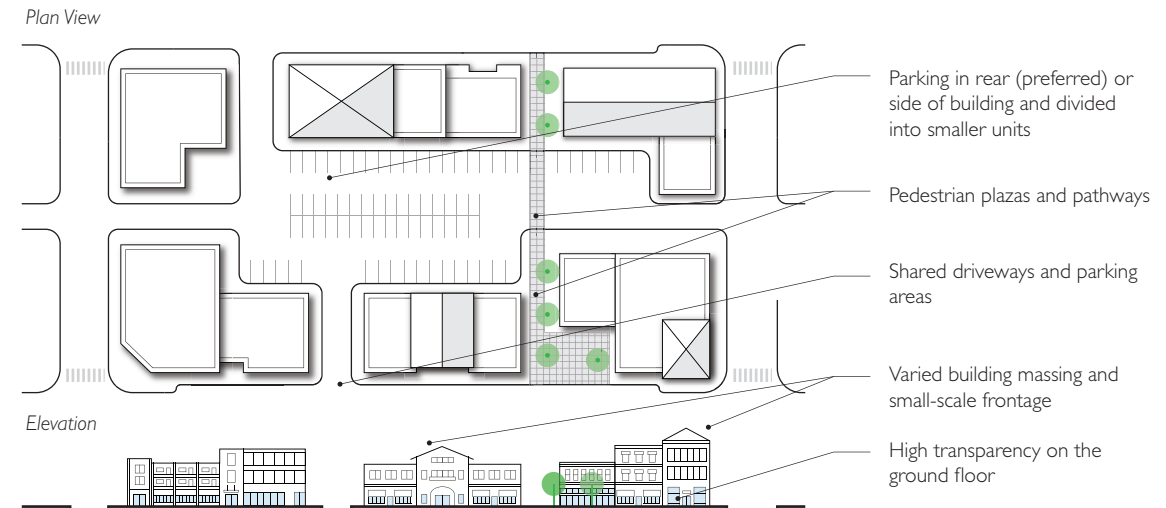
Elevation



Building scale transition to adjacent single family homes

Figure 2-5: Design Guidelines by Development Type (Mixed Use)

DOWNTOWN MIXED USE



NEIGHBORHOOD COMMERCIAL

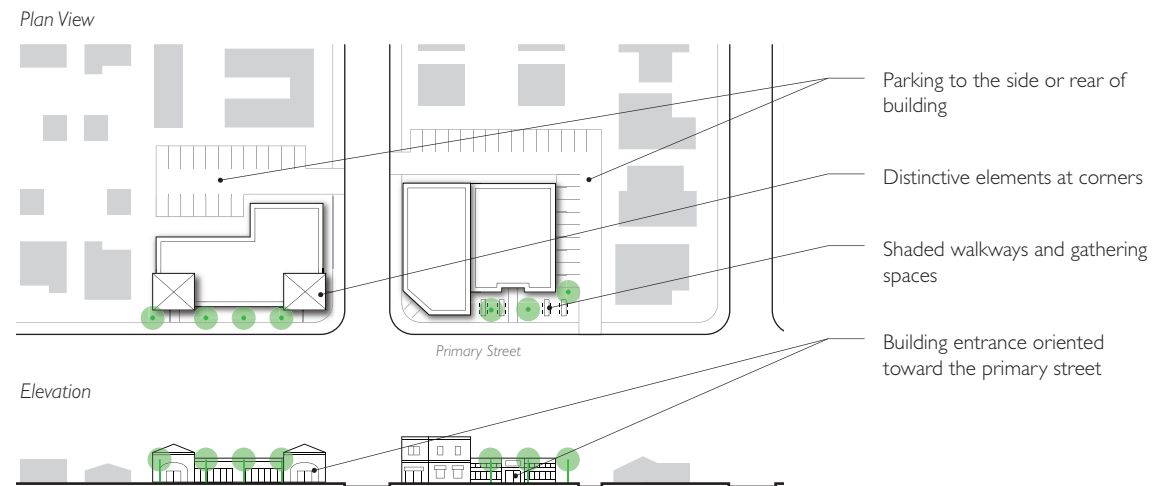
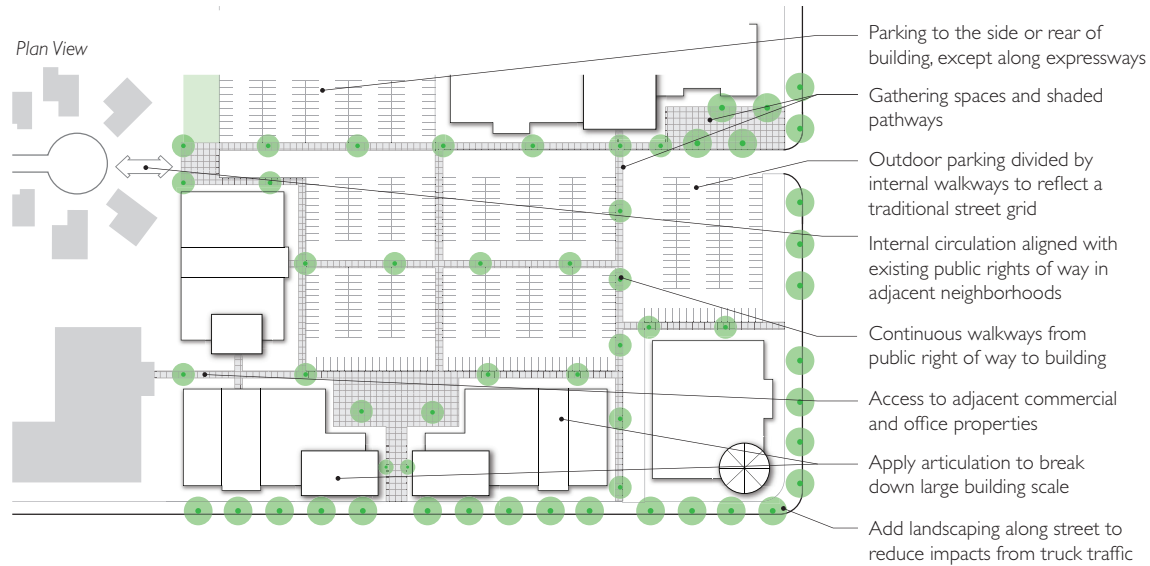


Figure 2-6: Design Guidelines by Development Type (Commercial and Office)

COMMUNITY COMMERCIAL AND OFFICE



BUSINESS PARK



GOALS AND POLICIES

Goal 2.L Ensure quality design that supports the goals of the General Plan.

2.L.1 Design Guidelines. Ensure quality design by adopting simple and effective Design Guidelines that clearly express desirable, in addition to discouraged, outcomes.

2.L.2 Design Review. Require an efficient design review process, as appropriate, that focuses on achieving form and function for new, reuse, and reinvestment projects to promote creativity, sustainability, health, and design quality.

2.L.3 Pedestrian-Oriented Design. Promote architectural and landscape design features in new development that create more pedestrian-friendly neighborhoods, such as orientation to the street; rear, setback, or detached garages; front porches; tree-lined streets; and landscaped strips between streets and sidewalks.

2.L.4 Crime Prevention through Environmental Design. Promote design that enhances public safety and discourages crime by encouraging buildings that engage the street, as well as adequate lighting and sight lines.

See Chapter 6: Public Facilities and Services Element for more information on Crime Prevention through Environmental Design.

2.L.5 Single-Family Residential Design. Ensure architecture and landscaping in single-family residential projects contribute to a neighborhood identity with visual interest and variety. Encourage the following characteristics in single-family residential development:

- Architectural variety between residences to contribute to neighborhood identity. Discourage monotonous developments with repetitive residential design;
- Development oriented to the street;
- Reduced priority given to garages and parking;
- Attractive architectural features such as front porches, articulated facades, formers, trim and moldings, and high-quality building materials;
- Size, scale, proportion, color, placement, and detailing of architectural features that complement the overall massing and scale of the building.

2.L.6 Multi-Family Residential Design. Ensure attractive architecture and design of multi-family buildings provide a variety of high-quality housing options with convenient facilities to foster a high quality of life. Encourage the following characteristics in multi-family developments:

- Variety of unit sizes including studios and three bedrooms;
- Building mass broken into small units;
- Sheltered and well-lit entrances to units and main entrances that are oriented to the street;
- Sufficient private outdoor space for each unit, such as balconies or decks;
- Functional and accessible interior site open space that may include a community garden;
- Attractive landscaping, including larger trees;
- Parking provided in rear of building or screened with landscaping;
- Consolidated parking in higher density residential projects that shares one or two entrances/exits from the property in order to minimize curb cuts;
- Good site and building management and maintenance;
- Screened, secure, and accessible areas for waste disposal and recycling;
- Building scale and mass transitions appropriate to adjacent single-family neighborhoods, where applicable; and
- Size, scale, proportion, color, placement, and detailing of architectural features that complement the overall massing and scale of the building.

2.L.7 Downtown Commercial and Mixed-Use Development Design. Ensure commercial and mixed-use development in Downtown Ceres cultivates an attractive destination and pedestrian-oriented center of activity. Encourage the following characteristics in commercial and mixed-use buildings in Downtown Ceres:

- Main facades with entrance doors and windows that front the primary street;
- Buildings on larger lots broken down in scale to create a small-scale frontage rhythm;
- Ground-floor facades designed to give interest to pedestrians and visitors, for example with transparent glass storefronts;
- Parking in rear (preferred) or side of building;

- Shared facilities, such as driveways, parking areas, and pedestrian plazas, between adjoining properties; and
- Materials chosen and detailed to respect the climate and traditions of the San Joaquin Valley.

See the Ceres Downtown Specific Plan for further guidelines.

2.L.8 Neighborhood Commercial Design. Ensure development in the Neighborhood Commercial land use designation complements nearby residential neighborhoods with attractive commercial and mixed-use buildings that are conveniently accessible by walking or biking. Encourage the following characteristics in development in the Neighborhood Commercial land use designation:

- Building entrances oriented toward the street rather than parking lot;
- Parking located to the side or rear of building where possible; and
- Shaded walkways and small gathering spaces that help strengthen community character and identity, and facilitate accessing the commercial area on foot.

2.L.9 Commercial and Office Design. Ensure development in the Community Commercial and Office land use designations balances the goals of providing convenient services and retail options with adding attractive, quality design that contributes to the Ceres community. Encourage the following characteristics in development in the Community Commercial and Office land use designations:

- Access to adjacent commercial and office properties, where appropriate, to limit vehicle congestion on primary access roads and improve pedestrian accessibility;
- Convenient pedestrian connections from adjoining neighborhoods to improve pedestrian accessibility;
- Internal circulation aligned with existing public rights of way in adjacent neighborhoods to continue existing street grid and provide opportunities for improved accessibility, where appropriate;
- Parking located to the side or rear of buildings, except along expressways where parking can be located in the front of buildings to reduce impact of truck traffic on use of and access to buildings;

- Landscaping, site design, or screening to reduce impact of truck traffic on use of and access to buildings, where appropriate;
- A continuous, safe, and convenient walkway from the public right of way to building entrances;
- Building entrances oriented to the walkway;
- Outdoor parking areas divided into smaller units for more human-scaled landscapes through new internal streets or landscaping with shaded walkways, to reflect a more traditional street grid and to facilitate safe and convenient pedestrian movement;
- Shaded walkways and gathering spaces that help strengthen community character and identity and facilitate safe and pleasant pedestrian access between uses and the parking areas;
- Adaptive reuse of buildings and design of new buildings to allow for future reuse;
- Large buildings “broken up” by variations in building form and architectural design; and
- Articulation in the walls, including insets, canopies, wing walls, and trellises.

2.L.10 Service and Highway Commercial Design. Ensure development in the Service Commercial and Highway Commercial land use designations is designed to conveniently serve potential consumers and is appropriately buffered from adjacent residential and sensitive uses. Encourage the following characteristics in development in the Service Commercial and Highway Commercial land use designations:

- Attractive building frontages;
- Attractive frontages and signage promoting visibility from SR 99, where appropriate;
- Integrated on-site circulation;
- Access to adjacent commercial and office properties, where appropriate, to limit vehicle congestion on primary access roads and improve pedestrian accessibility;
- Outdoor parking areas divided into smaller units for more human-scaled landscapes through new internal streets or landscaping with shaded walkways, to reflect a more traditional street grid, and to facilitate safe and convenient pedestrian movement;
- Loading bays and outdoor storage areas that are not readily visible from the public right of way; and
- Comprehensive sign program.

2.L.11 Regional Commercial Design. Ensure development in the Regional Commercial land use designation provides a commercial destination and other development attractive to the regional market. Encourage the following characteristics in development in the Regional Commercial land use designation:

- Distinctive gateway or entry features that contribute to the character of Ceres;
- Attractive landscaping with shade trees to provide substantial tree canopy in and around parking areas that enhance regional center identity;
- Plaza and outdoor patio areas with public art that create focal points;
- Access to adjacent commercial and office properties, where appropriate, to limit vehicle congestion on primary access road and improve pedestrian accessibility;
- Convenient pedestrian connections from adjoining neighborhoods;
- Parking located to the side or rear of building where possible;
- Outdoor parking areas divided into smaller units for more human-scaled landscapes through new internal streets or landscaping with shaded walkways, to reflect a more traditional street grid, and to facilitate safe and convenient pedestrian movement;
- Shaded walkways and gathering spaces that help strengthen community character and identity and facilitate safe and pleasant pedestrian access between uses and the parking areas;
- Adaptive reuse of buildings and design of new buildings to allow for future reuse;
- Large buildings “broken up” by variations in building form and architectural design; and
- Articulation in the walls, including insets, canopies, wing walls, and trellises.

2.L.12 Business Park Design. Ensure business park use developments attract businesses and provide a convenient and pleasant environment for workers. Encourage the following characteristics in development in the Business Park land use designation:

- Articulation in the walls, including insets, canopies, wing walls, and trellises;
- Large buildings “broken up” by variations in building form and architectural design;
- Distinctive gateway or entry features that contribute to the character of Ceres;
- Adaptive reuse of buildings and design of new buildings to allow for future reuse;
- Blocks of no more than 1,000 feet in length with block perimeters of no more than 4,000 feet. Where larger blocks exist, improve convenience of walking and bicycling with shaded, internal connections, such as sidewalks, bicycle paths, and multi-use trails;

- A shaded pedestrian rest area with seating, landscaping, and trash receptacles near building entrances;
- Attractive landscaping, including larger trees;
- Access to adjacent commercial and office properties, where appropriate, to limit vehicle congestion on primary access road and improve pedestrian accessibility;
- Parking located to the side or rear of building where possible; and
- Loading bays and outdoor storage areas that are not readily visible to the public.

2.L.13 Industrial Design. Ensure industrial development provides safe work environments and does not result in impacts on public health or quality of life of surrounding neighborhoods. Encourage the following characteristics in industrial development:

- Attractive building frontages (facades of preferably brick, wood, glass, or other quality material) that are readily visible from the public street;
- Large parking areas with tree coverage separated into a series of small parking areas with the use of landscaping and the location of buildings;
- Outdoor services areas, loading bays, and outdoor storage areas located in the rear of buildings or screened from the public right of way; and
- Attractive landscaping to enhance the business by softening buildings and parking areas.

2.L.14 Industrial Buffering. Require industrial development to provide sufficient buffering from residential areas and sensitive uses to avoid impacts associated with noise, odors, and the potential release of noxious and hazardous materials.

2.L.15 Exterior Lighting Standards. Establish standards for the evaluation of exterior lighting for new development and redevelopment to ensure that exterior lighting (except traffic lights, navigational lights, and other similar safety lighting) is minimized, restricted to low-intensity fixtures, shielded, and concealed to the maximum feasible extent, and that high-intensity perimeter lighting and lighting for athletic fields and other private recreational facilities is limited to reduce light pollution visible from public viewing areas.

Goal 2.M Minimize impact on the environment and protect quality of life in the face of a changing climate.

- 2.M.1 Low Impact Development.** Encourage the incorporation of Low Impact Development (LID) in individual projects to support a citywide system of green infrastructure. See Chapter 6: Public Facilities and Services Element for more information.
- 2.M.2 Permeable Surfaces.** Encourage site and building design that maximizes the amount of permeable surfaces to encourage groundwater recharge and to reduce burden on existing stormwater facilities. See Chapter 6: Public Facilities and Services Element for more information.
- 2.M.3 Drought-Tolerant Landscaping.** Encourage the use of water-conserving and drought-tolerant landscaping, emphasizing plants that are native to Ceres' environment. Landscaping that requires low maintenance and upkeep is also preferred, to keep costs low. See the Ceres Water Efficient Landscape Guidelines and Standards for more information.

2.5 DISADVANTAGED UNINCORPORATED COMMUNITIES

Enacted in 2011, SB 244 requires cities to address the infrastructure needs of disadvantaged unincorporated islands or fringe communities located within or near their boundaries. For cities, a “disadvantaged unincorporated community” (DUC) is defined as a fringe or island community in which the median household income is 80 percent or less of the statewide median household income. The law states that each city must include the following information about any applicable communities in the Land Use Element of its general plan:

- Identify and describe every “island community” or “fringe community” located within that city’s Sphere of Influence that is considered to be a disadvantaged unincorporated community;
- Include an analysis of water, wastewater, stormwater drainage, and structural fire protection needs or deficiencies for each of the identified communities; and
- Include an analysis of potential funding mechanisms that could make the extension of services and facilities to identified communities financially feasible.

According to the Stanislaus LAFCO,³ there is only one DUC within the Ceres SOI: Bystrum. As shown in Figure 2-7: Disadvantaged Unincorporated Communities - Island Communities, it is bordered by Herndon Road on the east, Bystrum Road on the west and south, and River Road along the Tuolumne River on the north. Most of the DUC is composed of single-family housing, with some multi-family units. The Tuolumne Elementary School is located in the eastern portion of the DUC, and Mancini Park is just northeast of it.

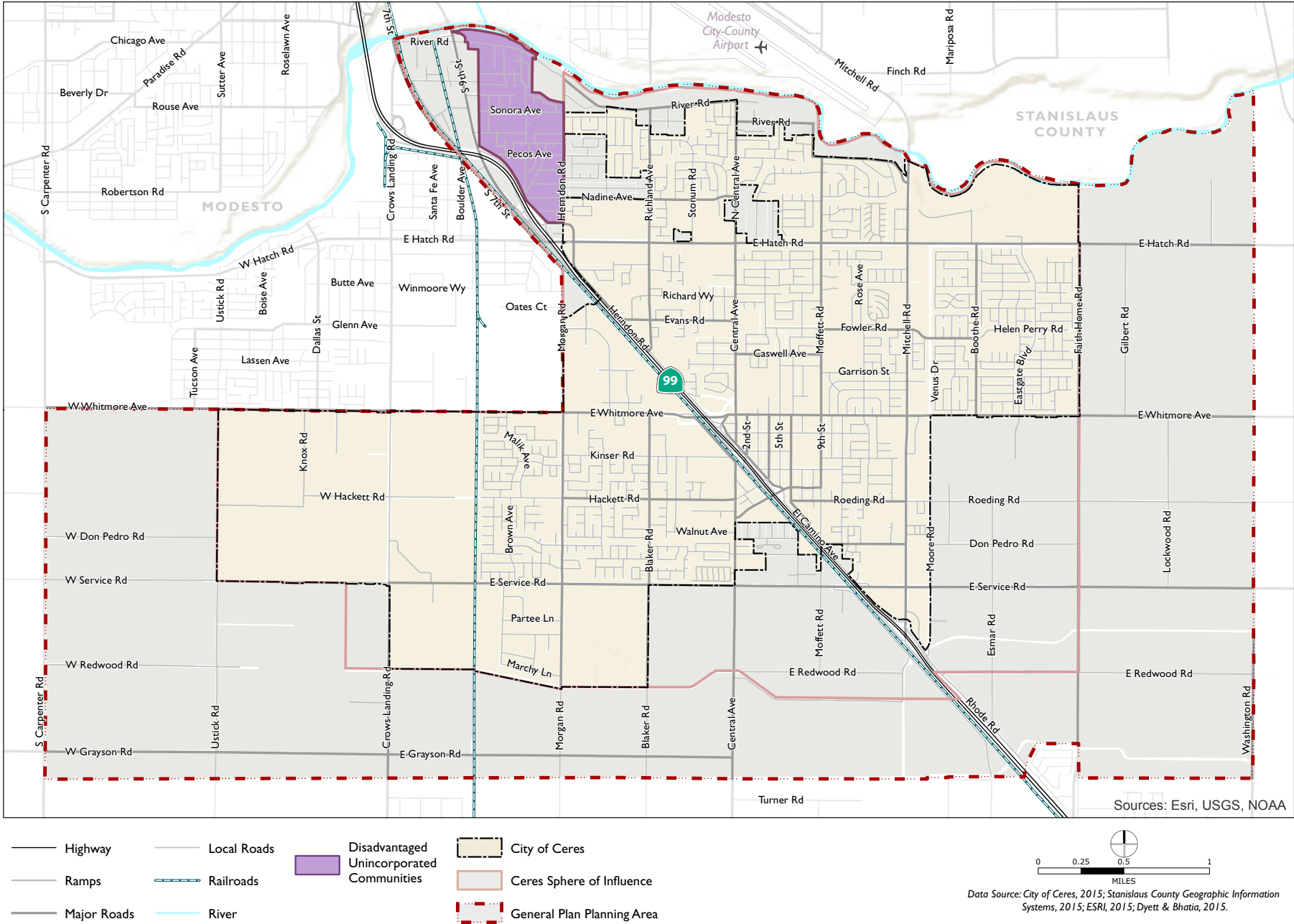
Water is currently provided to the Bystrum DUC by the City of Modesto. The water supply for the DUC is reliant on groundwater pumped from City of Modesto wells within the San Joaquin Valley Groundwater Basin, Turlock Subbasin. The groundwater levels in the Turlock Subbasin rebounded about eight feet from 1994 to 2000, suggesting that the level of pumping is a “safe



Residential areas closer to SR 99 may be more exposed to hazardous air pollution than other areas in the city.

³Personal communication with Javier Camarena and the City of Ceres on April 28, 2017.

Figure 2-7: Disadvantaged Unincorporated Communities– Island Communities



yield.”⁴ The quality of the groundwater from the Turlock Subbasin is of relatively poor quality. The City of Modesto has developed strategies to enhance groundwater extraction capacity and minimize vulnerability to water quality issues, including well monitoring for early detection, well rehabilitation, wellhead treatment and blending.⁵

The Bystrum DUC falls within the North Ceres Sewer Service Area, a component sewer system of the Ceres Sewer Service Area. Wastewater in the North Ceres Service Area flows into the City of Modesto’s sewer system and is treated at Modesto’s wastewater treatment plant. Wastewater is conveyed through a trunk approximately 16,000 feet long, ranging in diameter from 21 to 24 inches.⁶ There is one County-owned storm drain in the Bystrum DUC flowing into the Tuolumne River. See Chapter 6: Public Facilities and Services Element for more information about wastewater and stormwater systems.

In terms of structural fire protection services, the Bystrum DUC is within the Industrial Fire Protection District’s boundaries. In 2007, the Industrial Fire Protection District entered into a Joint Exercise of Powers Agreement (JPA) with the City of Ceres and the City of Modesto for the provision of structural fire protection services within its boundaries. This agreement allows the City of Ceres and the City of Modesto to provide structural fire protection services within their respective Spheres of Influence. The City of Ceres has operational control of the Districts’ Fire Station #2 on Pecos Avenue. In addition, Ceres Fire Station #2, which is staffed with three firefighters daily, is located on Bystrum Road, on the boundary of the DUC. The Insurance Service Organization (ISO) assesses fire departments across the country to provide consistent information to insurance companies. ISO ratings range from one to ten, with one being the best and ten being no protection at all. The City of Ceres Fire Department had an ISO rating of 3 in 2016.

Based on these services, the Bystrum DUC is currently adequately served with water, wastewater, and stormwater systems, and structural fire protection services. Therefore, no further funding mechanisms are required to extend services or facilities. The following goals and policies help ensure that services to the Bystrum DUC are maintained and/or improved, as appropriate.

⁴West Yost Associates. City of Modesto 2015 Urban Water Management Plan. June 2016.

⁵City of Modesto 2015 Urban Water Management Plan.

⁶City of Modesto Sanitary System Management Plan Appendix E. March 2007.



Ceres Fire Station #2 in the Bystrum disadvantaged unincorporated community



Although the County provides a storm drain, stormwater collects in the Bystrum DUC.

GOALS AND POLICIES

Goal 2.N Ensure that the benefits and burdens of land use planning and public services are distributed fairly, with particular attention to disadvantaged unincorporated communities (DUC).

- 2.N.1 Identify Disadvantaged Unincorporated Communities.** Work with Stanislaus County and the Stanislaus Local Agency Formation Commission to maintain updated maps of disadvantaged unincorporated (island/fringe) communities.
- 2.N.2 Fair Provision of Services.** Continue to cooperate with the City of Modesto and any other relevant providers to ensure that the water, sewer, and stormwater facilities serving DUCs in the Planning Area are maintained to provide adequate and appropriate level of services to the DUC residents.
- 2.N.3 Maintain Structural Fire Protection Service Levels.** Continue to ensure that structural fire protection services to DUCs in the Planning Area are consistent with the ISO rating equal to or greater than the City of Ceres Fire Department.



3

Transportation and Circulation

The Transportation and Circulation Element provides goals and policies aimed at providing mobility choices for travel within and connecting to Ceres. Mobility within Ceres is provided by local streets and roadways, highways, railroads, sidewalks, bicycle facilities, and transit service. The General Plan provides for the development of new roadway infrastructure and multi-modal improvements to serve the existing and future population with mobility choices that reduce air pollution, reduce the need for some additional roadway improvements, and provide viable non-automobile travel options.

This Element identifies the various transportation systems designed to create a complete transportation network, including: automobile travel, transit, non-motorized transportation, and goods movement. The plans for Ceres' transportation system support other elements of the overall General Plan by providing and enhancing multi-modal transportation options and supporting adjacent land uses.

The Transportation and Circulation Element is organized as follows:

Section 3.1: Context: Transportation System. Provides information related to the existing transportation system and changes to transportation evaluation metrics.

Section 3.2: Street and Roadway System. Provides context and overview of the General Plan's circulation diagram. Outlines goals and policies that address the creation of a complete streets network.

Section 3.3: Parking. Outlines goals and policies related to parking.

Section 3.4: Public Transportation. Provides a description of transit providers in Ceres, along with the associated goals and policies.

Section 3.5: Bicycle and Pedestrian Circulation. Provides a description of bicycle and pedestrian facilities in Ceres, along with the associated goals and policies.

Section 3.6: Goods Movement. Provides a description of goods movement through Ceres, along with the associated goals and policies.

Section 3.7: Transportation Financing. Describes various goals and policies related to the financing of the transportation system.

RELATIONSHIP TO STATE LAW

State law (Government Code Section 65302(b)(1)) requires general plans to include a Circulation Element consisting of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military airports and ports, and other local public utilities and facilities, all correlated with the land use element of the plan. This Element is closely tied to Chapter 2: Land Use and Community Design Element such that sufficient transportation capacity for all travel modes is provided to accommodate the mobility needs of existing and planned development.

As part of updating the General Plan, this Element reflects important policy changes across California, including the California Complete Streets Act (AB 1358), which requires general plans updated after January 30, 2011 to incorporate Complete Street policies and frameworks. Complete Streets policies aim to provide a balanced, multi-modal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan.

Other considerations of this plan include Senate Bill 743, signed by Governor Brown in 2013, which began an official process to amend the California Environmental Quality Act (CEQA) guidelines related to transportation impacts. Specifically, the guidelines shift from a traditional vehicle based level of service ("LOS") analysis to other metrics including Vehicle Miles Traveled (VMT) that better evaluate goals related to sustainability and multi-modal transportation options. However, the City recognizes the continued importance of "LOS" to understand the local effects of land use development on the transportation network. Flexible level of service standards are established under this plan to support other General Plan goals including promoting active transportation and economic development in Ceres.

RELATIONSHIP TO VISION AND GUIDING PRINCIPLES

The Transportation and Circulation Element supports multiple Guiding Principles, including:

- **Health and Sustainability.** Provide well-maintained and accessible parks, street trees and landscaping, and healthy food options; and prioritize clean air, clean water, and resource conservation to help keep the community—both the people and the environment—healthy.
- **Attractive Destination.** Cultivate Ceres as a unique destination in the Central Valley and for travelers on Highway 99. To the extent possible, ensure that new development visible from Highway 99 offers attractive and unique views from that travel way.
- **Revitalization.** Encourage infill development and investment within existing neighborhoods and commercial corridors in order to revitalize areas within the city limits.
- **Balanced Circulation Network.** Make it safe and convenient for residents and workers to get where they need to go and for businesses to transport goods by providing well-maintained sidewalks, connected bicycle networks, efficient connections to major transportation corridors, and regional transit connections.



Fourth Street in Downtown Ceres is easily accessible from SR 99, providing economic opportunity for Ceres.



Bike lanes along the TID canals can be used for both transportation and recreation in a balanced circulation network.



Safe, tree-lined sidewalks make it convenient to walk and stay healthy.



Designing for the private automobile without considering other modes can result in dangerous situations.

3.1 CONTEXT: TRANSPORTATION SYSTEM

REGULATORY CONTEXT

Transportation through and within Ceres is provided by a network of facilities that are categorized by travel mode, function, and capacity. Multiple agencies oversee the planning, development, operation, and funding of these facilities. Nationally, the U.S. Department of Transportation (USDOT) ensures the safety and efficiency of the nation's interstate freeway system, airports, rail lines, and ports. The California Department of Transportation (Caltrans) manages more than 45,000 miles of highway and freeway lanes as well as other transportation facilities across the state. At the regional level, the Stanislaus Council of Governments (StanCOG) is responsible for developing and updating a variety of transportation plans and for allocating the federal and State funds to implement them. Ceres Area Transit (CAT), Ceres Dial-A-Ride (CDAR), Modesto Area Express (MAX), and Stanislaus Regional Transit (StaRT) provide public transportation services to and within the city. At the local level, the Ceres Department of Public Works and Ceres Engineering Division are responsible for the maintenance and design of citywide transportation systems, including roadways, bicycle, pedestrian, and transit facilities.

MULTI-MODAL MOBILITY IN CERES

Transportation in Ceres primarily occurs via private automobiles, with over 93 percent of commute trips occurring via a private automobile, and over 98 percent of Ceres households having access to at least one vehicle. The existing transportation network has generally been able to accommodate auto-mobility with minimal delay for drivers at most times of day within Ceres. However, auto-mobility has come at the expense of other travel modes, including bicycle and pedestrian travel. As Ceres continues to develop, demands on the transportation system will increase not only from growth in Ceres, but growth in adjacent communities. This growth will result in an increasing number of transportation trade-offs that will need to be considered; some trade-offs are discussed further below.

COMPLETE STREETS

The definition of a Complete Street can vary depending on the context, but there are some common elements found in successful Complete Streets policies. These policies consider the needs of all users of the street in the planning, design, construction, operation, and maintenance of transportation networks (National Complete Streets Coalition, 2017). Through this framework, policymakers shift the goals, priorities, and vision of local transportation planning efforts by emphasizing a diversity of modes and users. This includes consideration for all modes of transportation and for the people who bike, walk, or take transit as well as the diversity of users of the transportation system across race/ethnicity, income, and other demographic factors. In agricultural areas, Complete Streets policies also consider the needs of farm vehicles. While the City of Ceres has long maintained goals and policies to promote a multi-modal network, this General Plan reinforces the importance of a variety of travel modes to serve the needs of Ceres residents through additional Complete Streets policies.

TRANSPORTATION PERFORMANCE MEASURES

Level of Service

The City of Ceres has established level of service (“LOS”) as the primary performance metric for the transportation system. “LOS” is a qualitative description of intersection and roadway segment performance based on the average delay that vehicles experience during peak travel hours. “LOS” grades range from “LOS A,” representing free-flow conditions, to “LOS F,” representing over capacity conditions with the potential for increased vehicular travel time. This performance metric generally relates to the experience of automobile drivers on the transportation network.

There can be trade-offs between providing a complete street network and providing a high level of auto-mobility. These trade-offs include:

- **Costs** – Level of service can influence the size and type of transportation infrastructure; maintaining a high level of service (“LOS C” or better) may be an inefficient use of public funds when considering the cost to build, operate, and maintain the roadway network.
- **Safety** – Higher “LOS” thresholds are associated with higher vehicle speeds during peak and non-peak hours. As vehicle speeds increase, the potential for a collision between vehicles and bicyclists or pedestrians to result in a fatality increases.



Signage can improve the safety of travelers.



Complete Streets consider the needs of all potential modes and users of the street.



Reducing congestion must be balanced with other priorities, including accessibility for all travelers.

- **Other Transportation Modes** – “LOS” traditionally measures driver comfort and convenience and may not consider bicyclists or pedestrians. Widening an intersection to better accommodate vehicle traffic can increase pedestrian crossing distances, thereby increasing pedestrian exposure to vehicles, and can result in an increased traffic signal cycle length that can also increase pedestrian delay. Wider roadways and intersections may increase vehicle speeds and serve as a deterrent to cycling, especially when separate bicycle facilities are not provided.
- **Limited Right-of-Way** – Along many developed corridors in Ceres, there is limited right-of-way available for transportation network enhancements. Improvements that focus on automobiles may reduce or eliminate right-of-way that could be used to provide pedestrian or bicycle facilities.
- **Air Quality and Greenhouse Gases** – Higher “LOS” policies can encourage excess roadway capacity, especially during off-peak periods, and can potentially induce travel, resulting in higher levels of vehicle emissions.

The policies provided in this section seek to balance these trade-offs to provide a complete transportation network.

Vehicle Miles of Travel

Changes to CEQA guidelines are poised to eliminate auto delay, “LOS,” and other similar measures of vehicular capacity or traffic congestion as the primary basis for determining significant impacts, although jurisdictions are able to establish level of service policies as part of the General Plan. VMT is expected to become the preferred metric to evaluate the transportation impact of projects for CEQA purposes. VMT does not directly measure traffic operations but instead is a measure of vehicle use or efficiency, especially if expressed as a function of population or employment (i.e., average daily vehicle miles traveled per capita). However, one way to use VMT to help assess traffic operations is to measure VMT that occurs during peak periods or on congested roadways (i.e., congested VMT). Efforts to reduce peak period or congested VMT can have the co-benefit of reducing travel delays, presuming the freed roadway capacity does not induce new vehicle travel. As of September 2017, the final updated CEQA guidelines have not been released.

As VMT metrics may not be a meaningful indicator of roadway system operations, level of service standards have been maintained as part of this General Plan with some flexibility to balance the needs of other roadway users.

3.2 STREET AND ROADWAY SYSTEM

The city's roadway network is designed to support development of the land uses shown on the Land Use diagram (Figure 2-3) and identify the potential right-of-way needs for development contemplated beyond 2035. The General Plan seeks to balance the goals of minimizing vehicular congestion during peak travel periods, with other goals related to safe and convenient pedestrian, bicycle, and transit accessibility, urban design, and public health. This Element recognizes that State Route 99 (SR 99) divides the city, but also serves as a key regional connection – offering opportunities for economic development while also limiting east-west travel. Future growth will require the development of new roadways and improvement of existing roadways.

CIRCULATION DIAGRAM

The Circulation Diagram (Figure 3-1) depicts the proposed circulation system to support development under the Land Use Diagram. The system is represented by a set of roadway classifications that have been developed to guide long range transportation planning in Ceres to balance access and capacity. The hierarchy of roadways in the classification system consists of freeways, expressways, arterials, collectors, and local roadways. Freeways have the highest travel speeds and capacity, but have access restrictions, while local roadways are designed to provide direct property access with slow vehicular travel speeds.

The following describes each of the six classifications, with design elements summarized in Table 3-1.

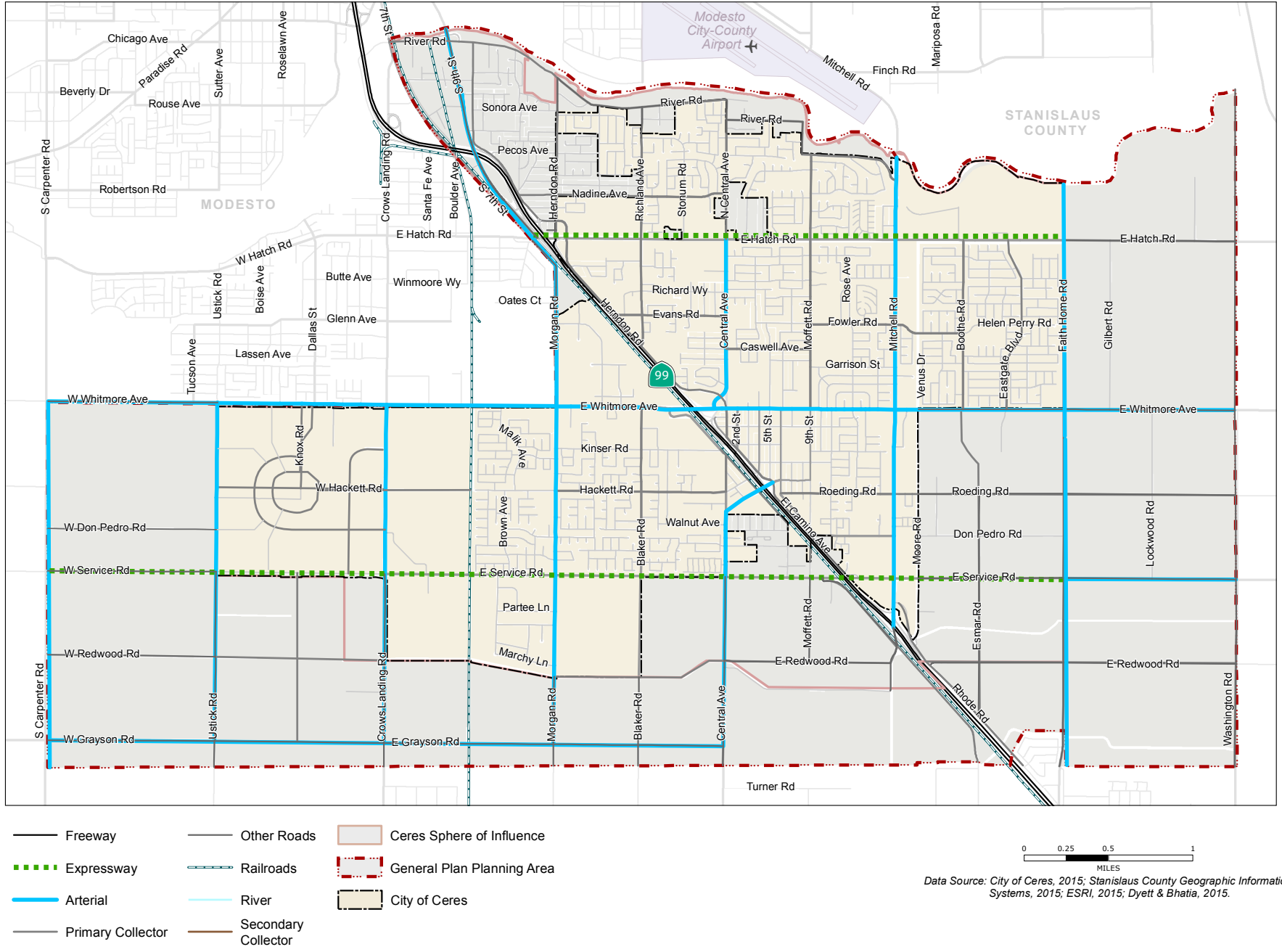
Freeways

Freeways are grade-separated and access-controlled roads designed to carry large vehicular traffic volumes over long distances at a high rate of speed. Connections to other roads only occur at grade-separated interchanges, consisting of ramps and overpasses or underpasses. Center dividers separate opposing lanes of travel. Pedestrian, bicycle, and parking facilities are not provided on freeways.



The General Plan aims to reduce congestion and improve accessibility.

Figure 3-1: Circulation Diagram



SR 99 is a north-south freeway that connects Ceres to Modesto and Turlock and beyond. Caltrans manages the operation of SR 99, and it is the only grade-separated and access-controlled freeway within Ceres city limits. Beyond Stanislaus County, SR 99 spans almost the entire California Central Valley, providing access to many urban centers. It is a vital artery for intra-valley travel and a critical regional goods movement route. Based on Caltrans data from 2014, SR 99 has an average daily traffic volume of 97,000 vehicles at the Whitmore Avenue interchange. Freeways favor the movement of vehicles, including private automobiles, transit vehicles, and goods movement.

Expressways

Expressways are limited access, moderate- to high-speed facilities that typically have four to six lanes and generally only intersect with primary collectors, arterials, and expressways. The right-of-way for expressways ranges from 100 to 158 feet, with expected daily traffic volumes in excess of 25,000 vehicles per day. Expressways may access freeways at high volume interchanges. Limited direct access to industrial, commercial, and high-density residential are only allowed when approved through site plan review.

The 2010 StanCOG Regional Expressway Study identifies planned expressway facilities through Ceres. Two types of expressway facilities are identified for Ceres – Class B and Class C. Class B expressways, which potentially include Faith Home Road and Service Road, restrict access from driveways and local streets, but may allow right-turn access to/from secondary collectors. Class C expressways, which include Hatch Road allow right-in/right-out access from minor streets, and may allow left-turn access from collector streets. Class C expressways are similar to arterial roadways in form, but access controls and preferential treatment for movements on the expressway provide additional capacity. If bicycle facilities are provided, it is usually a parallel Class I facility (discussed later in further detail). Parking is prohibited on expressway facilities. Designated expressways in Ceres include:

- Hatch Road from Faith Home Road to Carpenter Road; and
- Service Road from Faith Home Road to Carpenter Road.

Portions of these roadways extend beyond the City of Ceres. Although these roadways are designated expressway facilities, they typically have not been upgraded to expressway standards. Expressways favor the movement of vehicles, including private automobiles, transit vehicles, and goods movement.



The SR 99 overpass on Whitmore Avenue provides a connection between the eastern and western portions of Ceres.



Truck traffic on Hatch Road adds noise, air pollution, and congestion, but is important to regional freight mobility.



Mitchell Road is an arterial running north-south through Ceres.

Arterials

Arterial roadways are intended to accommodate high volumes of traffic within a four- to six-lane cross-section, plus left-turn pockets, and sometimes right-turn pockets. The right-of-way for these streets ranges from 90 to 120 feet. These roads typically provide access to collector streets into residential subdivisions, and can also provide direct access to commercial areas. They may or may not include sidewalks, depending on recent development and surrounding land use. Class II bicycle facilities may be present along arterials. Parking may be permitted on some arterial roadways. Arterials serve a variety of roadway users and, depending on the context, may emphasize vehicle, transit, or bicycle travel over other travel modes.

Primary Collector

Primary collector streets generally collect traffic from other collector and minor streets, and provide connections to arterial streets. They typically provide one vehicular travel lane in each direction within a right-of-way of 50 to 60 feet. Primary collector streets also provide direct linkages to neighborhood shopping areas. Primary collector streets are designated throughout the Planning Area, generally creating a one half- to one quarter-mile grid pattern. Depending on the presence of recent development, most collector streets have pedestrian facilities, but typically do not have designated bicycle facilities. Parking may be permitted on some primary collector streets. Collectors generally serve local travel and should emphasize slow vehicle travel to accommodate bicycle and pedestrian movements.

Secondary Collector

Secondary collector streets are intended to carry moderate volumes of traffic from local streets to primary collectors and arterials. They typically provide one vehicular travel lane in each direction within a right-of-way of 50 to 60 feet. Secondary collector streets are not delineated on the Circulation Diagram; instead, they are located through the development and subdivision process. Depending on the presence of recent development, most collector streets have pedestrian facilities, but typically do not have designated bicycle facilities. Parking is typically permitted on secondary collector streets. Collectors generally serve local travel and should emphasize low volume, slow vehicle movements to accommodate bicycle and pedestrian movements.

Local

Local Streets are intended as low capacity streets serving low and medium density residential uses, though local streets may be present in commercial and industrial areas as well. Local streets generally provide one travel lane per direction within a right-of-way of 46 to 60 feet, although narrower rights-of-way may be permitted in certain circumstances. Direct access to local streets is permitted consistent with adopted improvement standards. Local streets are not delineated on the Circulation Diagram; instead, they are located through the development and subdivision approval process. Most local streets have designated pedestrian facilities and bicyclists typically share the travel lane with vehicles. Parking is typically permitted on local streets. Local streets generally serve local travel and should emphasize low volume, slow vehicle travel to accommodate bicycle and pedestrian movements.

Table 3-1 summarizes the functional hierarchy of streets and provides high-level design characteristics and Table 3-2 lists the roadways falling within each functional classification except for minor collectors and local streets, as shown on the Circulation Diagram. Additional roadway design details are provided within the City of Ceres Public Works Department *Engineering Improvement Standards*.



Street design and landscaping adds to the community character of the Eastgate neighborhood.

Table 3-1: Hierarchy of Streets and Street Standards

<i>Description</i>	<i>Local</i>	<i>Secondary Collector</i>	<i>Primary Collector</i>	<i>Arterial</i>	<i>Expressway</i>	<i>Freeway</i>
1. Right-of-Way Width	46-60 Feet	50-60 Feet	50-60 Feet	90-120 Feet	100-158 Feet	150 Feet
2. Vehicular Travel Lanes	2	2	2-4	4+	4+	4+
3. Left-Turn Lanes	No	No	Sometimes	Usually	Usually	No
4. Speed Limit	25 mph	25-30 mph	25-35 mph	25-55 mph	40-55 mph	55 mph
5. Level of Service Standard ¹	C	C	D	D	D	D
6. Distribution Intervals	Throughout	Throughout	1/2 Mile Grid	1 Mile Grid	Varies	Varies
7. Average Daily Trips	500 to 3,000 but generally less than 500	500-4,000	3,000 - 10,000	10,000 - 50,000	25,000 - 72,000	72,000 - 150,000
8. Access	Individual parcel access	Individual parcel access, with connection to schools, parks, shopping centers, primary collectors and arterial	Some individual parcel access, with connection to schools, parks, shopping centers, secondary collectors and arterials	Emphasis on limiting individual lot access, urge joint driveways, back-up lots and accessways to reduce driveways. No single family residential driveways.	At grade intersections with primary collectors, arterial and expressways. Very limited right turn driveways may be permitted at select locations.	Grade separated interchanges
9. Parking	Typically Permitted	May be permitted	May be permitted	May be permitted	Prohibited	Prohibited
10. Bicycle Facilities	Shared roadway	Class II or Class IV	Class II or Class IV	Parallel Class I, Class II or Class IV	Parallel Class I	None
11. Pedestrian Facilities	Sidewalk	Sidewalk	Sidewalk	Sidewalk	Sidewalk or Parallel Class I	None

Note: One service level deviation may be permitted for projects that support other goals from the General Plan including transit, active transportation and economic development consistent with Policy 3.A.2.

Table 3-2: Roadway Classifications

<i>Functional Class</i>	<i>Roadway Segment</i>
Freeway	<ul style="list-style-type: none"> • State Route 99
Expressway	<ul style="list-style-type: none"> • Hatch Road from Faith Home Road to State Route 99 • Service Road from Faith Home Road to S. Carpenter Road • Faith Home Road from Tuolumne River to southern General Plan Boundary
Arterial	<ul style="list-style-type: none"> • E. Hatch Road from Faith Home Road Washington Road • Whitmore Avenue from Carpenter Road to Washington Road • Grayson Road from Central Avenue to S. Carpenter Road • Carpenter Road from W. Whitmore Avenue to southern General Plan Boundary • Ustick Road from W. Whitmore Avenue to Grayson Road • Crows Landing Road from W. Whitmore Avenue to Grayson Road • South 9th Street from River Road to SR 99 • Morgan Road from SR 99 to Grayson Road • Central Avenue from Hatch Road to Whitmore Avenue • Central Avenue from Pine Street to Grayson Road • Pine Street from El Camino Avenue to Central Avenue • Mitchell Road from Tuolumne River to SR 99 • Service Road from Faith Home Road Washington Road

<i>Functional Class</i>	<i>Roadway Segment</i>
Primary Collectors	<ul style="list-style-type: none"> • River Road from 7th Street to Mitchell Road • Nadine Avenue from Bystrum Road to N. Central Avenue • Evans Road from Herndon Road to Central Avenue • Caswell Avenue from Central Avenue to Moffett Road • Fowler Road from Moffet Road to Boothe Road • Hackett Road from Ustick Road to Railroad, Morgan Road to Central Avenue • Roeding Road from Sixth Street to eastern General Plan Boundary • Don Pedro from El Camino Avenue to Mitchell Road • Redwood Road from S. Carpenter Road to Crows Landing Road, Morgan Road to Mitchell Road, and Rohde Road to eastern edge of General Plan Boundary • Brystrom Road/Joyce Avenue from Latimer Avenue to Herndon Road • Herndon Road from River Road to E. Whitmore Avenue • Richland Avenue from River Road to Herndon Road • Central Avenue from River Road to Hatch Road, Whitmore Avenue to El Camino Road, and Railroad Avenue to Pine Street • Blaker Road from Whitmore Avenue to Grayson Road • El Camino Avenue from Poplar Street to Service Road • Moffet Road from River Road to Whitmore Avenue • Boothe Road/Esmar Road from Hatch Road to Service Avenue • Eastgate Boulevard from E. Hatch Road to Rhode Road • Rhode Road from Mitchell Road to southern General Plan Boundary • Railroad Avenue from Whitmore Avenue to Collins Road • Lucas Road from Service Road to southern General Plan Boundary

GOALS AND POLICIES

Goal 3.A Provide for the long-range planning, development, and maintenance of the city’s roadway system to ensure the safe and efficient movement of people and goods through a variety of travel modes.

- 3.A.1 Multi-Modal Network.** Provide for a comprehensive, integrated transportation network in accordance with the functional classification system described in this chapter and reflected in the Circulation Diagram with infrastructure and design that allows safe and convenient travel along and across streets for all users, including bicyclists, pedestrians, transit vehicles, truckers, and motorists, appropriate to the function and context of the facility.
- 3.A.2 Level of Service.** Develop and manage the roadway system to maintain Level-of-Service (“LOS”) C or better on secondary collectors and local streets and “LOS” D or better on primary collectors, arterials, expressways, and freeways. One service level deviation may be permitted at locations where land development or transportation improvement projects support other goals from the General Plan including transit, active transportation, and economic development. Exceptions may also be allowed in areas where the City finds that the improvements or other measures required to achieve the “LOS” standards are unacceptable because of right-of-way limitations, physical impacts on surrounding properties, adverse effects on other travel modes, and/or the visual aesthetics of the required improvement and its impact on community identity and character.
- 3.A.3 Transportation Impact Analysis.** Require transportation analysis to determine the effects of traffic from major development projects (generally those that would generate 100 or more peak-hour trips) or projects that would increase hazards related to the introduction of incompatible land uses. Each such project shall construct or fund improvements necessary to mitigate the effects of traffic from the project. Such improvements may include a fair share contribution towards improvements that provide benefits to others.

- 3.A.4 Reduce Vehicle Miles Traveled (VMT).** Support statewide efforts to reduce vehicle miles of travel (VMT) from existing and new development by encouraging infill and mixed-use development, providing a multi-modal transportation network, and incorporating transportation and parking demand management measures into new development by design.
- 3.A.5 Transportation Financing.** Pursue financing in a timely manner from a variety of sources to maintain, enhance, and expand the roadway, sidewalk, bicycle, and transit networks to achieve and maintain a safe and efficient complete transportation network.
- 3.A.6 Development Fees.** Assess fees on new development sufficient to cover the fair share portion of that development's cumulative impacts on the local and regional transportation system, including transit, bicycle, and pedestrian systems.
- 3.A.7 Expressway System.** Continue to support development of an expressway system to handle regional through traffic in the Modesto-Ceres urban area as conceptually identified in the most recent StanCOG Regional Expressway Study.
- 3.A.8 RTP/SCS Participation.** Continue to participate in the development and implementation of the countywide Regional Transportation Plan and Sustainable Community Strategy, including improvements to the State Highway system.
- 3.A.9 Multi-Jurisdictional Cooperation.** Work with Stanislaus County, the City of Modesto, StanCOG, and Caltrans to establish more coordinated standards and routes for expressways, arterials, and collectors that cross jurisdictional lines.

Corridors where partnerships with other agencies may be encouraged include Hatch Road (Stanislaus County/Caltrans/City of Modesto), Mitchell Road (Stanislaus County/City of Modesto), Service Road (Stanislaus County), Faith Home Road (Stanislaus County/City of Modesto), and Crows Landing Road (Stanislaus County/City of Modesto).

Goal 3.B Maintain acceptable multi-modal travel flow along Ceres' major corridors.

3.B.1 Complete Streets Corridors. Maintain adequate travel flow along Ceres' major corridors while allowing for new development or redevelopment. To this end, the following shall be considered in site plan development for new development and redevelopment along Hatch Road, Mitchell Road, and Whitmore Avenue:

- Require consolidation of driveway access to reduce the number of vehicle/pedestrian/bicycle conflicts areas; if necessary, driveway improvements should include relocation of driveway access points on existing sites;
- Require combination of parking lots and access points with joint access and reciprocal parking agreements where possible;
- Require medians within the existing cross-section to limit turning movements and to provide pedestrian refuges at mid-block crossing locations;
- Require site plans to locate entrance and exits to avoid vehicle queue spillback to the public right-of-way;
- Require a continuous, safe, and convenient walkway from the public right of way, including transit stops where appropriate, to building entrances that minimizes pedestrian/vehicle conflicts; and
- Limit or prohibit drive-up windows where peak vehicle queues cannot be accommodated on-site.

3.B.2 Direct Expressway Access Restrictions. Limited direct access to industrial, commercial, and high density residential uses along existing and planned expressways may be approved through site plan review.

3.B.3 Expressway Roadway Connections. Access from driveways, secondary collectors, and local streets onto existing and planned Class B expressways is restricted, and right-in/right-out access may be allowed at select locations.

3.B.4 Sidewalk Network. Require sidewalks for all new developments along major corridors.

Goal 3.C Protect residential areas from high-volume and high-speed traffic and its effects and promote bicycling and walking on residential streets.

3.C.1 Residential Neighborhood Streets. Consider the effects of new development on local streets in residential areas and require new development to mitigate significant impacts to existing residential neighborhoods.

3.C.2 Pedestrian and Bicycle Connectivity. Provide pedestrian and bicycle connectivity in residential street patterns. Where cul-de-sacs are permitted, pedestrian and bicycle connections to other streets or community facilities such as parks and schools is required, where feasible.

3.C.3 Sidewalks. Require sidewalks for all new streets in residential developments.

3.3 PARKING

Parking policies reflect both the necessity of providing for adequate and appropriately located vehicle and bicycle parking in existing and new development, and also priorities related to safety, urban design, and transportation demand management. As the City recognizes that an oversupply of parking can increase development costs, create pedestrian barriers, and affect the overall design of the built environment, this plan establishes flexible parking standards for projects that share parking lots, are situated near transit, and other circumstances. Parking requirements are implemented primarily through the City's Zoning Ordinance.



Excess parking adds unnecessary costs to developers, reduces the land available for development, and reduces walkability.

GOALS AND POLICIES

Goal 3.D Provide a sufficient amount of convenient, safe, and attractive vehicle and bicycle parking to serve existing and new development throughout the city.

- 3.D.1 Off-Street Parking Requirements.** Require new development and redevelopment to provide adequate off-street parking for vehicles and bicycles that considers urban design, economic development, and alternative travel modes, including secure long-term bicycle parking at employment centers and transit centers. Parking shall be landscaped, located convenient to new development, and easily accessible from the street system.
- 3.D.2 Context Sensitive Parking Requirements.** Provide parking supplies using a context-sensitive approach that considers the potential for shared parking and reduced parking requirements in walkable mixed-use neighborhoods and transit-oriented areas.
- 3.D.3 Electric Vehicle Parking.** Incorporate electric vehicle charging stations into new multi-family, commercial, and industrial development and site renovations.
- 3.D.4 Parking Lot Design.** Promote parking lot design to minimize vehicle/pedestrian conflict points with appropriate lighting and landscaping provided.
- 3.D.5 Priority Parking.** Where required, reserved employee car pool, bicycle, and electric vehicle parking should be provided in premium areas close to building entrances.



Bicycle parking in non-residential areas enables people to use their bicycle for their commute, to run errands, to dine Downtown, etc.



3.4 PUBLIC TRANSPORTATION

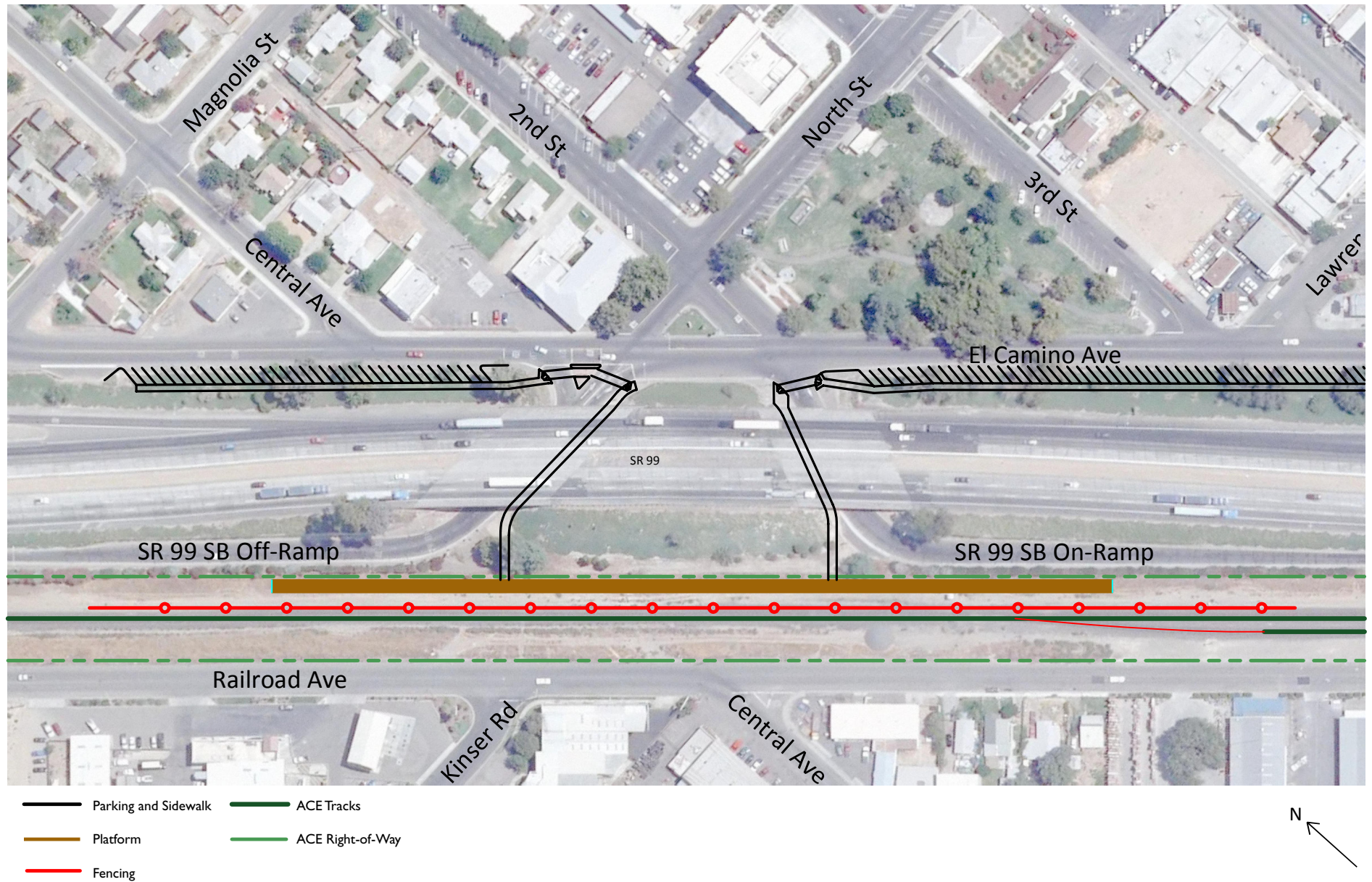
Transit service can provide an alternative to automobile travel and is a critical mode of transportation for those who cannot drive (such as the elderly, youth, or disabled) or do not have access to a vehicle. Limited fixed-route service is provided within Ceres by Ceres Area Transit (CAT) as well as Dial-A-Ride service for seniors and people with disabilities; fixed-route connections to other communities are provided by Modesto Area Express (MAX) and Stanislaus Regional Transit (StaRT).

An extension of the Altamont Commuter Express (ACE) system is planned from Manteca to Merced. As of 2017, ACE commuter rail provides four westbound morning trains and four eastbound morning trains from Stockton to San Jose with other Central Valley stops in Lathrop and Tracy. The San Joaquin Regional Rail Commission (SJRRC), which oversees the operations of capital projects for ACE service, is evaluating extending ACE service to Downtown Merced, with potential stops in downtown Modesto, Ceres, and Turlock. The Downtown Ceres stop would be located on the west side of SR 99 with pedestrian access provided under the Whitmore Avenue exit and the southbound on-ramp near the intersection of El Camino Avenue at North Street. A conceptual Station Plan is shown on Figure 3-2.

To support the potential ACE stop, El Camino Avenue would be reconfigured to provide additional on-street parking, with pedestrian connections provided from El Camino Avenue under SR 99. Additional parking could be provided in other locations based on further study.

The ACE extension to Modesto could be implemented within the next 10 years with two trains leaving Modesto each morning and two return trains in the evening. Subsequent improvements would support an extension to Merced, a stop in Ceres, and increased service to six round trips per day (six trains traveling from the Central Valley to San Jose in the morning and six returning in the afternoon/evening) to Ceres within the General Plan planning horizon.

Figure 3-2: Ceres ACE Stop



GOALS AND POLICIES

Goal 3.E Promote provision of safe and efficient transit service to reduce congestion, improve the environment, and provide viable non-automotive means of transportation within and connecting to Ceres.

- 3.E.1 Flexible Transit Service.** Plan and implement additional transit services that are timely, cost-effective, and responsive to growth patterns and existing and future transit demand.
- 3.E.2 Community Circulator.** Continue to provide a community circulator and continue to coordinate with Stanislaus County and City of Modesto transit agencies in providing and expanding intercity transit services.
- 3.E.3 Transit Right-of-Way.** Consider the need for future transit right-of-way in reviewing and approving plans for development. Rights-of-way may either be exclusive or shared with other vehicles. Require new development to reserve space for future public transit stops, with turnouts, where sufficient population or employment concentrations will warrant an existing or future route.
- 3.E.4 Farebox Recovery Ratios.** Restrict from providing transit, either fixed route or demand responsive, in scenarios where it would not be expected to meet the revenue to operating expense ratios or other performance standards required by the State Transportation Development Act or as may be adopted by any other State or regional agency.
- 3.E.5 Transit Priority.** Prioritize the transit needs of senior, disabled, minority, low-income, and transit-dependent persons in making decisions regarding transit services and in compliance with the Americans with Disabilities Act.

- 3.E.6 Paratransit.** Continue to support efforts to provide demand-responsive service (“para-transit”) and other transportation services for those unable to use conventional transit.
- 3.E.7 Transit Coverage.** Ensure that new and existing transit routes strive to serve those areas with the greatest need and the largest number of potential users. For areas where fixed-route service is not cost efficient, alternative delivery methods will be considered through the periodic preparation of a short range transit plan.
- 3.E.8 ACE Train Stop.** Preserve right-of-way to facilitate development of an Altamont Commuter Express (ACE) train stop in Downtown Ceres.



Improving the ability of residents to bike or walk to work will create a healthier Ceres for the future.

3.5 BICYCLE AND PEDESTRIAN CIRCULATION

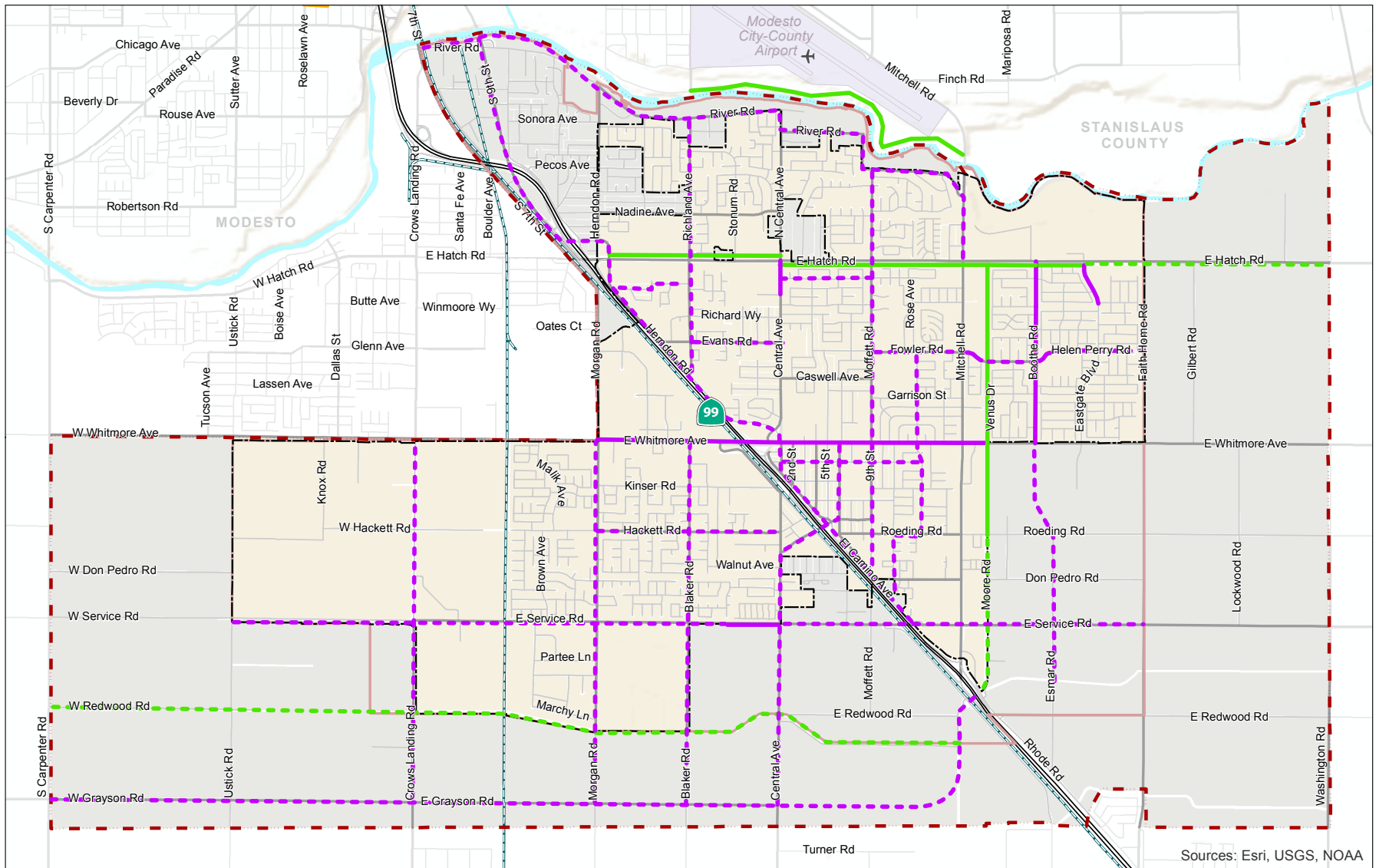
Active transportation includes walking and bicycling. Improving the ability for Ceres residents and workers to walk or bike not only reduces automobile trips, but also promotes greater community interaction.

The California Department of Transportation's (Caltrans) *Highway Design Manual* (HDM) (Chapter 1000: Bikeway Planning and Design) and California Assembly Bill 1193 codify four distinct classifications of bikeways. Bikeways offer various levels of separation from traffic based on vehicle volumes and speed, among other factors.

The City of Ceres does not have a Bicycle Master Plan, but has secured funding to develop an Active Transportation Plan, which is expected to commence in 2018. Until that document is prepared and adopted by the City, this Element oversees bicycle planning. Additionally, StanCOG prepared a Non-Motorized Transportation Plan which was adopted by StanCOG in 2013 that identifies potential bicycle facilities within and connecting to Ceres.

Figure 3-3 shows existing and planned bicycle routes in Ceres. Bikeway classifications and existing facilities of each type are described on the following pages.

Figure 3-3: Existing and Future Bicycle Facilities



- | | | | | |
|-----------------------|--------------------------------|-------------|-------------|----------------------------|
| Existing Class 1 Path | Existing Class 2/3 Lanes/Route | Highway | Local Roads | City of Ceres |
| Future Class 1 Path | Future Class 2/3 Lanes/Route | Ramps | Railroads | Ceres Sphere of Influence |
| | | Major Roads | River | General Plan Planning Area |

0 0.25 0.5 1
MILES

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



Ceres provides Class I Bikeways along some of the Turlock Irrigation District canals in the city.

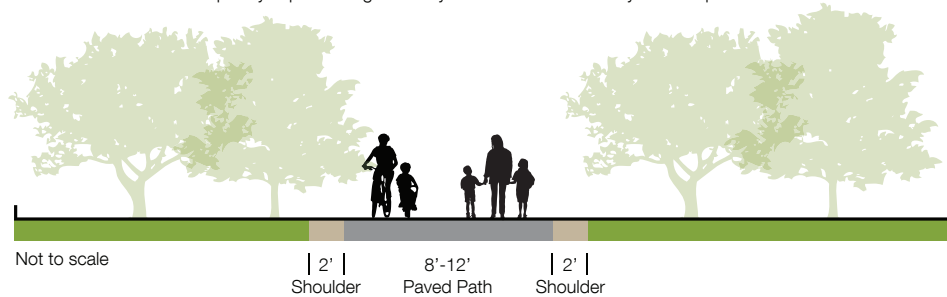
Class I Bikeway (Bike Path) paths provide a separate right-of-way and are designated for the exclusive use of people riding bicycles and walking with minimal cross-flow of vehicle traffic. In Ceres, this type of bicycle facility is primarily along canals. Class I Bikeways can also offer opportunities not provided by the road system by serving as both recreational areas and/or desirable commuter routes. Figure 3-4 depicts a typical cross-section for a Class I Bikeway Facility.

Turlock Irrigation District's (TID) Lateral #1 along Hatch Road is an east-west Class I off-street facility that spans approximately three miles parallel to Hatch Road from Herndon Road to Boothe Road. This path is separated from Hatch Road by a 60-foot open canal parallel to the road east of Central Avenue. There is a second Class I bike path along the TID Ceres Main Canal between Hatch Road and Roeding Road.

Figure 3-4: Class I Bikeway Facility

SHARED-USE PATH (CLASS I)

Completely separated right-of-way for exclusive use of bicycles and pedestrians



Class II Bike Lanes provide designated street space for bicyclists, typically adjacent to the outer vehicle travel lanes. Bike lanes include special lane markings, pavement legends, and signage. Bike lanes may be enhanced with painted buffers between vehicle lanes and/or parking, and green paint at conflict zones (such as driveways or intersections). Figure 3-5 depicts a typical cross-section for a Class II Bicycle Lane, while Figure 3-6 depicts the typical cross-section for a Class II Buffered Bicycle Lane.

As of 2017, Central Avenue has 0.3 miles of a Class II bicycle lane on the west side of the street. The lane is approximately five feet wide and proceeds from East Hatch Road to Academy Place, across from the Central Valley Christian Academy. There are no buffered bicycle lanes in Ceres.

Figure 3-5: Class II Bicycle Lane

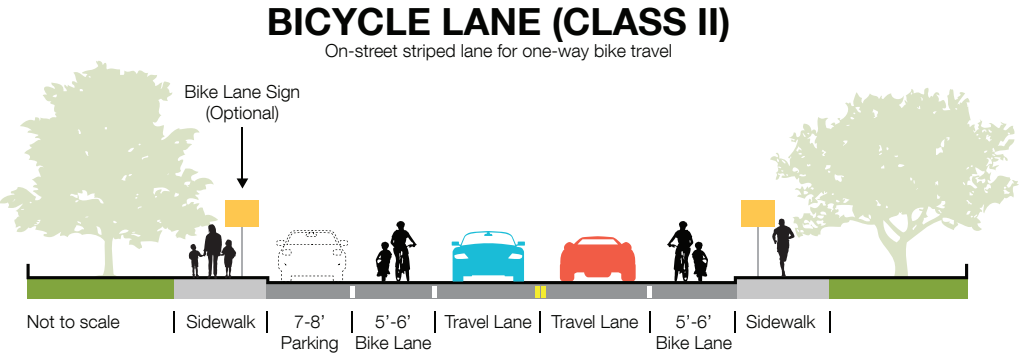
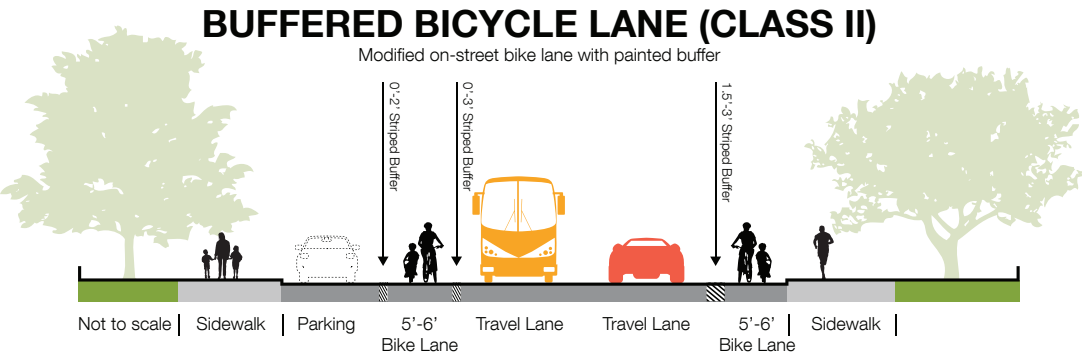


Figure 3-6: Class II Buffered Bicycle Lane



Class II Bike Lanes provide on-street striped lanes for one-way bike travel along Central Avenue.



Photo Source: Richard Masoner, Creative Commons

Class II Buffered Bike Lanes provide an extra buffer for on-street bike lanes.



Class III Bike Boulevards provide shared, on-street facilities and can include traffic-calming measures.

Class III Bike Routes provide enhanced mixed-traffic conditions for bicyclists through signage, striping, and/or traffic calming treatments, and provide continuity to a bikeway network. Bike routes are typically designated along gaps between bike trails or bike lanes, or along low-volume, low-speed streets. Bicycle boulevards provide further enhancements to bike routes to encourage slow speeds and discourage non-local vehicle traffic via traffic diverters, chicanes, traffic circles, and/or speed tables. Bicycle boulevards can also feature special wayfinding signage to nearby destinations or other bikeways. Figure 3-7 depicts the typical cross-section for a Class III Bicycle Boulevard, while Figure 3-8 depicts the typical cross-section for a Class III Bicycle Route.

Although the General Plan identifies planned Class III facilities, no Class III bicycle facilities are provided in Ceres as of 2017.

Figure 3-7: Class III Bicycle Boulevard

BICYCLE BOULEVARD (CLASS III)

Shared on-street facility with improvements to prioritize bicycle traffic

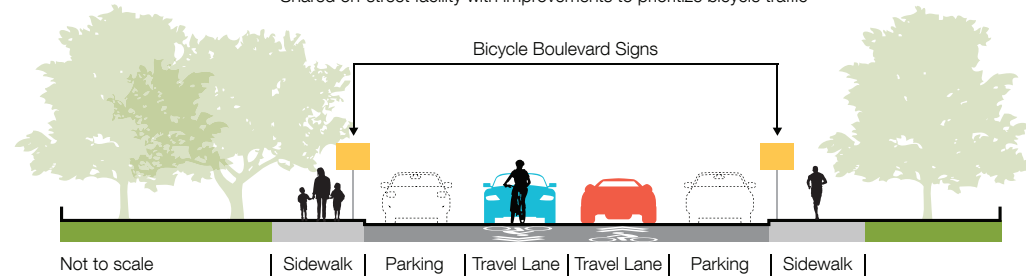
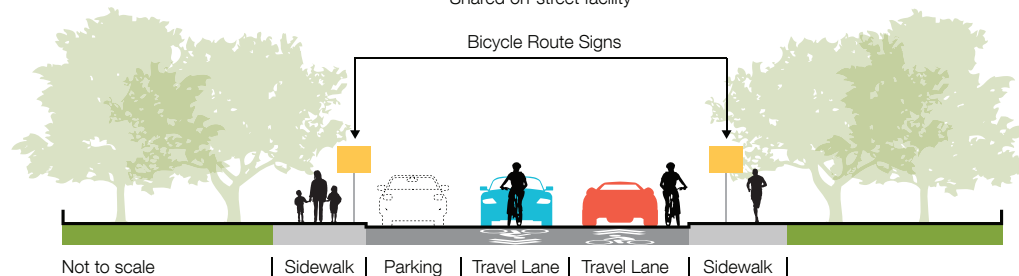


Figure 3-8: Class III Bicycle Route

BICYCLE ROUTE (CLASS III)

Shared on-street facility



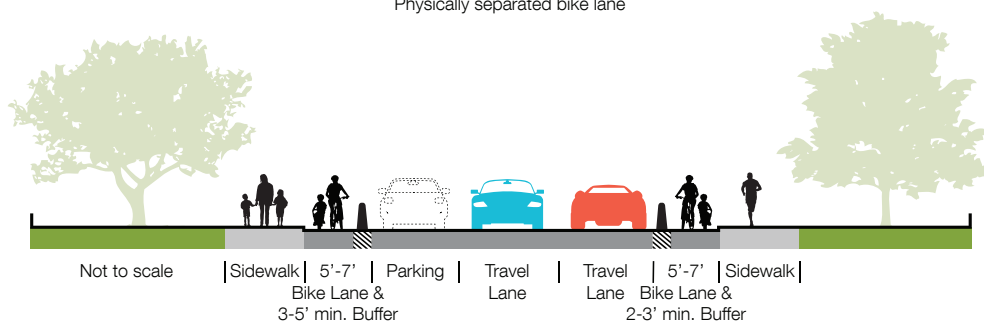
Class IV Bikeway (Separated Bikeway) Separated Bikeways, also referred to as cycle tracks or protected bikeways, are bikeways for the exclusive use of bicycles which are physically separated from vehicle traffic. Separated Bikeways were adopted by Caltrans in 2015. Types of separation may include, but are not limited to, grade separation, flexible posts, physical barriers, or on-street parking. Figure 3-9 depicts the typical cross-section for a Class IV Bicycle Facility.

As of 2017, There are no designated Class IV facilities in Ceres. Locations where these may be appropriate are on arterial roadways where vehicular travel speeds are a deterrent to bicycle riding.



Class IV Bike Facilities, also known as cycle tracks, provide on-street facilities exclusively for the use of bikes.

Figure 3-9: Class IV Bicycle Facility
CYCLE TRACK/SEPARATED BIKEWAY (CLASS IV)
 Physically separated bike lane



GOALS AND POLICIES

Goal 3.F Provide a safe, comprehensive, and integrated system of facilities for non-motorized transportation.

- 3.F.1 Non-Motorized Transportation System.** Develop a comprehensive non-motorized transportation system that provides a network of connections between the city's major employment, recreational, educational, and housing areas via existing and planned bikeways and pedestrian facilities, and consider the different needs of recreational bicyclists and commuter bicyclists.
- 3.F.2 Funding.** Pursue a variety of sources of funding for the development and improvement of bikeways and pedestrian pathways, including grant funding, Countywide Measure L funds, and Capital Improvement Program funding.
- 3.F.3 New Development.** Require developers to finance and install pedestrian pathways, bikeways, and multi-purpose paths within new development, as appropriate.
- 3.F.4 Right-of-Way.** Require new development to provide adequate rights-of-way to accommodate bikeways where identified on the bikeways map and as specified in the Bicycle and Pedestrian Master Plan, and to contribute to the development of planned bikeways.
- 3.F.5 On-Site Bicycle Facilities.** Require new multi-family residential, commercial and industrial developments to provide bicycle facilities, including bicycle parking. For employment locations with more than 50 employees, other amenities may be required, including showers and changing facilities.
- 3.F.6 Bicycle Safety.** Promote bicycle safety education to children and adults through coordination with the local school district, community groups, and other City-sponsored events.
- 3.F.7 Roadway Maintenance.** When roadway repaving projects occur, opportunities to provide bicycle facilities consistent with the adopted Alternative Transportation Plan (ATP) shall be considered.

3.F.8 Pedestrian Facility Design. Provide safe, continuous and pleasant pedestrian paths of travel, including sidewalk width appropriate for the land use context of the street, enhanced street crossings, landscape and/or parking buffers, and pedestrian scale lighting throughout the city.

3.F.9 Interchange Improvements. When interchanges and overpasses are upgraded, pedestrian and bicycle access shall be provided or enhanced as appropriate, safe, and feasible to do so.

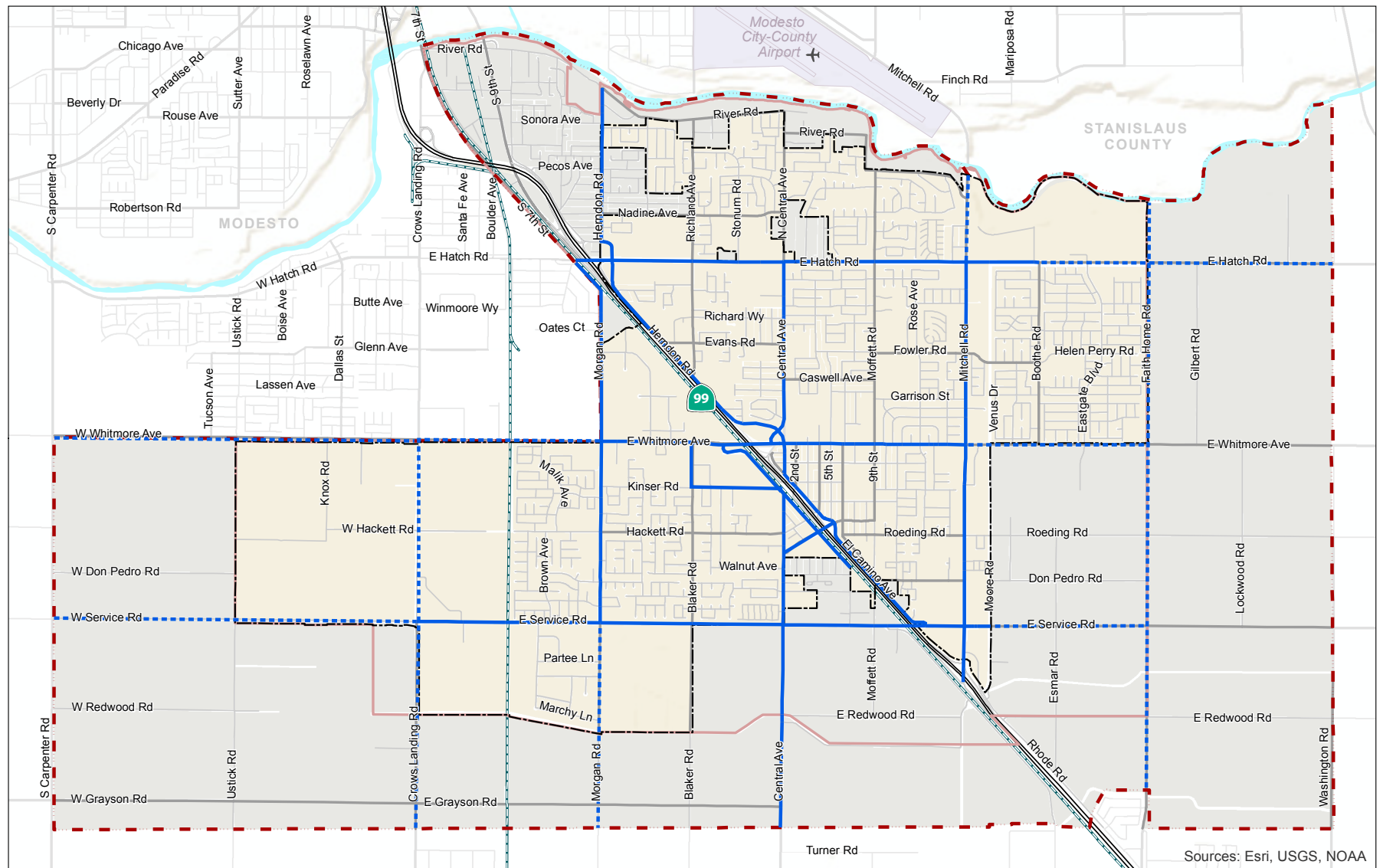


Continuous sidewalks would improve the safety and convenience of those who don't drive.

3.6 GOODS MOVEMENT

Freight movement by rail and trucks is an important component of the local economy and an important goal of the transportation system. SR 99 and existing railroad corridors are major corridors for goods movement, but local streets also provide key connections. Due to the operational characteristics of trucks and railroads, goods movement can be incompatible with some land uses and other users of the transportation system. However, some goods movement policies are set at the federal and State level. The Federal Railroad Administration regulates freight railroads for the federal government by creating and enforcing national rail safety regulations. At the State level, the California Public Utilities Commission (CPUC) has jurisdiction over State-level safety regulations for common carriers (including trucks and rail) and at-grade railroad crossings. At the local level, the City of Ceres has a designated truck route network, as shown on Figure 3-10: Existing and Planned Future Truck Routes.

Figure 3-10: Existing and Planned Future Truck Routes



- | | | |
|--|---|---|
| — Existing Truck Route | — Major Roads | City of Ceres |
| - - - Potential Future Truck Route | — Local Roads | Ceres Sphere of Influence |
| — Highway | — Railroads | General Plan Planning Area |
| — Ramps | — River | |

0 0.25 0.5 1
MILES

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

GOALS AND POLICIES

Goal 3.G Maintain a balanced freight transportation system to provide for the safe and efficient movement of goods that balances the needs of other roadway system users.

- 3.G.1 Goods Movement.** Plan for and maintain a roadway system that provides for efficient and safe movement of goods within Ceres.
- 3.G.2 Truck Routes.** Maintain a network of truck routes, as shown on Figure 3-10: Existing and Planned Future Truck Routes, within the city and work with Stanislaus County to develop a system of truck routes for the area around Ceres. Routinely revisit truck route designations to ensure that gaps do not exist between the designated corridors and the networks of adjacent jurisdictions, or when changes are made to the city's boundaries such that route revisions are required to ensure connectivity with adjacent jurisdictions.
- 3.G.3 Truck Route Restrictions.** Consistent with State law, restrict through truck traffic on residential streets.
- 3.G.4 Truck Parking.** Encourage the development of private truck parking facilities to provide secure, off-street parking for use by independent truckers.
- 3.G.5 Freight Planning.** Assist public and private agencies in integrating railroad freight services into regional transportation and economic development strategies.
- 3.G.6 Regional Coordination.** Participate in regional coordination efforts to assure that land use and transportation plans are integrated with rail development plans.
- 3.G.7 Interregional Goods Movement.** Promote efficient inter-regional goods movement in the SR 99 corridor.
- 3.G.8 Freight by Rail.** Encourage continued freight service on the Southern Pacific and Union Pacific railroads.

3.7 TRANSPORTATION FINANCING

The City of Ceres shall use local revenue and work with multiple levels of government to secure funding for transportation projects within and connecting to Ceres. Importantly, the City will work with StanCOG and other funding authorities, to secure funding for transportation projects. In addition to dispersing State and federal funds, StanCOG is responsible for distribution of revenue associated with Measure L, a voter approved increase in the county-wide sales tax restricted for transportation.



The Union Pacific Railroad runs along SR 99, bisecting the city.



Prioritizing Complete Streets projects will help reduce congestion, reduce air pollution, and provide healthy modes of travel.

GOALS AND POLICIES

Goal 3.H Develop a financially sustainable transportation system that includes planning, design, construction, maintenance and operations funding from a variety of sources.

- 3.H.1 Transportation Financing.** Pursue transportation funding from a variety of sources, including federal, State, and local grant programs, Measure L funding, public/private partnerships and through update of the existing Public Facilities Fees.
- 3.H.2 Project Prioritization.** Projects that incorporate Complete Streets objectives should be prioritized whenever possible, including incorporating active modes and transit, as well as accessibility for all users of the transportation system.



4

Agricultural and Natural Resources

The Agricultural and Natural Resources Element speaks to a number of important themes related to the quality of life in Ceres, its heritage, and the long-term sustainability of both its economy and the environment. This Element includes goals and policies that highlight agricultural and natural resource conservation, including water resources and air quality.

The Element is organized as follows:

Section 4.1: Agricultural and Soil Resources.

Describes the role of agriculture in the Planning Area, as well as soil resources and tools to support the conservation of farmland.

Section 4.2: Open Space Resources. Characterizes open space uses in the Planning Area.

Section 4.3: Biological Resources. Describes habitat types, critical habitat, and special-status species found in the Planning Area.

Section 4.4: Water Resources. Describes hydrology and water quality in the Planning Area.

Section 4.5: Air Quality. Discusses air quality standards and regional air quality. *Climate change and greenhouse gas emissions are addressed in the Health and Safety Element.*

Section 4.6: Cultural Resources. Provides context for the city's historic, archaeological, tribal, and paleontological resources.

RELATIONSHIP TO STATE LAW

California Government Code sections 65302(d)(1) and 65302(e) require cities to adopt conservation and open space elements as part of their general plans. An open space element is intended to ensure that cities and counties recognize that open space land is a limited and valuable resource and will prepare and carry out open space plans that guide the comprehensive long-range preservation and conservation of open space land. A conservation element is required to provide guidance for the conservation, development, and utilization of natural resources, including water quality and hydraulic force, forests, soils, rivers and other waters, harbors, fisheries, wildlife, minerals, and others as applicable to each jurisdiction. The Agricultural and Natural Resources Element is a combination of these two required elements, as several of the issues addressed under each topic are closely related. For Ceres, relevant natural resources discussed in this chapter include water quality and hydrology, soils, air quality, and biological resources.

In addition, Section 65302.1 of the Government Code requires cities and counties in the San Joaquin Valley to amend their general plans to include data and analysis, comprehensive goals, policies, and feasible implementation strategies designed to improve air quality. This Element includes policies to address air quality concerns in Ceres.

RELATIONSHIP TO OTHER ELEMENTS

This Element is closely related to Chapter 2: Land Use and Community Design Element, Chapter 5: Health and Safety Element, Chapter 6: Public Facilities and Services Element, and Chapter 7: Economic and Community Development Element. Of note, Chapter 2 establishes the Land Use Diagram and designates allowable uses throughout the Planning Area, including those that allow for open space uses, such as Parks and Agriculture. It also provides various development policies that address environmental quality concerns related to those discussed in this Element. In addition, Chapter 5 includes some discussion related to environmental quality, including water and air quality, as it regards public health; it also considers impacts to agricultural and natural resources as a result of climate change. Chapter 6 includes discussions on parks and recreation, which is relevant to open space concerns; water supply and demand, which are tied to water quality and hydrology; and wastewater and stormwater facilities, which also relate to water quality. Chapter 7 discusses issues such as local business support, tourism, and community engagement, which are affected by environmental quality and the strength of the agricultural industry in Ceres.

RELATIONSHIP TO GUIDING PRINCIPLES

The Agricultural and Natural Resources Element most closely corresponds to the following Guiding Principles:

- **Agricultural Identity.** Celebrate Ceres' agricultural history, support the continued success of the agricultural industry, and consider how to balance the protection of prime agricultural lands with growth and economic development objectives.
- **Health and Sustainability.** Provide well-maintained and accessible parks, street trees and landscaping, and healthy food options; and prioritize clean air, clean water, and resource conservation to help keep the community—both the people and the environment—healthy.



Agriculture and natural resources are related to the economy, public health, sustainability, land use, and public facilities in Ceres.

4.1 AGRICULTURAL AND SOIL RESOURCES

Agriculture and agricultural processing is fundamental to the history, identity, and economy of Ceres. Early in Ceres' history during the mid-19th century, Ceres' economy was based on non-irrigated wheat farming, which later grew into a wider variety of crops after the introduction of irrigation to the area. Agriculture also continues to be integral to the culture and economy of Stanislaus County and the region; California is the country's largest agricultural producer and exporter, and the majority of California's agricultural products come from the San Joaquin Valley.

FARMLAND TYPES

The California Department of Conservation's Farmland Mapping and Monitoring Program (FMMP) classifies farmland into the following categories based on soil type and current land use:

- **Prime Farmland** – Land that has the best combination of physical and chemical characteristics for crop production. It has the soil quality, growing season, and moisture supply needed to produce sustained high yields of crops when managed (including water management) according to current farming methods. Prime Farmland must have been used for the production of crops within the last three years.
- **Farmland of Statewide Importance** – Land other than Prime Farmland that has a good combination of physical and chemical characteristics for crop production. Similar to Prime Farmland, Farmland of Statewide Importance must have been used for crop production within the last three years.
- **Unique Farmland** – Land that does not meet the criteria for Prime Farmland or Farmland of Statewide Importance, but which is currently used for the production of specific high economic value crops (as listed in the last three years by the California Department of Food and Agriculture). It has the special combination of location, soil quality, growing season, and moisture supply to produce sustained high quality or high yields of a specific crop (e.g., oranges, olives, avocados, rice, grapes, and cut flowers) when treated and managed according to current farming practices.

- **Farmland of Local Importance** – Land that is either currently producing crops or has the capability to do so. It is land other than Prime Farmland, Farmland of Statewide Importance, or Unique Farmland, but it may be important to the local economy due to its productivity.
- **Grazing Land** – Land on which the existing vegetation, whether grown naturally or through management, is suitable for livestock grazing.

All categories exclude publicly owned land for which there is an adopted policy preventing agricultural use. The FMMP designations are informational only and do not constitute any regulatory policy.

FARMLAND IN CERES

The majority of the Planning Area’s farmland is located outside of Ceres city limits. Most of the agricultural uses that are within the city limits are located west of Crow’s Landing Road and in the northeast of the city, near Hatch and Faith Home roads. Agricultural uses are found throughout the unincorporated portion of the Planning Area. The FMMP has identified 6,800 acres of agricultural land in the Planning Area, meaning that nearly half of the land in the Planning Area falls under one of the classifications described above. Only 700 of those acres (approximately 10 percent) are located within city limits. Of the agricultural land in the Planning Area, 95 percent is classified as Prime Farmland, including 620 acres in the city. Table 4-1 summarizes the Planning Area’s FMMP classifications. Figure 4-1: Agricultural Resources shows the locations of the various farmland types, as well as other rural land categories as mapped by the FMMP. The total area classified as Agricultural Land by the FMMP may differ from the area identified in Table 2-1 as existing agriculture due to different classification methodologies.



The Stanislaus Agricultural Center provides research and technical assistance on farming in the area.

Figure 4-1: Agricultural Resources

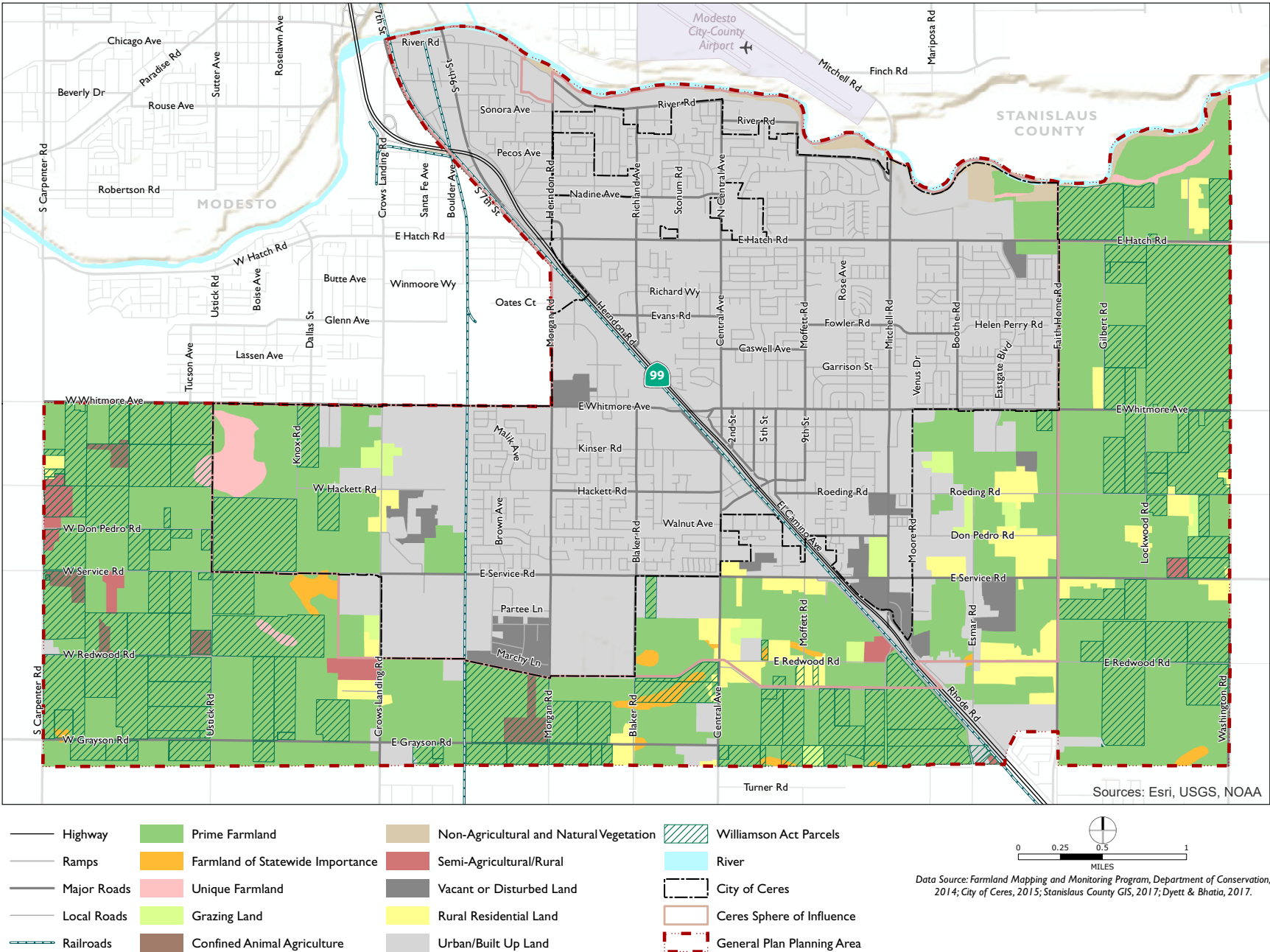


Table 4-1: Farmland Types and Acreages

	<i>City of Ceres</i>		<i>Unincorporated</i>		<i>Planning Area Total</i>	
<i>FMMP Categories</i>	<i>Acres</i>	<i>Percent</i>	<i>Acres</i>	<i>Percent</i>	<i>Acres</i>	<i>Percent</i>
Agricultural Land	735.3	12.3%	6,055.4	72.2%	6,790.7	47.3%
Prime Farmland	618.6	10.3%	5,844.0	69.8%	6,462.6	45.0%
Farmland of Statewide Importance	0.6	0.0%	87.5	1.0%	88.1	0.6%
Unique Farmland	76.7	1.3%	45.6	0.5%	122.3	0.9%
Grazing Land	39.4	0.7%	78.3	0.9%	117.7	0.8%
Other Rural Land	259.9	4.4%	810.7	9.8%	1,070.5	7.5%
Confined Animal Agriculture	0.2	0.0%	89.2	1.1%	89.4	0.6%
Non-Agricultural and Natural Vegetation	39.6	0.7%	97.3	1.2%	136.9	1.0%
Semi-Agricultural/Rural	0.0	0.0%	99.3	1.2%	99.3	0.7%
Vacant or Disturbed Land	203.8	3.4%	68.1	0.8%	271.9	1.9%
Rural Residential Land	16.3	0.3%	456.8	5.5%	473.0	3.3%
Urban/Built Up Land	4,994.2	83.4%	1,501.8	17.9%	6,495.9	45.2%
Total	5,989.3	100.0%	8,367.9	100.0%	14,357.2	100.0%

Sources: FMMP, 2014; City of Ceres, 2015; Stanislaus County, 2015; ESRI, 2015; Dyett & Bhatia, 2015.



Agricultural commodities in Stanislaus County yielded \$4 billion in 2014.

FARMLAND CONSERVATION

Productive farmland is a resource in California that is gradually on the decline. Between 1984 and 2010, the area of farm and grazing lands in the state declined by more than 1.4 million acres, including a loss of 662,000 acres of Prime Farmland, the farmland type with the best soils for agricultural production. While the value of agricultural commodities produced in Stanislaus County experienced an increase to a peak of \$4 billion in 2014, the county has also seen a decline in the total area of farmland. In Stanislaus County, approximately 9,000 acres of Prime Farmland and nearly 7,000 acres of Farmland of Local Importance were lost between 2004 and 2014.

This decline is due primarily to the conversion of farmland uses to non-agricultural uses. Development pressures at the edge of growing urban areas can contribute to farmland conversion, as can leap-frog and sprawl development patterns. In Ceres, farmland is an important resource for both economic and cultural reasons. Protecting farming operations and ensuring that important farmland remains in production supports local families and businesses that rely on agricultural jobs and reinforces the agricultural heritage of the community. While there are other factors that can improve agricultural productivity and profits, the main avenue for General Plan policies to support continued agriculture in the Planning Area is through promoting farmland conservation. The following tools are available to help Ceres conserve its farmland resources.

Compact Development

Urban development that is allowed to sprawl at low densities across a region can create conflicts for agricultural operations in those areas by exerting development pressure on rural lands along the urban fringe and by fragmenting existing farmland. Fragmentation can reduce the viability of remaining agricultural operations as well as that of agriculture-related businesses. To prevent sprawl and non-contiguous urban development from consuming farmland resources, a community can commit to a compact development pattern. Such a commitment can be expressed through land use policy in the following ways:

- An emphasis on infill development and densification within the developed footprint of a city;
- The establishment of an Urban Limit Line or Urban Growth Boundary, a geographic boundary beyond which urban development is prohibited for a specified period of time; and/or
- The designation of a greenbelt in an area surrounding the city where allowable land uses are limited to agricultural and open space uses.

Establishment of a voter-approved Urban Growth Boundary is one method of farmland preservation encouraged by the Stanislaus County Local Agency Formation Commission (LAFCO) in its 2015 Agricultural Preservation Policy.

Williamson Act

The Williamson Act, or the California Land Conservation Act of 1965, is intended to discourage unnecessary and premature conversion of productive agricultural land to other land uses by providing property tax relief to owners for farm and open space land. Private land within locally-designated agricultural preserve areas is eligible for enrollment under contract. Under a Williamson Act contract, a property owner agrees not to develop their agricultural or open space land, and in exchange, tax on the property will be assessed only upon the value of the farming and open space uses rather than the full market value of the land. Williamson Act contracts are effective for periods of 10 years and longer. Contracts are automatically renewed each year, maintaining a constant, 10-year contract, unless the landowner or local government files to initiate non-renewal. Should that occur, the Williamson Act would terminate 10 years after the filing of a notice of non-renewal. If a landowner wishes to cancel a contract before the complete non-renewal term, he or she may file a petition for contract cancellation.

Another option under the Williamson Act is the Farmland Security Zone contract. A Farmland Security Zone is an area created within an agricultural preserve by a board of supervisors upon the request of a landowner or group of landowners. Farmland Security Zone contracts offer landowners greater property tax reduction and have a minimum initial term of 20 years. Like Williamson Act contracts, Farmland Security Zone contracts renew annually unless a notice of non-renewal is filed. Potential cancellation of Williamson Act and Farmland Security Zone contracts would be addressed in subsequent project-level documents.

In 2011, California passed Senate Bill (SB) 618 (Chapter 596, Statutes of 2011) authorizing property owners under Williamson Act or Farmland Security Zone contracts to rescind the contract and simultaneously enter into a solar-use easement. Solar-use easements require the land to be used for solar photovoltaic facilities for a term of 20 years.

As of 2017, there were 3,189 acres under Williamson Act contracts in the Planning Area. The locations of these properties are shown in Figure 4-1: Agricultural Resources. The majority of Williamson Act lands in the Planning Area, nearly 3,000 acres, are located outside of the Ceres SOI. Within city limits, there are three parcels (187 acres) under Williamson Act contract in the western portion of the city near Ustick Road. An additional 50 acres of Williamson Act land is located outside of city limits within the SOI. None of the contracts in the Planning Area have filed for non-renewal, as of September 2017.

Agricultural Conservation Easements

An agricultural conservation easement is a voluntary legal agreement between a landowner and a local government (such as the City of Ceres or Stanislaus County) or land trust that limits the use of a specific agricultural property to prohibit practices that would damage or interfere with the agricultural use of the land. By removing development pressures from property, an agricultural conservation easement encourages the continuation of active agricultural production on the land. Because agricultural conservation easements are recorded on the chain of title of the property, the easement remains in effect on the land even if ownership changes. An easement may be donated by the landowner or purchased by the local government or trust. As the holder of the easement, the local government or land trust would be responsible for ensuring that the terms of the easement are upheld.

Farmland Mitigation

Farmland mitigation programs seek to make the loss of farmland to development less severe by compensating for the conversion of agricultural properties with the permanent protection of agriculture elsewhere. Common approaches to farmland mitigation include conservation easements or in-lieu fees that allow for the permanent protection of farmland at an established ratio to the amount of land to be converted. Stanislaus County has a Farmland Mitigation Program requiring agricultural conservation easements to be granted at a 1:1 ratio to farmland converted that applies to all unincorporated parts of the Planning Area. For the County's program, any land conserved as mitigation land must be of comparable or better soil quality than the land being converted, with priority given to Prime Farmland. The County's program also includes in-lieu fee and mitigation credit banking components to allow for greater flexibility in meeting the program requirements. Farmland mitigation is one method of farmland preservation encouraged by the Stanislaus County LAFCO in its 2015 Agricultural Preservation Policy.

Right-to-Farm Ordinances

Right-to-Farm ordinances are local laws that anticipate potential land use conflicts between farms and non-agricultural uses (especially residential uses) and provide a deterrent against nuisance complaints from newer developments that have located in the vicinity of active agricultural operations.¹ The ordinances are based on California Civil Code Section 3482.5, which states that a farm in operation in the same location for more than three years cannot be found to be a nuisance if it was not a nuisance at the time it began. A Right-to-Farm ordinance typically includes a requirement for the disclosure or notice to a potential purchaser or developer of a property near farmland of potential impacts (such as noise and odors) from agricultural operations; some also include provisions for the resolution of complaints.

Photo Source: Don Cool



Sustainable growth patterns, Williamson Act contracts, voluntary agricultural conservation easements, farmland mitigation policies, right-to-farm ordinances, and agricultural buffers are some strategies for protecting farmland.

1. Wacker, Sokolow, and Elkins. County Right-to-Farm Ordinances in California: An Assessment of Impact and Effectiveness. University of California Agricultural Issues Center. AIC Issues Brief Number 15, May 2001. Online: <http://aic.ucdavis.edu/oa/brief15.pdf>

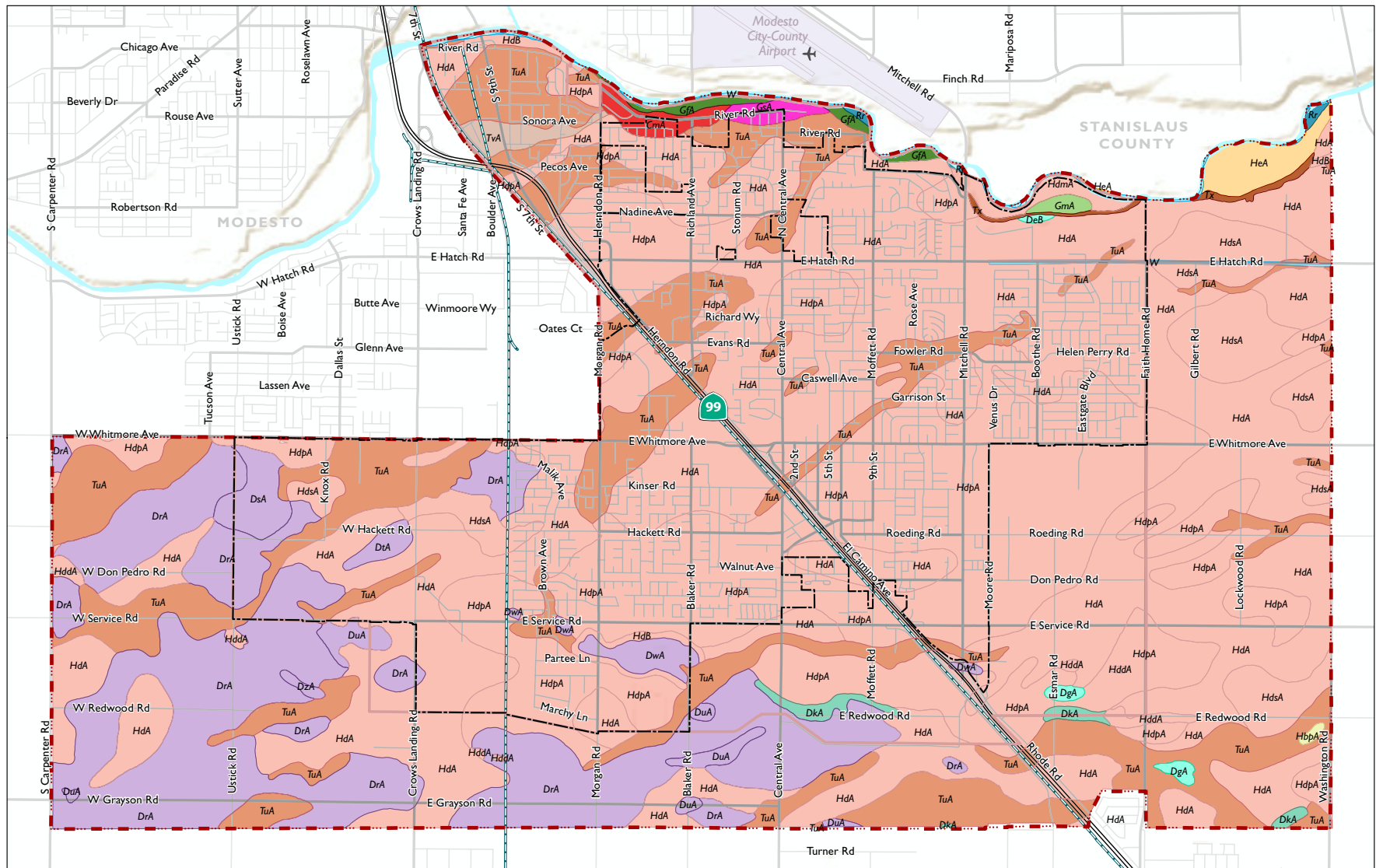
Agricultural Buffers

An agricultural buffer is another method of reducing the potential for conflicts between agricultural and non-agricultural uses. Agricultural buffer policies typically require a minimum setback that sites habitable structures away from the agricultural operation, at a distance based on the intensity of the agricultural activity, and/or screening, such as fencing or vegetation, that can act as a barrier against drifting dust and chemicals and noise. The distance and/or screening reduces the effects of noise, odors, dust, and agricultural chemical use from agricultural operations on adjacent non-agricultural land uses. At an urban design level, larger physical features such as roadways, waterways, geological features, open spaces, and wooded areas may be used as buffers between agricultural and non-agricultural zones.

SOIL TYPE

A region's geology ultimately determines the types of soils that cover its surface, and soils have implications for agricultural productivity, natural hazards, and development potential. As shown in Figure 4-2: Soil Types, almost all of the soils in the Planning Area are sandy loam or loamy sand, meaning they have high sand content, low clay content, and low to moderate silt content. According to soil survey information obtained from the United States Department of Agriculture's Natural Resources Conservation Service (NRCS), three soil types, Dinuba sandy loam, Hilmar loamy sand, and Delhi loamy sand, account for two-thirds of the Study Area's soil. Some 23 additional soil types are present in relatively small amounts.

Figure 4-2: Soil Types



- | | | | |
|--|--|---|--|
| Columbia Silt Loam (CmA) | Dinuba Fine Sandy Loam (DmA) | Hanford Fine Sandy Loam (HbA, HbpA) | Terrace Escarpments (Tx) |
| Delhi Loamy Sand (DeB, DgA) | Grangeville Fine Sandy Loam (GfA) | Hanford Sandy Loam (HdA, HdB, HdsA, HdMA, HdpA, HddA) | Tujunga Loamy Sand (TuA, TuB) |
| Dello Loamy Sand (DkA) | Grangeville Very Fine Sandy Loam (GmA) | Hanford Very Fine Sandy Loam (HeA) | Tujunga Sand (TvA) |
| Dinuba Sandy Loam (DrA) | Greenfield Sandy Loam (GsA) | Riverwash (Rr) | Water (W) |
- City of Ceres
 Ceres Sphere of Influence
 General Plan Planning Area

0 0.25 0.5 1
 MILES
 Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, USDA Soils Data, 2015; ESRI, 2015; Dyett & Bhatia, 2015.



Grape vines and other crops grow at the Stanislaus Agricultural Center.

SOIL CONSERVATION

Healthy soils are fundamental to the success of agriculture in the Planning Area. Soils are composed of mineral particles, organic matter, water, air, and living organisms. Health of agricultural soil is related to its ability to build and retain adequate soil organic matter via the activity of plants and soil organisms.² Threats to soil health include erosion, loss of nutrients and/or organic matter, and contamination:

- Soil erosion is a process by which soil materials are worn away and transported to another area, either by wind or water. Rates of erosion can vary depending on the soil material and structure, and the placement and level of human activity. Soil containing high amounts of silt can be easily eroded, while sandy soils are less susceptible. Erosion is most likely to occur on sloped areas with exposed soil. In the case of agricultural or open space uses, erosion potential is highest when there is little vegetation. Soil erosion matters for agricultural land because it causes the fertile topsoil to wash away.
- Loss of nutrients can occur as a result of erosion or of a decline in organic matter and soil biological activity. As nitrogen, phosphorus, and potassium are depleted through farming, they need to be replenished to maintain soil fertility.
- Contamination of soils can occur as a result of a direct, local release of contaminants, or of deposition from precipitation, runoff, or flooding. Soil contaminants can include excessive nutrient and pesticide concentrations, heavy metals, persistent organic pollutants, and other inorganic contaminants, as well as organic waste, antibiotics, and hormones. The effects of soil contamination vary based on the contaminant and type of soil.

Maintaining healthy soils is generally undertaken by farmers and landowners. The City can support their efforts by addressing some drivers of erosion and contamination, such as runoff, drainage, and contaminant sources, and by conserving Prime Farmland and other important farmland for agricultural use as much as feasible.

²California Department of Food and Agriculture. Healthy Soils Initiative Website. Online: <https://www.cdfa.ca.gov/oefi/healthysouls/HSInitiative.html>.

GOALS AND POLICIES

Goal 4.A Promote the productivity of agricultural lands surrounding Ceres and the continued viability of agriculture in Stanislaus County, and, recognizing the community's agricultural heritage and its contribution to the local economy, support the preservation of agricultural character where it has cultural or scenic significance.

- 4.A.1 Land Use Pattern.** Prioritize infill development, allowing development on agricultural lands only where contiguous to existing urban development and when it advances the city's overall growth and development objectives. Encourage compact development that concentrates development in urbanized areas in order to limit the conversion of agricultural land and minimize the potential for land use conflicts along the urban/agricultural interface.
- 4.A.2 Urban Expansion in Agricultural Areas.** Ensure that development and the expansion of infrastructure in urban areas do not encourage the expansion of urban uses into areas designated for Agriculture on the Land Use Diagram, or otherwise reduce the viability of agricultural operations on lands designated for Agriculture.
- 4.A.3 Continued Production.** Support continued agricultural production on properties within the Planning Area until development is proposed.
- 4.A.4 County Referral.** Continue to work with Stanislaus County to review discretionary development proposals in the unincorporated portions of the Planning Area to ensure that all approved projects are compatible with the City's General Plan policies regarding agricultural preservation, as well as other General Plan policies and City development standards.
- 4.A.5 Land Use Compatibility.** Ensure that new development adjacent to agricultural uses is compatible with the continuation of the agricultural uses by minimizing conflicts through appropriate design criteria, such as site layout, landscaping, and buffers to provide adequate separation between habitable structures and active farmland.

The Stanislaus County General Plan also contains an agricultural buffer policy that would apply to unincorporated areas of the Planning Area.

- 4.A.6 Right to Farm.** Continue to support the County’s Right-to-Farm ordinance.
- 4.A.7 Farmland Mitigation.** Minimize the loss of agricultural lands by developing a Plan for Agricultural Preservation upon application for a SOI expansion or annexation that includes agricultural land, consistent with the Stanislaus LAFCO Agricultural Preservation Policy.
- 4.A.8 Farmland Security/Williamson Act.** Support participation in the Farmland Security Zone/Williamson Act program by property owners in the Planning Area.
- 4.A.9 Agricultural Connections.** Maintain connections between agricultural lands and supporting uses and avoid the isolation of agricultural uses among non-agricultural uses in order to support the long-term viability of agricultural operations.
- 4.A.10 Strategic Conservation.** Work with land trusts to strategize and coordinate resources for the conservation of farmland in and around the Planning Area.
- 4.A.11 Complementary Businesses.** Strengthen the local agricultural economy by supporting the development of complementary agricultural businesses in the vicinity of agricultural uses.

Agricultural businesses include but are not limited to those that provide needed farming supplies or services locally, small-scale retail or processing facilities that allow farmers to sell products locally, and businesses that link agriculture and tourism.

4.2 OPEN SPACE RESOURCES

Open space is defined as any parcel or area of land or water that is essentially unimproved and devoted to open space use (California Government Code Section 65560[b]). Open space uses include a range of activities, including the preservation of natural resources, the managed production of resources, outdoor recreation, the maintenance of public health and safety, and the retention of publicly-owned corridors for future use. In Ceres, open space land consists primarily of passive recreation areas in public parks, which serve both recreational and some conservation purposes; agricultural land, which surrounds the edge of the city and Planning Area; and the Tuolumne River, including its banks and the riparian habitat that is part of the Ceres River Bluff Regional Park.

Though much of the city is already developed for urban uses, there remain many opportunities for more open space uses to be conserved in the future, including the conservation of agricultural uses as discussed in Section 4.1. As new public parkland and area-wide plans are proposed and developed, they can incorporate open space areas that provide habitat for wildlife species; act as buffers between different uses; provide ecosystem services such as stormwater control and shade canopy; and create recreational opportunities.



The Tuolumne River provides open space and habitat areas.

GOALS AND POLICIES

Goal 4.B Conserve and, where possible, enhance open space lands for the preservation of natural resources, the managed production of resources, outdoor recreation, and public health and safety.

4.B.1 Open Space Network. Protect and enhance the city's open space network to support a variety of open space uses across the city and Planning Area, including open space areas in parkland, farmland, and the Tuolumne River, connected by wildlife corridors and pedestrian and bicycle routes.

4.B.2 Recreational Open Space. Site and design City parks to include natural open space areas for passive recreation, wildlife study and enjoyment, increasing biodiversity, and storm-water management.

Due to the built-out nature of the city, opportunities for natural open space for passive recreation uses are limited within the Planning Area. One area where some potential may exist is along the Tuolumne River east of River Bluff Park.

4.B.3 Tuolumne River Regional Park. Work with Stanislaus County and the City of Modesto to integrate open space features into the Tuolumne River Regional Park system.

4.B.4 Open Space Protection. Identify and permanently protect as open space areas of natural resource value to the maximum extent feasible, including, but not limited to, wetlands, riparian corridors, and floodplains. Use site-specific assessments to determine the significance of the resource.

Due to the built-out nature of the city, opportunities for open space protection may be limited. Some potential may exist within the Tuolumne River floodplain in the eastern portion of the Planning Area.

- 4.B.5 River Bluffs.** Support efforts to preserve river bluffs as open space and to enhance the bluffs as part of the hydrological system and river habitat.
- 4.B.6 Open Space Requirements.** Require new development to preserve and enhance as open space significant stands of vegetation and any areas of special ecological significance to the maximum extent feasible through site design approaches such as clustering and ecological planning.
- 4.B.7 Flood Prone Areas.** Encourage the maintenance of flood-prone areas as open space in order to reduce risks to lives and property from flood hazards.

4.3 BIOLOGICAL RESOURCES

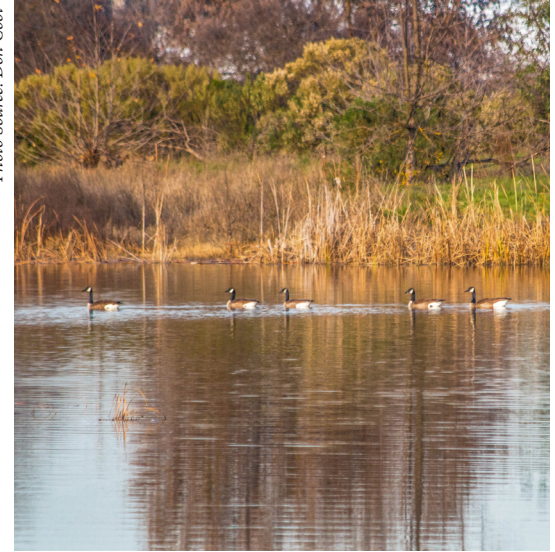
HABITAT TYPES

The following habitat types have been mapped within the Planning Area. These classifications and descriptions are taken from the California Wildlife Habitat Relationships System (CWHR System), and identify vegetative communities and potentially associated wildlife. While each classification may not be completely accurate in identifying exact species or conditions on the ground, they do provide useful information on what is likely to be found, as well as a starting point for further site-specific study. Habitat types are shown in Figure 4-3: Habitat Types.

- **Annual Grassland.** Annual Grassland habitats are identified in four different areas in the Planning Area – near the Tuolumne River, Whitmore Avenue and Morgan Road, Mitchell Road and E. Service Road, and at the south end of SR 99. Most of these areas are previously disturbed sites. Annual Grassland denotes open grasslands composed primarily of annual grasses and forbs, with some perennial grass species found in moist, lightly grazed, or relic prairie areas. Many wildlife species use Annual Grasslands for foraging, but some require special habitat features such as cliffs, caves, ponds, or habitats with woody plants for breeding, resting, and escape cover.
- **Deciduous Orchard, Evergreen Orchard, Vineyard, and Irrigated Row and Field Crops.** These habitat types related to agriculture are found throughout the Planning Area, primarily in the area outside of city limits. The orchards are typically single species tree-dominated habitats. The understory is usually composed of low-growing grasses, legumes, and other herbaceous plants, but may be managed to prevent understory growth totally or partially, such as along tree rows. Vineyards are composed of single species planted in rows, where the understory often consists of bare soil or a cover crop of herbaceous plants. Vegetation in irrigated crops vary in size, shape, and growing pattern. Some species of birds and mammals have adapted to these habitats. Wildlife, such as deer and rabbit browse on the trees and crops; others, such as squirrel and numerous birds, feed on fruit or nuts. In orchards, some wildlife species are more passive in their use of the habitat for cover and nesting sites. Many wildlife species act as biological control agents by feeding on weed seeds and insect pests.

- **Eucalyptus.** Eucalyptus habitats are mapped in small areas along the Tuolumne River. Eucalyptus habitats range from single-species thickets with little or no shrubby understory to scattered trees over a well-developed herbaceous and shrubby understory. Characteristic species of this habitat include crow, raven, barn owl, and red-tailed and red-shouldered hawks. Eucalyptus are important as roosts, perches, and nest sites for a number of bird species, particularly raptors. Those eucalyptus with stringy bark or a tendency for rapid deposition of litter create micro habitats for a number of small vertebrate species, including alligator lizard, gopher snake, and woodrat.
- **Fresh Emergent Wetland.** Fresh Emergent Wetlands are characterized by erect, rooted herbaceous hydrophytes. The vegetation may vary in size from small clumps to vast areas covering several kilometers. On the upper margins of Fresh Emergent Wetlands, saturated or periodically flooded soils support several moist soil plant species including big leaf sedge, baltic rush, redroot nutgrass, and, on more alkali sites, saltgrass. On wetter sites, common cattail, tule bulrush, river bulrush, and arrowhead are potential dominant species. Fresh Emergent Wetlands are among the most productive wildlife habitats in California. They provide food, cover, and water for more than 160 species of birds, and numerous mammals, reptiles, and amphibians. Many species rely on Fresh Emergent Wetlands for their entire life cycle.
- **Riverine.** Riverine habitats are distinguished by intermittent or continually running water. They are found along the Tuolumne River. In fast stream habitats, the majority of species (insects, moss, and algae) live in riffles, on the underside of rubble and gravel, sheltered from the current. In warmer temperatures and slower waters with accumulating bottom sediment, mollusks and crustaceans, emergent vegetation, and plankton can be found. The open water zones of large rivers provide resting and escape cover for many species of waterfowl, and mammals may also be present.
- **Urban.** Most of the city is classified as Urban habitat. The structure of urban vegetation varies, with five types of vegetative structure defined: tree grove, street strip, shade tree/lawn, and shrub cover. Species become richer and more diverse where vegetative cover is denser. Typically, in cities, this follows a concentric pattern where cover is least dense in the central downtown area and gradually increases towards the edge.

Photo Source: Don Cool



The Riverine habitat provides safe cover for water fowl.

- **Valley Foothill Riparian.** A small area of Valley Foothill Riparian habitat is mapped along the Tuolumne River. Valley Foothill Riparian is a tree-dominated habitat. Most trees are winter deciduous. There is a sub-canopy tree layer and an understory shrub layer. Valley-foothill riparian habitats provide food, water, migration and dispersal corridors, and escape, nesting, and thermal cover for an abundance of wildlife, including amphibians and reptiles, nesting birds, winter visitant birds, and mammals.

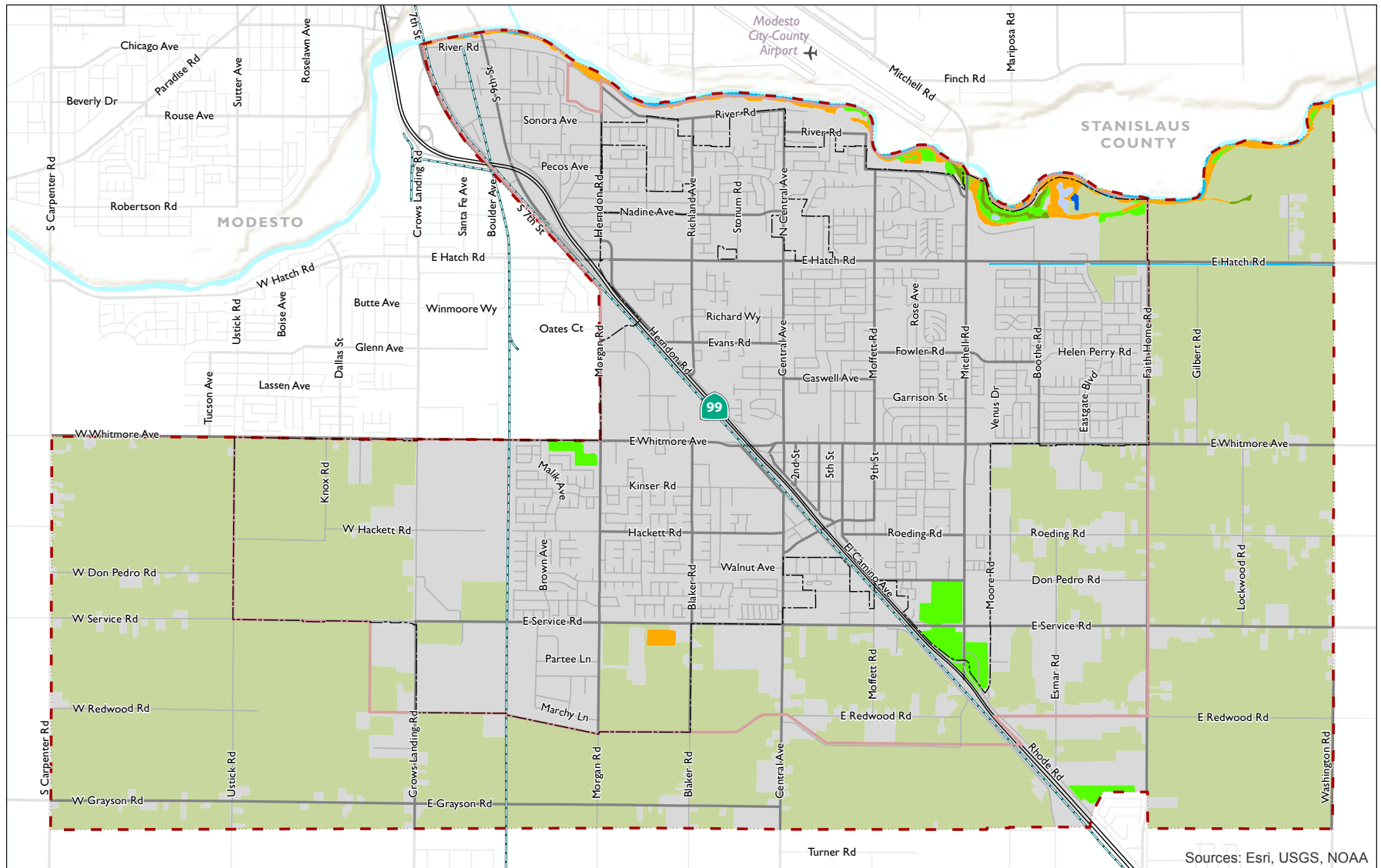
WETLANDS

Wetlands are areas where water covers the soil, or is present either at or near the surface of the soil all year or for varying periods of time during the year, including during the growing season. Water saturation (hydrology) largely determines how the soil develops and the types of plant and animal communities living in and on the soil. Wetlands may support both aquatic and terrestrial species. The prolonged presence of water creates conditions that favor the growth of specially adapted plants (hydrophytes) and promote the development of characteristic wetland (hydric) soils.³ Wetlands provide a multitude of ecological, economic, and social benefits. They provide habitat for fish, wildlife, and plants, allow for groundwater recharge, reduce flooding, and support cultural and recreational activities.

Figure 4-3: Habitat Types shows areas of fresh emergent wetlands. In the Planning Area, wetlands are mapped along the Tuolumne River. Figure 4-3: Habitat Types is not necessarily indicative of the exact location of all wetlands in the Planning Area – in some cases, wetland habitat shown on the map may not exist on the ground, while additional wetlands may exist that are not mapped. This figure is for informational purposes regarding what is likely to be found in the Planning Area and provides a starting point for further site-specific study.

³United States Environmental Protection Agency. What is a Wetland? Website. Online: <https://www.epa.gov/wetlands/what-wetland>.

Figure 4-3: Habitat Types



Sources: Esri, USGS, NOAA

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> — Highway — Ramps — Major Roads — Local Roads — Railroads | <p>Habitat Types</p> <ul style="list-style-type: none"> Annual Grassland Deciduous Orchard, Evergreen Orchard, Vineyard, Irrigated Row and Field Crops Eucalyptus Valley Foothill Riparian Fresh Emergent Wetland Fresh Emergent Wetland, Urban Riverine Urban | <ul style="list-style-type: none"> City of Ceres Ceres Sphere of Influence General Plan Planning Area |
|---|---|---|

0 0.25 0.5 1
 MILES
 Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, 2015; Vegetation Dataset for Great Valley Ecoregion, California Department of



The Swainson's Hawk and Steelhead Trout are two of five special-status species known to have occurred within or around the Planning Area.

CRITICAL HABITAT

Critical habitat is defined by the Endangered Species Act as a specific geographic area that contains features essential for the conservation of a threatened or endangered species and that may require special management and protection. The entire stretch of the Tuolumne River that borders the Planning Area is designated by the U.S. Fish and Wildlife Service (USFWS) as critical habitat for the steelhead trout. Figure 4-4: Critical Habitat and Special Status Species shows critical habitats within the Planning Area.

SPECIAL-STATUS SPECIES

Special-status species are those plants and animals that, because of their acknowledged rarity or vulnerability to various causes of habitat loss or population decline, are recognized in some fashion by federal, State, or other agencies as deserving special consideration. The California Natural Diversity Database (CNDDB) lists five special-status species that have been known to occur within and around the Planning Area, some of which are listed as Threatened by the USFWS and/or the California Department of Fish and Wildlife (CDFW), as summarized in Table 4-2.

There have been sightings of Swainson's hawk (*Buteo swainsoni*) along the Tuolumne River in the northeast of the Planning Area. Swainson's hawk has been listed as threatened by the State of California and has been identified as a Bird of Conservation Concern by the USFWS. Steelhead trout (*Oncorhynchus mykiss*), which occur in the Tuolumne River bordering the Planning Area, are listed as Threatened in the Central Valley Distinct Population Segment by USFWS and CDFW. The valley elderberry longhorn beetle (*Desmocerus californicus dimorphus*) is federally listed as Threatened and has been found near to or within the Planning Area. The Moestan Blister Beetle (*Lytta moestan*) (distinct from the Molestan Blister Beetle which is found in large grassland areas of the San Joaquin Valley) and Obscure Bumble Bee (*Bombus caliginosus*), which have been sighted in the general vicinity of the Planning Area, are being tracked by CNDDB and are currently not listed as threatened on the State or federal registers.

There may be occurrences of additional species within this area that have not yet been surveyed and/or mapped. Lack of information in the CNDDB about a species or an area does not imply that the species does not occur or that there is a lack of diversity in that area. Figure 4-4: Critical Habitat and Special Status Species shows a generalized range for where special-status species known to occur in the Planning Area have previously been sighted. The species shown have the potential to occur outside of the area delineated in the figure.

Table 4-2: CNDDDB Special-Status Species

Common Name (Scientific Name)	Rank¹	Federal Listing	State Listing	Other Status²
Moestan Blister Beetle (<i>Lyttamoestan</i>)	G2 S2	None	None	None
Obscure Bumble Bee (<i>Bombus caliginosus</i>)	G4? S1S2	None	None	IUCN: VU
Swainson's Hawk (<i>Buteo swainsoni</i>)	G5 S3	None	Threatened	BLM: S IUCN: LC USFWS: BCC
Steelhead Trout – Central Valley DPS (<i>Oncorhynchus mykiss</i>)	G5T2Q S2	Threatened	Threatened	AFS: TH
Valley Elderberry Longhorn Beetle (<i>Desmocerus californicus dimorphus</i>)	G3T2 S2	Threatened	Threatened	None

Notes:

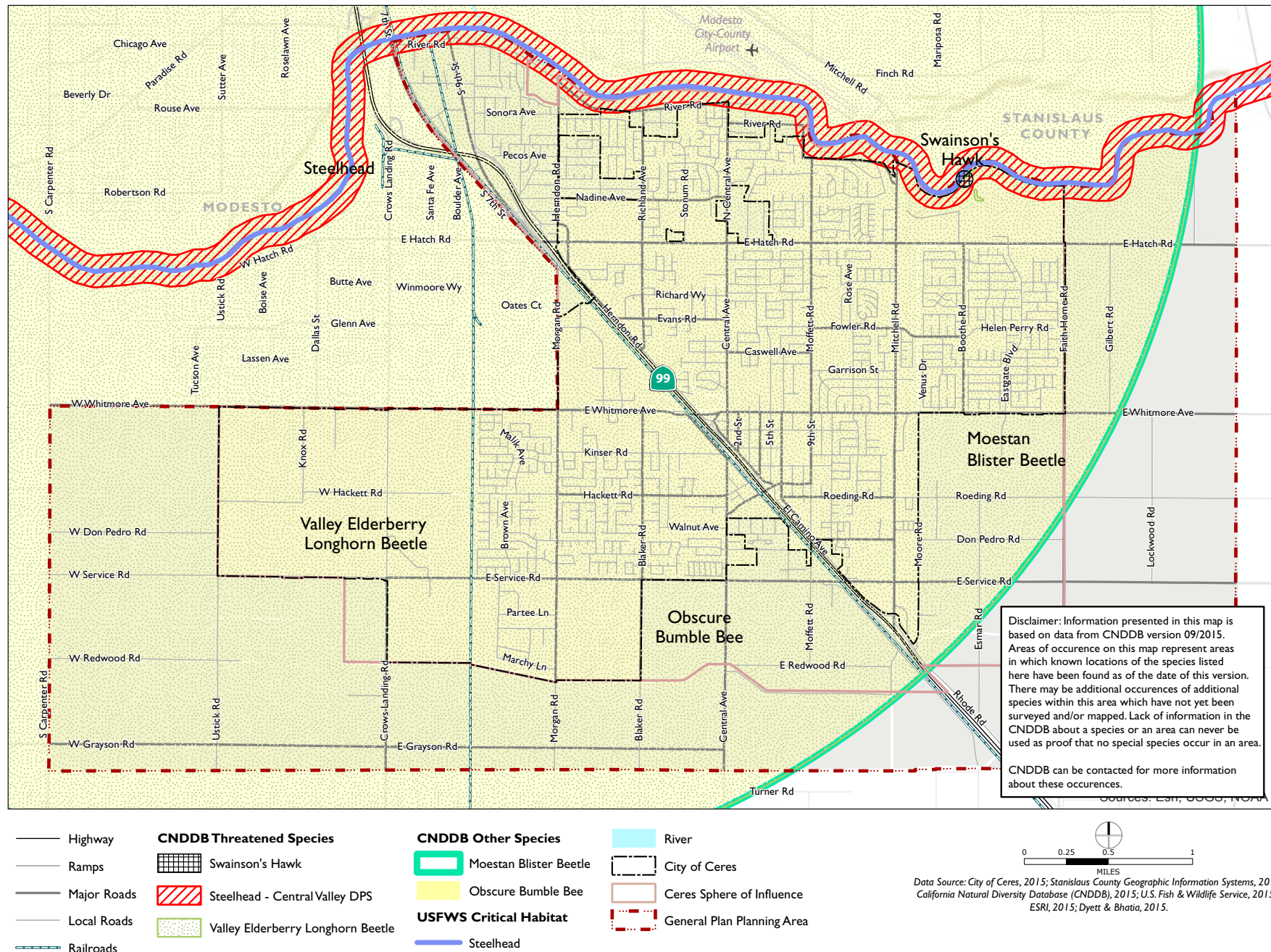
1. The global rank (G-rank) is a reflection of the overall status of an element throughout its global range. The state rank (S-rank) is assigned much the same way as the global rank, but state ranks refer to the imperilment status only within California's state boundaries. Uncertainty about a rank is expressed as a range of values or by adding a "?" to the rank. A "?" represents more certainty than a range.

G1/S1 = Critically Imperiled; G2/S2 = Imperiled; G3/S3 = Vulnerable; G4/S4 = Apparently Secure; G5/S5 = Secure; T = Rank applies to a subspecies or variety; Q = There are taxonomic questions associated with the element.

2. AFS: TH = Threatened by the American Fisheries Society; BLM: S = Sensitive by the Bureau of Land Management; IUCN: LC = Least Concern by the International Union for Conservation of Nature; IUCN: VU = Vulnerable by the International Union for Conservation of Nature; USFWS: BCC = U.S. Fish and Wildlife Service Birds of Conservation Concern

Sources: California Natural Diversity Database (CNDDDB), 2015; U.S. Fish and Wildlife Service, 2015.

Figure 4-4: Critical Habitat and Special Status Species



GOALS AND POLICIES

Goal 4.C Protect, restore, and enhance habitats and wildlife corridors that support fish and wildlife species to maintain populations at viable levels.

- 4.C.1 Ecosystem Linkages.** Create and link open space and habitat areas of sufficient size to protect biodiversity, accommodate wildlife movement, and sustain ecosystems.
- 4.C.2 Pesticide Control.** Work with the Stanislaus County Agricultural Commissioner to identify and enforce mechanisms to control residual pesticides and pesticide runoff to prevent potential damage to water quality, vegetation, and wildlife.
- 4.C.3 Fisheries.** Support the management efforts of the California Department of Fish and Wildlife to maintain and enhance the productivity of fisheries in the Tuolumne River.
- 4.C.4 Riparian Setback.** Protect the integrity of habitats, hydrology, and soils along the river by prohibiting development within a distance of at least 50 feet as measured from the limit of riparian vegetation or as measured from the top of the channel bank, whichever is greater. Smaller buffers may be allowed only where it can be demonstrated that a 50-foot buffer is not possible due to site-specific constraints or if the development is for public, passive park or recreational uses, and the proposed narrower buffer would adequately protect the biological, hydrologic, and geologic integrity of the riparian corridor.

Goal 4.D Protect environmentally sensitive lands and rare, threatened, or endangered plant and animal communities.

- 4.D.1 Special-Status Species.** Support the preservation of habitats of rare, threatened, endangered, and other special-status species. Require development in areas known to have value for wildlife to be carefully planned and, where possible, sited to maintain reasonable wildlife value of the habitat.

4.D.2 Biotic Resource Evaluation. Require, as part of the environmental review process prior to approval of discretionary development permits involving parcels within a significant ecological resource area, a biotic resources evaluation of the site by a qualified biologist. Significant ecological resource areas include, at a minimum, the following:

- Any habitat that supports rare, threatened, or endangered animals or plants; and
- Riparian and wetland habitats associated with the Tuolumne River.
- Such evaluation should consider the potential for significant impact on biological resources, and identify measures to feasibly mitigate any impacts or otherwise indicate why mitigation would not be feasible. In approving any such permit, the City shall determine the feasibility of the identified mitigation measures.

4.D.3 Significant Biological Resources. Support and cooperate with the efforts of other local, State, and federal agencies and private entities engaged in the preservation and protection of significant biological resources from incompatible land uses and development, including efforts involving a Habitat Conservation Plan or other plan for habitat management or restoration. Significant biological resources include endangered, threatened, or rare species and their habitats, wetland habitats, wildlife migration corridors, and locally-important species/communities.

4.D.4 Native and Drought Tolerant Plants. Utilize native and drought-tolerant plants in landscaping for public buildings and parks. Encourage the use of native and drought-tolerant plant species on private property, and prohibit the use of invasive species.

4.D.5 Swainson's Hawk Protection. Require that proposed development projects adhere to the following steps in order to ensure the protection of Swainson's hawk in the Planning Area:

- If ground-disturbing activities would take place on sites where suitable nesting habitat may exist, a survey for nesting Swainson's Hawks shall be conducted by a qualified wildlife biologist following survey methods developed by the Swainson's Hawk Technical Advisory Committee (2000) prior to undertaking any ground-disturbing activities. The survey shall include recommended mitigation measures for any potential impacts from the project.

- If ground disturbing activities would take place during the nesting season (March 1 through August 31) and Swainson's hawk nests are found to be present, a no-disturbance buffer of a minimum of 0.5 miles shall be established around active nests until the breeding season has ended or until a qualified biologist has determined that the birds have fledged and are no longer reliant upon the nest or parental care for survival. If the 0.5-mile buffer is not feasible, the project proponent must consult with the California Department of Fish and Wildlife to determine if a smaller buffer would avoid take. If it is determined that take cannot be avoided, the project proponent must acquire authorization through an Incidental Take Permit from the California Department of Fish and Wildlife in accordance with the California Endangered Species Act in order to continue.

4.D.6 Swainson's Hawk Habitat Mitigation. Require mitigation for projects that would result in the loss of Swainson's hawk foraging habitat within 10 miles of an active nest tree, which may include but is not limited to:

- For projects within one mile of an active nest tree, provide a minimum of one acre of habitat management land for each acre of development.
- For projects within between one and five miles of an active nest tree, provide a minimum of 0.75 acres of habitat management land for each acre of development.
- For projects within between five and 10 miles of an active nest tree, provide a minimum of 0.5 acres of habitat management land for each acre of development.

Alternative mitigation strategies are acceptable if approved by the California Department of Fish and Wildlife.

Goal 4.E Manage, enhance, and improve the city's tree cover as a valuable community resource.

4.E.1 Street Trees. Review and update the City's Street Tree Ordinance as necessary, and consider including provisions for the preservation of trees significant for their age, size, or local importance as a species.

4.E.2 Healthy Canopy. Nurture a healthy tree canopy throughout the city, along streets and in parking lots, residential areas, and parks.

4.4 WATER RESOURCES

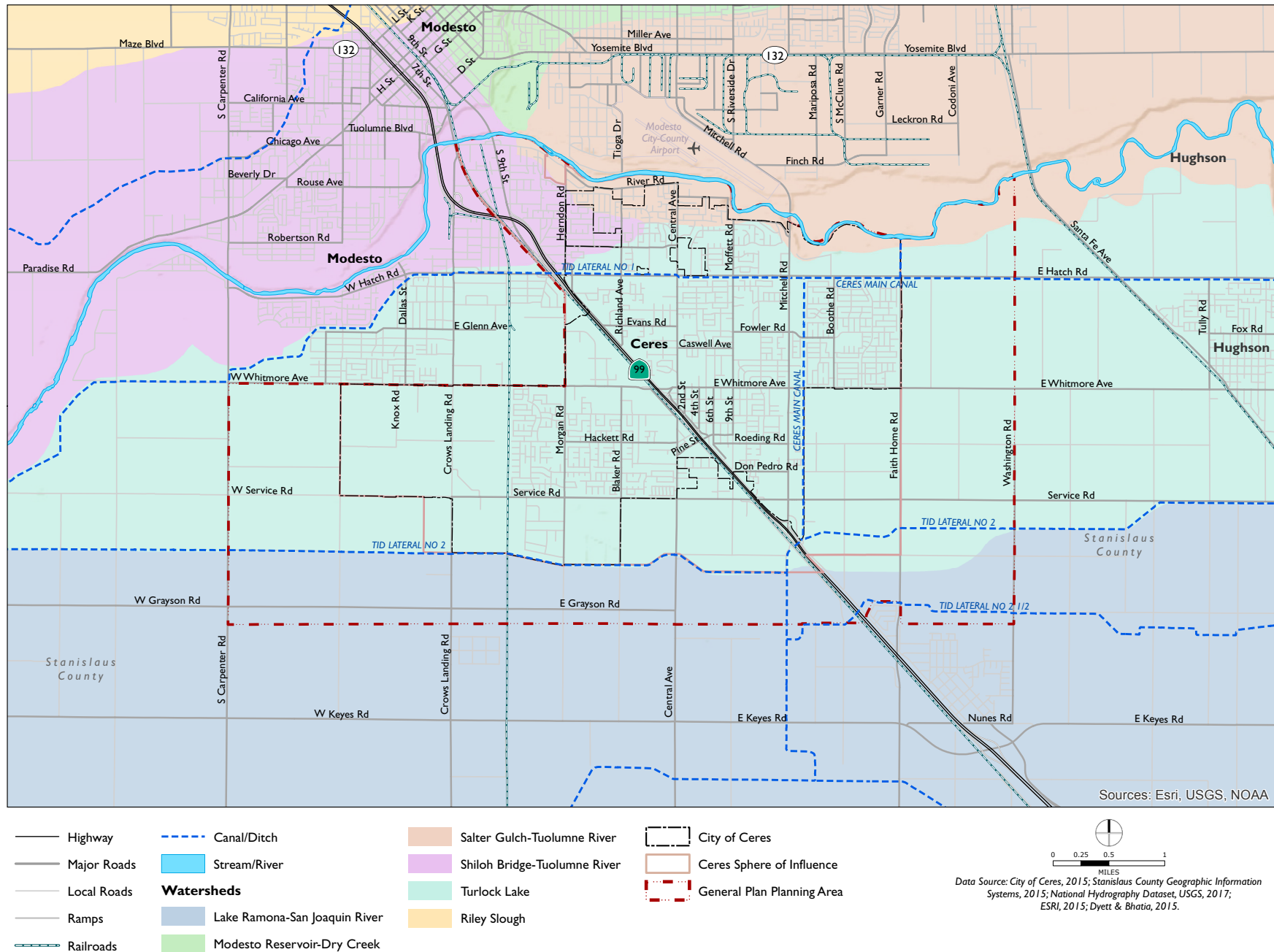
HYDROLOGY

The San Joaquin River Basin covers 15,800 square miles, including all Sacramento-San Joaquin River Delta watersheds south of the Sacramento River. The Planning Area drains into four different subbasins that are all part of the San Joaquin River Basin. The majority of the Planning Area is in the watershed of Turlock Lake, which is managed by the Turlock Irrigation District. Figure 4-5: Watersheds and Surface Water shows the four watersheds of the Planning Area (Turlock Lake, Lake Ramona-San Joaquin River, Shiloh Bridge-Tuolumne River, and Salter Gulch-Tuolumne River) in a regional context.



Impermeable surfaces reduce groundwater recharge and increase stormwater runoff.

Figure 4-5: Watersheds and Surface Water



The map displays the Modesto, CA area, showing the San Joaquin Valley and Stanislaus County. The Modesto Subbasin (5-22.02) is highlighted in red, and the Turlock Subbasin (5-22.03) is highlighted in green. Major roads like Highway 99, Highway 205, and Highway 208 are shown. The map also displays the Modesto City-County Airport and the Stanislaus River. The map is sourced from Esri, USGS, and NOAA.



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As shown in Figure 4-6: Groundwater Basins, the Planning Area is in the San Joaquin Valley groundwater subbasin 5-22.03, the Turlock Subbasin. The Turlock Subbasin is bounded by the Tuolumne River on the north, the Merced River on the south, and the San Joaquin River on the west. The Subbasin stores approximately 50 million acre-feet of groundwater, and is relatively isolated from other subbasins. In addition to Ceres, four agricultural water districts and nine communities withdraw water from the Turlock Subbasin. The majority of groundwater recharge in the Subbasin results from excess irrigation.⁴ Between 1992 and 2012, groundwater levels were in balance with about the same amount of outflow as inflow.⁵

In 2014, California passed the Sustainable Groundwater Management Act (SGMA), to provide a framework for sustainable, local groundwater management. The SGMA requires Groundwater Sustainability Plans to be adopted for medium- or high-priority basins by a groundwater sustainability agency (GSA). A Groundwater Sustainability Plan must contain a description of the setting and characteristics of the basin, measurable objectives to meet the sustainability goal within 20 years of implementation, a planning and implementation horizon, monitoring information and protocols, and consideration of applicable general plans. The Turlock Subbasin is designated a high-priority basin. The West Turlock GSA, formed by water agencies and counties on the western side of the subbasin, will take responsibility for developing the Groundwater Sustainability Plan for the subbasin. The City of Ceres is a participating water agency in the West Turlock GSA.

The hydrological system is a critical component of drainage and flood management in the Planning Area, as well as groundwater recharge and potable water supply (see Chapter 5: Health and Safety Element for more information on flood hazards and Chapter 6: Public Facilities and Services Element for more information on water supply and stormwater management). The Planning Area's hydrology can be affected by development in the watershed that increases the area of impervious surfaces and reduces vegetative coverage. This type of development can reduce the amount of area that can be used for groundwater recharge and increase the volume and speed of stormwater runoff, which can lead to increased flood risk and erosion of streambeds. Development can also alter the direction that water flows in a watershed, leading to changes in the size and location of surface water bodies. Other changes to surface water can come from sediment from construction activities and erosion. All of these considerations are therefore important issues to address as part of the planning process when siting and designing development.

⁴West Yost Associates. June 2011. City of Ceres Water Master Plan.

⁵City of Ceres Municipal Service Review and Sphere of Influence Plan. 2012.

WATER QUALITY

Water quality in the surface and groundwater systems can be affected by point and non-point sources of pollution. Point sources are single identifiable sources of pollution, such as a pipe or a drain, and can be agencies, businesses, or other parties discharging directly to a water body. The National Pollutant Discharge Elimination System (NPDES) is a federal program that regulates point sources of pollution. Point sources along the Tuolumne River adjacent to Ceres include four of the City's storm drains, which discharge stormwater to the river, and the City of Modesto wastewater treatment system, both of which are regulated by the NPDES program. The City of Ceres stormwater system is regulated by the NPDES Municipal Separate Storm Sewer System (MS4) permit for Stanislaus County.

Non-point pollution comes from many diffuse sources, and generally results from runoff, drainage, seepage, or hydrologic modification. Activities common to life in Ceres, including driving, farming, and lawn maintenance, produce non-point source pollutants that can enter surface water or groundwater through runoff. Stormwater runoff during storm events, and runoff from irrigation and other urban uses of water carry contaminants such as gasoline, oil, pesticides, herbicides, and fertilizer into the river or groundwater supply. At high enough concentrations, runoff from these non-point sources could impair uses of the river, including recreational uses, and could damage wildlife habitats. The City's 2015 Urban Water Management Plan (UWMP) identified groundwater contaminants such as salinity, nitrate, arsenic, tetrachloroethylene, iron, manganese, radio-nucleotides, bacteria, and other petroleum hydrocarbons, as well as dibromochloropropane (DBCP) and ethylenedibromide (EDB), two pesticides resulting from agricultural use. The City's 2016 Consumer Confidence Report also reported 1,2,3-trichloropropane (TCP) from historical applications of soil fumigants; radiologicals; disinfection chemicals; and disinfection byproducts. The presence of these chemicals in the water system can pose a health risk to humans as well as animals and ecosystems.

Water quality is essential to the overall quality of life in Ceres. By protecting and improving the quality of its surface and groundwater bodies, the City can help protect its residents from the negative effects of contamination, reduce the amount of energy spent treating water before it is used, and ensure the health of surrounding ecosystems. Steps that the City can take include addressing sources of non-point source pollution related to development and the transportation system, and working with other agencies and organizations to protect the Tuolumne River from excessive point source pollution.

GOALS AND POLICIES

See Chapter 6: Public Facilities and Services for more policies related to stormwater management.

Goal 4.F Protect and enhance the natural qualities of rivers, creeks, and groundwater.

- 4.F.1 Tuolumne River.** Cooperate with other municipalities, agencies, institutions, and nonprofit organizations in the conservation of the Tuolumne River for the protection of its water resources, water quality, and open space qualities.
- 4.F.2 Groundwater Resources.** Protect groundwater resources from overdraft by promoting conservation and groundwater recharge efforts.
- 4.F.3 Contamination Prevention.** Protect surface water and groundwater resources from contamination from point and non-point sources by pursuing strategies to minimize the pollutant and sediment levels entering the hydrological system through stormwater, agricultural, and other urban runoff.
- 4.F.4 Impervious Surfaces.** Minimize the amount of impervious surface in the Planning Area in order to reduce stormwater flows that may have a negative impact on the hydrology of the Tuolumne River and other downstream water bodies.
- 4.F.5 Permeable Surfaces.** Maximize the amount of permeable surfaces in public spaces to permit the percolation of urban runoff.
- 4.F.6 Green Infrastructure.** Require the use of feasible and practical best management practices (BMPs) and low-impact development (LID) strategies to protect receiving waters from the adverse effects of construction activities and urban runoff.

- 4.F.7 Hydrologically Friendly Development.** Encourage development that reflects an integrated approach to building design, civil engineering, and landscape architecture that maximizes rainwater harvesting and stormwater retention for landscape irrigation. Ensure that new development avoids causing significant changes in the Planning Area's hydrology and drainage patterns through activities such as grading, removing vegetation, increasing impervious surface cover, and introducing barriers to drainage flows.
- 4.F.8 Graded and Disturbed Areas.** Require that new development provides landscaping and re-vegetation of graded or disturbed areas with drought-tolerant native or non-invasive plants.
- 4.F.9 Construction Best Management Practices.** Require measures during construction and post construction to limit land disturbance activities such as clearing and grading and cut-and-fill; avoid steep slopes, unstable areas, and erosive soils; and minimize disturbance of natural vegetation and other physical or biological features important to preventing erosion or sedimentation.
- 4.F.10 Stormwater Quality Outreach.** Provide a public outreach program to educate residents and local businesses about the importance of stormwater pollution prevention.
- 4.F.11 Stormwater Pollution Prevention.** Ensure that public areas, including streets and recreational areas, are routinely cleaned of litter, debris, and contaminant residue. Coordinate with and support efforts by other organizations or volunteer groups to promote cleanups of parks and public open spaces. Require the City, property owners, or homeowners' associations, as applicable, to sweep permitted parking lots and public and private streets frequently to remove debris and contaminated residue.

4.5 AIR QUALITY

The San Joaquin Valley suffers from some of the worst air quality in the United States. The topography of the Valley funnels marine air in from the San Joaquin River Delta but prevents air movement through and out of the air basin, thus making the region highly susceptible to pollutant accumulation. Air pollution in the region is generated from local emissions from passenger vehicles, truck traffic, industrial activities, wood burning, and windblown dust. In addition, 7 to 27 percent of the pollution is generated outside of the Valley, including in the Bay Area and Los Angeles.⁶

AIR QUALITY STANDARDS

Air quality conditions can be characterized in terms of the ambient air quality standards that the federal and State governments have established for various pollutants. If monitored pollutant concentrations meet State or federal standards over a designated period of time, the area is classified as being in attainment for that pollutant. If monitored pollutant concentrations violate the standards, the area is considered a nonattainment area for that pollutant.

Federal Clean Air Act

The federal Clean Air Act, passed in 1970 and last amended in 1990, forms the basis for the national air pollution control effort. The U.S. Environmental Protection Agency (EPA) is responsible for implementing most aspects of the Clean Air Act, including the setting of National Ambient Air Quality Standards (NAAQS) for “criteria pollutants” under the Clean Air Act. States with areas that exceed the NAAQS must prepare a state implementation plan that demonstrates how those areas will attain the standards within mandated time frames.



Automobile use contributes to the air pollution and related health hazards in the San Joaquin Valley.

⁶San Joaquin Valley Air Pollution Control District. Frequently Asked Questions. https://www.valleyair.org/General_info/Frequently_Asked_Questions.htm#How

State Regulations

The federal Clean Air Act delegates the regulation of air pollution control and the enforcement of the NAAQS to the states. In California, the task of air quality management and regulation has been legislatively granted to the California Air Resources Board (CARB), with subsidiary responsibilities assigned to air quality management districts and air pollution control districts at the regional and county levels. The CARB has established California Ambient Air Quality Standards (CAAQS), which are generally more restrictive than the NAAQS.

Criteria Air Pollutants

Criteria pollutants are common pollutants for which the federal and State governments have established ambient air quality standards for outdoor concentrations to protect public health. The NAAQS include six criteria pollutants: ozone carbon monoxide, sulphur dioxide, nitrogen dioxide, lead, and particulate matter. The CAAQS include the NAAQS criteria pollutants as well as the four additional: sulfates, visibility-reducing particles, hydrogen sulfide, and vinyl chloride.

In addition, the CARB establishes the process for the identification and control of toxic air contaminants (TACs) and includes provisions to make the public aware of significant toxic exposures and for reducing risk. A substance is considered toxic if it has the potential to cause adverse health effects in humans, including increasing the risk of cancer upon exposure, or acute and/or chronic non-cancer health effects. Examples include certain aromatic and chlorinated hydrocarbons, certain metals, and asbestos. TACs are generated by a number of sources, including stationary sources such as dry cleaners, gas stations, combustion sources, and laboratories; mobile sources such as automobiles; and area sources such as landfills.

Table 4-3: San Joaquin Valley Air Quality Attainment Status

<i>Pollutant</i>	<i>Federal Standards Classification¹</i>	<i>State Standard Classification²</i>
Ozone - One Hour	No federal standard ³	Nonattainment/Severe
Ozone - Eight Hour	Nonattainment / Extreme ⁴	Nonattainment
PM 10	Attainment ⁵	Nonattainment
PM 2.5	Nonattainment ⁶	Nonattainment
Carbon Monoxide	Attainment/Unclassified ⁷	Attainment/Unclassified
Nitrogen Dioxide	Attainment/Unclassified	Attainment
Sulfur Dioxide	Attainment/Unclassified	Attainment
Lead (Particulate)	No Designation/Classification	Attainment
Hydrogen Sulfide	No federal standard	Unclassified
Sulfates	No federal standard	Attainment
Visibility Reducing Particles	No federal standard	Unclassified
Vinyl Chloride	No federal standard	Attainment

Notes:

1. See 40 CFR Part 81.

2. See CCR Title 17 Sections 60200-60210.

3. Effective June 15, 2005, the U.S. Environmental Protection Agency (EPA) revoked the federal 1-hour ozone standard, including associated designations and classifications. EPA had previously classified the SJVAB as extreme nonattainment for this standard. EPA approved the 2004 Extreme Ozone Attainment Demonstration Plan on March 8, 2010 (effective April 7, 2010). Many applicable requirements for extreme 1-hour ozone nonattainment areas continue to apply to the SJVAB.

4. Though the Valley was initially classified as serious nonattainment for the 1997 8-hour ozone standard, EPA approved Valley reclassification to extreme nonattainment in the Federal Register on May 5, 2010 (effective June 2010).

5. On September 25, 2008, EPA redesignated the San Joaquin Valley to attainment for the PM10 National Ambient Air Quality Standard (NAAQS) and approved the PM10 Maintenance Plan.

6. The Valley is designated nonattainment for the 1997 PM2.5 NAAQS. EPA designated the Valley as nonattainment for the 2006 PM2.5 NAAQS on November 13, 2009 (effective December 14, 2009).

7. An Unclassified designation indicates that air quality and other relevant information is insufficient to determine whether the area is attainment or nonattainment.

Sources: FMMP, 2014; City of Ceres, 2015; Stanislaus County, 2015; ESRI, 2015; Dyett & Bhatia, 2015.

LOCAL AIR QUALITY

Ceres is located in the San Joaquin Valley Air Basin (SJVAB), which is overseen by the San Joaquin Valley Air Pollution District (SJVAPD). Table 4-3 shows the federal and State attainment status of the San Joaquin Valley. Ozone is formed when nitrogen oxides (NOx) and volatile organic compounds (VOCs) react in the presence of sunlight. Breathing ozone can trigger a variety of health problems, including coughing and airway inflammation. See Chapter 5: Health and Safety Element for more information. About 40 percent of NOx emissions in the Valley are from heavy-duty diesel trucks and another 14 percent from on-road mobile vehicles.⁷ Farming operations including confined animal facilities and on-road motor vehicles account for 44 percent of the VOCs in the Valley combined. Particulate matter refers to solid and liquid particles suspended in the air. Road dust, agriculture waste burning and forest management, and farming operations account for about 57 percent of the fine particulate matter (PM 2.5) emissions in the Valley. Coarse particulate matter (PM 10) is generated from industry and road dust.

SJVAPD has developed air quality plans to reduce concentrations of carbon monoxide, ozone, and particulate matter in the Valley. The Valley has reduced emissions at the same rate or better than other areas in California.⁸ It was the first and only region in the United States to go from “Extreme” classification to attaining the standard. However, the residents of the region are still at high risk of health impacts from the air pollution. The Modesto-Merced Metropolitan Area, which includes Ceres, is ranked #8 for high ozone days, #4 for 24-hour particle pollution, and #4 for annual particle pollution out of 220 Metropolitan Areas throughout the nation by the American Lung Association.

SENSITIVE RECEPTORS

Some land uses are considered more sensitive to changes in air quality than others, depending on the population groups and the activities involved. People most likely to be affected by air pollution, as identified by CARB, include children, the elderly, athletes, and people with cardiovascular and chronic respiratory diseases. Sensitive receptors include residences, schools, childcare centers, playgrounds, parks and other recreational facilities, nursing homes, hospitals, and other medical care facilities.⁹

^{7, 8} San Joaquin Air Pollution Control District. *Sources of Smog-Forming Emissions San Joaquin Valley, 2013*. http://valleyair.org/General_info/aboutdist.html

⁹ Bay Area Air Quality Management District, California Environmental Quality Act Air Quality Guidelines. May 2011.

GOALS AND POLICIES

Goal 4.G **Protect and improve air quality in the Ceres area, and protect residents from harmful effects of air pollution.**

- 4.G.1 Air Quality Goals.** Cooperate with the San Joaquin Valley Air Pollution District and other agencies in the San Joaquin Valley Air Basin to meet regional air quality goals and achieve a consistent and effective approach to regional air quality planning and management. Coordinate with other jurisdictions and other regional agencies in the San Joaquin Valley to establish parallel air quality programs and implementation measures.
- 4.G.2 San Joaquin Valley Air Pollution District.** Support the San Joaquin Valley Air Pollution District in its development of improved ambient air quality monitoring capabilities and the establishment of standards, thresholds, and rules to adequately address the air quality impacts of new development.
- 4.G.3 Air Quality Analysis.** Require major new development projects (those exceeding the San Joaquin Valley Air Pollution District's small project analysis level) to submit an air quality analysis for review and approval, with mitigation measures to be required as determined by the City.
- 4.G.4 Proposed Projects.** Solicit and consider comments from local and regional agencies on proposed projects that may affect regional air quality, and submit development proposals to the San Joaquin Valley Air Pollution District for review and comment pursuant to CEQA prior to consideration by the City.
- 4.G.5 Reduce VMT.** Emphasize transit-oriented, walkable, compact development patterns to reduce total vehicle miles traveled.

See Chapter 2: Land Use and Community Design Element for more policies related to land use and neighborhood design, and Chapter 3: Transportation and Circulation Element for policies related to multi-modal transportation.

- 4.G.6 Roadway Dust.** Reduce the generation of fugitive dust to the greatest extent feasible by requiring lower speed limits and/or paving on unpaved roads, the removal of heavy silt loadings from roadways, and the paving and planting of shoulders and medians.
- 4.G.7 Sensitive Receptors.** Avoid the siting of sensitive receptors within 500 feet of SR 99 to protect sensitive receptors from toxic air emissions from highway traffic. For those projects permitted within 500 feet of the highway, require site-specific project design improvements to reduce public health risks associated with poor air quality in these locations.
- 4.G.8 Noxious Odors.** Do not permit new residential development within a half-mile radius of emitters of noxious odors. Require that any new potential odor source locating within project screening trigger levels of sensitive receptors, as established by the San Joaquin Valley Air Pollution District, undertake a detailed odor analysis.
- 4.G.9 Cumulative Impacts.** Address impacts of new development projects that may individually have insignificant impacts on air quality, but which together with other projects in the Planning Area may be cumulatively significant by requiring mitigation at the plan level for area-wide plan development.
- 4.G.10 Trip Reduction Program.** Consider promoting vehicle trip reduction by implementing a trip-reduction program for City employees. Such a program may include carpooling and ridesharing; reimbursement of transit costs; encouragement of flexible work schedules, telecommuting, and teleconferencing.
- 4.G.11 City Fleet Emissions.** Ensure through its long-range capital expenditure plans that the City investigates and considers technologies and available incentives to minimize emissions from the City's fleet.

4.G.12 Green Contracting. Using the Air District’s model ordinance as a guide, establish and follow a “green contracting” rule, awarding points in the bidding process to companies that use low-emission vehicles and equipment. Work to improve the public’s understanding of the linkages between land use, transportation, and air quality. Encourage local organizations that provide air quality education programs.

4.G.13 Thresholds of Significance. Use the San Joaquin Valley Air Pollution District’s thresholds of significance for determining and mitigating project air quality impacts and related thresholds of significance for use in environmental documents.

4.G.14 Construction Mitigation. Require mitigation measures as a condition of obtaining permits to minimize dust and air emissions impacts from construction. Require contractors to implement dust suppression measures during excavation, grading, and site preparation activities. Techniques may include, but are not limited to:

- Site watering or application of dust suppressants;
- Phasing or extension of grading operations;
- Covering of stockpiles;
- Suspension of grading activities during high wind periods (typically winds greater than 25 miles per hour); and
- Revegetation of graded areas.

4.G.15 Point Sources. Require new air pollution point sources such as, but not limited to, industrial, manufacturing, and processing facilities to be located an adequate distance from residential areas and other sensitive receptors, and to incorporate siting and design considerations to minimize the impact of air contaminants on surrounding land uses.

4.6 CULTURAL RESOURCES

HISTORICAL SETTING

Prehistory and Native Americans in the Historical Period

Ceres and the surrounding area were part of territory inhabited by the Northern Valley Yokuts, who inhabited the Central Valley from the Diablo Range in the west to the Sierra Nevada foothills in the east. The Yokuts were divided into 50 tribelets, based on linguistic variations, and primarily lived in large settlements along the banks of rivers and their tributaries.

The Yokuts used a number of dwelling types, including a mat-covered, gabled kawi, or communal dwelling; a wedge-shaped tule house, in which only one family lived; small, elliptical tule houses; conical, tule-covered dwellings that were placed in rows; and a bark house called a samish. A wide variety of foods were available to the Yokuts, who gathered many varieties of plants and seeds, in addition to hunting small game, fishing, and shellfishing. Where acorns were available, they served as a primary component of their subsistence. The Yokuts maintained trade links with coastal villages where they traded furs and other materials for shells, such as abalone and clams. Shell disks and dentelium beads, as well as polished cylindrically-shaped magnesite rocks and bi-valves, were used as money.

The population of the Yokuts before contact with the Europeans was among the largest in California, with one of the highest regional population densities. Population estimates vary between 18,000 and 70,000. European contact with the Northern Valley Yokuts began with infrequent excursions by Spanish explorers traveling through the Sacramento and San Joaquin Valleys in the late 1700s and early 1800s. In result of European settlement of the territory, the Yokut population rapidly declined due to conflicts, disease epidemics, and other forms of violence, though members of the Yokut ethnic group continue to exist in the modern day.

Early Development and Founding of the City

The City of Ceres was founded by Daniel Whitmore, who arrived in the Ceres area in 1867. The Whitmore family eventually acquired 9,000 acres, which included what would later become the town site of Ceres. By 1875, Daniel Whitmore's brother R.K. Whitmore had surveyed the area, and a map was filed for the layout of the town.

The first home in Ceres was that of Daniel Whitmore and his family, which was built in 1870 and inhabited in 1871. This home is still standing, at 2928 Fifth Street, and is on the National Register of Historic Places. After the town was laid out, Whitmore gave away alternate lots for free, with the stipulation that the owner build on it and occupy it, and uphold a temperance clause which was inserted into the deed. Ceres was set apart from other towns in the area as apparently the only temperance town in the vicinity. The first deed was given to two sisters, Mrs. Fellows and Mrs. Conner, who started the town's first boarding house. The next person to accept the offer was Mr. J.G. Annear, who built the town's first blacksmith shop.

In 1872, the railroad crossed the Tuolumne River into Ceres, and the town became a stop. A few years later, a depot was built, and Mr. Whitmore petitioned for a post office. The town was named "Ceres" (the name Daniel Whitmore had used in commenting on the first wheat crops) by Elma Carter, one of the town's residents. The first store was built in 1873, followed by a schoolhouse in 1874, a public meeting hall in 1880, a "flouring mill" in 1881, and a Baptist church in 1882. Many people would move to Ceres in the years to come, and the economic infrastructure required to support them would also develop. Branch's *History of Stanislaus County* (1881) stated that "the town has made rapid progress during the last year...There are two warehouses--the largest being owned by Mr. Whitmore...It is only three miles from Modesto and in the midst of a vast grain-growing region." In the *History of the Counties* (1892) Ceres is referred to as "quite a business point, and contains all the facilities of a good agricultural town."

By the late 1800s, however, the end of the "grain era" and the necessity of irrigation was becoming evident. In the late 1880s, in response to the thriving agriculture, the Modesto and Turlock Irrigation Districts were created to allow local farmers to irrigate crops more efficiently and effectively. Dairy farming was also introduced into the area during this period. By the early 1900s, Ceres was still a small town, yet its population was growing at a steady rate. The first civic library opened in 1901 and the high school welcomed its first students in 1915. Ceres incorporated in 1918 with a population of 1,000. The city was generally considered to be prosperous at this time. Agricultural products included figs, peaches, grapes, pears, apricots, various berries, alfalfa, beans, melons, poultry, and dairy products.



The Daniel Whitmore Home is listed on the National Register of Historic Places.

20th Century Development

In the first half of the 20th century, Ceres remained a small rural settlement. Ceres had a population of 1,332 before World War II, but the population nearly doubled after the postwar boom and reached 2,351 by 1950. Like most California cities, Ceres experienced residential growth during the post-World War II period. Subdivisions, including the Caswell Tract and Morrow Village, were established and new elementary and middle schools and a hospital were built. Peaches became the primary agricultural crop and were used in the dried-fruit industry. A large dehydrating plant, the Ceres Dehydrating Plant, became a major local employer.

In 1968, the California Department of Transportation modernized SR 99, which traveled through the community of Ceres. The highway project bisected Ceres and resulted in the demolition of most of the central business district. However, the improved highway also brought growth and expansion to the city. By 1970, the population reached a high of 6,000. During this period, Ceres' commercial center was focused along Central and Whitmore Avenues and Hatch Road. As the population of Ceres expanded, new municipal services were needed and the City built its wastewater treatment plant in 1979. Ceres continued to grow in the 1980s, and by 1990 its population was 25,000.^{10, 11}

CULTURAL RESOURCES IN CERES

Cultural resources include sites, buildings, structures, or objects that may have archaeological, historical, cultural, or scientific significance. Known cultural resources are shown in Figure 4-7.

Historic Resources

A historic resource is a building, structure, object, prehistoric or historic archaeological site, or district possessing physical evidence of human activities over 45 years old. Historic resources are often designated and listed on the national, State, or a local register, making them eligible for certain protections or other benefits. The National Register of Historic Places (NRHP) is the nation's official list of historic places. The register is overseen by the National Park Service, and requires that a resource eligible for listing on the register meet one of several criteria at the national, State, or local level, and also retain sufficient physical integrity of those features necessary to convey historic significance. The Daniel Whitmore Home at 2928 5th Street is the only property in the Planning Area currently listed on the NRHP.

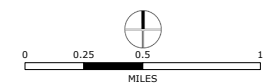
¹⁰Benziger, J. 2010. Images of America: Ceres. Charleston, SC: Arcadia Publishing.

¹¹City of Ceres. 1997. City of Ceres General Plan Policy Document. Adopted February 24, 1997. Ceres, CA.

Figure 4-7: Cultural Resources



- | | | |
|---------------|---|------------------------------|
| — Highway | ★ National Register of Historic Places (NRHP) | — River |
| — Ramps | ✱ California Register of Historical Resources (CRHR) | — City of Ceres |
| — Major Roads | ▲ Might be sensitive for unrecorded historic archaeological resources | — Ceres Sphere of Influence |
| — Local Roads | ★ Site of local significance | — General Plan Planning Area |
| — Railroads | | |



Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, 2015; Central California Information Center, California Historical Resources Information System, 2017; ESRI, 2015; Dyett & Bhatia, 2015.

The California Office of Historic Preservation (OHP) offers four different registration programs, including the California Historical Landmarks, California Points of Historical Interest, California Register of Historical Resources (CRHR), and the NRHP. Each registration program is unique in the benefits offered and procedures required. If a resource meets the criteria for registration, it may be nominated by any individual, group, or local government to any program at any time. Resources do not need to be locally designated before being nominated to a State program nor do they need to be registered at the State level before being nominated to the National Register. The California Register includes buildings, sites, structures, objects, and districts significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California. Resources listed in the National Register are automatically listed in the CRHR, thus the Daniel Whitmore Home is also on the CRHR. The 7th Street Bridge over the Tuolumne River, also known as the Lion Bridge, is listed on the CRHR and is eligible for listing on the NRHP. There are currently no State Historical Landmarks or State Points of Historical Interest in the Planning Area.

The Whitmore Mansion, located at 2732 5th Street, was built by Daniel Whitmore's son Clinton Whitmore in 1903. As of 2017, the mansion has not been listed on the National or State registers; however, in 2008, the City of Ceres Planning Commission approved a resolution to recognize the building's historical significance. The City acquired the property in 2013 and makes it available for rentals and tours.

Archaeological Resources

The National Parks Service defines archaeological resources as any material remains of human life or activities that are at least 100 years of age and are capable of providing scientific or humanistic understandings of past human behavior, cultural adaptation, and related topics. Prehistoric and historic archaeological resources have been found in the Planning Area, and there are a number of known sites in and near the Planning area that may be sensitive for unrecorded resources, including the site of the Davis and Maze Ferry. There is also the potential for the discovery of archaeological resources near the Tuolumne River and anywhere there has been in occupation or use for at least 45 years.

Tribal Cultural Resources

A tribal cultural resource is a site, feature, place, cultural landscape, sacred place, or object with cultural value to a tribe that is included or determined to be eligible for inclusion in the California Register of Historic Resources, included in a local register of historical resources, or otherwise determined to be significant by the lead agency of an environmental review process. The identification of tribal cultural resources can be supported by records from the Central California Information Center or Native American Heritage Commission, but can only be fully determined through consultation with local Native American tribes.

Paleontological Resources

Paleontological resources are the fossil remains or traces of past life forms, including both vertebrate and invertebrate species, as well as plants. The Planning Area is underlain by the Modesto Formation, a rock unit of the Late Pleistocene age. Fossil remains of mammals from the Pleistocene have been found throughout the Central Valley and in Stanislaus County in alluvial deposits referable to the Modesto Formation. Therefore, though no paleontological resources have been uncovered in Ceres to date, there is potential that resources could be found in the future.

GOALS AND POLICIES

Goal 4.H Preserve and maintain sites, structures, and landscapes that serve as significant, visible reminders of the city’s social, architectural, and agricultural history.

- 4.H.1 Register Historic Sites.** Support property owners in seeking registration of eligible historic structures and sites in registration programs such as California Historical Landmarks, California Points of Historical Interest, the California Register of Historical Resources, and the National Register of Historic Places.
- 4.H.2 Reuse of Historic Buildings.** Encourage the preservation, maintenance, and adaptive reuse of existing historic buildings in the Planning Area in order to prevent demolition and disrepair.
- 4.H.3 Preservation of Historic Buildings.** Identify and preserve buildings of local historic importance Downtown and in surrounding areas through inclusion on the local historic resources register and the Historic Building Code.
- 4.H.4 Relocation of Historic Buildings.** Where implementation of a project with a legitimate public purpose would threaten a historic resource, assess the feasibility of relocating the resource in a way that maintains its historical integrity.
- 4.H.5 Historic Building Code.** Continue to implement the Historic Building Code for historic properties, periodically reviewing and updating the code as necessary to reflect current conditions and best practices.
- 4.H.6 Whitmore Mansion.** Maintain and improve the Whitmore Mansion in an architecturally sensitive manner, and develop educational programming about its history for the benefit of the community.

Goal 4.I Protect and preserve archaeological and paleontological resources in the Planning Area.

- 4.1.1 Archaeological Sites.** Refer development proposals that may adversely affect archaeological sites to the California Archaeological Inventory at California State University, Stanislaus. Do not knowingly approve any public or private project that may adversely affect an archaeological site without first consulting the California Archaeological Inventory, conducting a site evaluation as may be indicated, and attempting to mitigate any adverse impacts according to the recommendations of a qualified archaeologist. City implementation of this policy shall be guided by Appendix K of the CEQA Guidelines.
- 4.1.2 Archaeological Resource Management.** Establish a procedure for the management of archaeological materials found on-site during a development, including the following provisions:
- If significant resources are known or suspected to be present on a site, require that a qualified archaeologist conduct monitoring of building demolition and/or construction grading activities.
 - If materials are found on-site during construction activities, require that work be halted until a qualified archaeologist evaluates the find and makes a recommendation for the preservation in place or recovery of the resource.
- 4.1.3 Preservation in Place.** Seek to preserve discovered archaeological resources in place in order to maintain the relationship between the artifacts and their archaeological context, where feasible. Preservation can be achieved through measures such as planning construction to avoid archaeological sites, incorporating sites within open space areas, capping the site prior to construction, and permanently protecting the site using a conservation easement.
- 4.1.4 Paleontological Resources.** Establish a procedure for the management of paleontological materials found on-site during a development, including the following provisions:
- If materials are found on-site during grading, require that work be halted until a qualified professional evaluates the find to determine if it represents a significant paleontological resource.

- If the resource is determined to be significant, the paleontologist shall supervise removal of the material and determine the most appropriate archival storage of the material.
- Appropriate materials shall be prepared, catalogued, and archived at the applicant's expense and shall be retained within Stanislaus County if feasible.

Goal 4.J Protect Ceres' Native American heritage.

- 4.J.1 Native American Outreach.** Conduct outreach to local Native American tribal contacts to identify potential opportunities to highlight the area's Native American history.
- 4.J.2 Coordination with Native American Tribes.** Proactively coordinate with the local Native American tribes in the review and protection of any tribal cultural resources discovered at development sites.
- 4.J.3 Tribal Cultural Resources.** Avoid the disturbance of tribal cultural resources and, where possible, seek to preserve resources in place, exploring opportunities for permanent protection of the resources where feasible. Treat tribal cultural resources with respect.
- 4.J.4 Native American Consultation.** Conduct project specific Native American consultation early in the development review process to ensure adequate data recovery and mitigation for adverse impacts to significant Native American sites. Ensure that City staff and local developers are aware of their responsibilities to facilitate Native American consultation under SB 18 and AB 52.



Photo Source: Don Cool

5

Health and Safety

Protection from hazards is an essential service of public agencies and a critical priority for the City of Ceres. Furthermore, the City is committed to promoting the welfare of all its residents by improving public health through policies and programs that contribute to a clean environment, safe and convenient multi-modal transportation options, access to healthy food, and a strong community.

The purpose of the Health and Safety Element is to identify the natural and man-made public health and safety hazards that exist within the city, and to establish preventative and responsive policies and programs to mitigate their potential impacts.

The Health and Safety Element is organized as follows:

Section 5.1: Public Health and Environmental Justice. Describes public health issues related to the built environment, identifies disadvantaged communities in the Planning Area, and analyzes health risks. Outlines related goals and policies.

Section 5.2: Climate Change. Describes climate change impacts, greenhouse gases and their sources within the Planning Area, and climate change mitigation and adaptation strategies. Outlines related goals and policies.

Section 5.3: Seismic and Geologic Hazards. Describes seismic and geologic hazards, and establishes related goals and policies.

Section 5.4: Flood Hazards. Identifies flood zones in the Planning Area and potential dam inundation areas, and outlines related goals and policies.

Section 5.5: Hazardous Materials and Operations. Identifies known hazardous material sites, and outlines related goals and policies.

Section 5.6: Airport Hazards. Identifies the Modesto City-County Airport Safety Zones and Influence Area and outlines related goals and policies.

Section 5.7 Fire Hazards. Describes urban and wildland fire hazards and outlines related goals and policies.

Section 5.8 Noise. Explains the characteristics and potential effects of noise and vibration, identifies sources of noise in Ceres, and outlines related goals and policies.

Section 5.9 Emergency Management. Provides a summary of existing hazard mitigation and emergency operations plans and outlines related goals and policies.

RELATIONSHIP TO STATE LAW

Government Code Section 65302(g) requires each California city to include within its general plan a public safety element that addresses the protection of the community from any unreasonable risks associated with the effects of seismic and other geologically-induced hazards, flooding, and fires. The safety element is required to include mapping of known seismic and other geological hazards, and it must identify flood hazards and urban and wildland fire hazards. Where applicable, it must also address evacuation routes, peak load water supply requirements, minimum road widths, and clearances around structures. The safety element also includes required information on fire protection, law enforcement, emergency preparedness, and the City's Local Hazard Mitigation Plan.

Government Code Section 65302 requires either a general plan element on environmental justice or related goals, policies, and objectives integrated into other elements that identify any disadvantaged communities within the Planning Area, and objectives and policies to reduce the unique or compounded health risks in disadvantaged communities.

Government Code Section 65302(f) requires each California city and county to include within its general plan a noise element that analyzes and quantifies noise levels and the extent of noise exposure in their jurisdictions from the following sources:

- Highways and freeways;
- Primary arterial and major local streets;
- Passenger and freight online railroad operations and ground rapid transit systems;
- Commercial, general aviation, heliport, helistop, and military airport operations, aircraft overflights, jet engine test stands, and all other ground facilities and maintenance functions related to airport operation;
- Local industrial plants, including, but not limited to, railroad classification yards; and
- Other ground stationary noise sources identified by local agencies as contributing to the community noise environment.

The purpose of the Noise Element is to limit the exposure of the community to excessive noise levels. The Noise Element is required to map noise level contours such that it may be used as a basis for land use decisions. It must include implementation measures and possible solutions to existing and foreseeable noise problems. Furthermore, the policies and standards of the Noise Element must be sufficient to serve as a guideline for compliance with sound transmission control requirements.

The additional health-related sections of this Element are not required by State law, but address issues that are important to Ceres. Government Code Section 65303 enables the City to adopt “any other elements or address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the... city.” Once adopted, an optional element has the same force and effect as the mandatory elements. Accordingly, zoning, subdivisions, public works, specific plans, and other actions that must be consistent with the general plan must be consistent with any optional elements. Over the past decade, optional elements addressing health and wellness have become more common.

RELATIONSHIP TO OTHER ELEMENTS

The Health and Safety Element is strongly correlated with Chapter 2: Land Use and Community Design Element, Chapter 6: Public Facilities and Services Element, and Chapter 3: Transportation and Circulation Element. Chapter 2: Land Use and Community Design Element includes consideration of hazards in land use designations and their density standards, and outlines the desired land use pattern in Ceres to promote public health through ensuring compatible uses, encouraging walkable neighborhoods, and supporting adequate services for disadvantaged unincorporated communities. Policies in Chapter 2 also address issues of land use compatibility, which is closely related to noise compatibility as discussed here in Chapter 5. Policies related to fire and police services, as well as parks and recreation in Chapter 6: Public Facilities and Services Element relate to both the health and safety issues in this Element. Additionally, this Element is related to Chapter 3 as the design of the transportation system can allow for more active lifestyles to promote public health and is vitally important in providing emergency services. This Element also addresses the relationship between development and noise generated by transportation facilities.

RELATIONSHIP TO GUIDING PRINCIPLES

This Element supports the following General Plan Guiding Principles:

- **Safe, Family-Friendly Hometown.** Promote Ceres’ strong and high performing school system, and support the city’s safe neighborhoods and youth activities so that Ceres continues to be a desirable place for families.
- **Health and Sustainability.** Provide well-maintained and accessible parks, street trees and landscaping, and healthy food options; and prioritize clean air, clean water, and resource conservation to help keep the community—both the people and the environment—healthy.

5.1 PUBLIC HEALTH AND ENVIRONMENTAL JUSTICE

The day-to-day experience of living in and interacting with the city can have a profound impact on the health of individual members of the Ceres community. The manner in which the city is planned and physically constructed provides the landscape against which community members live their lives, and will therefore influence various aspects of overall wellness, including environmental health, levels of activity, food and nutrition, and relationships with other community members. Behavioral patterns, such as physical activity and diet, have a greater effect on a person's health than traditional factors such as health care services and genetic predisposition combined.¹ Thus, the built environment is a key determinant to public health.

In addition, social circumstances, such as income level, also affect health. People who are already socially disadvantaged often experience greater health risk. Environmental justice efforts aim to ensure that traditionally disadvantaged groups, such as low-income communities and communities of color, have equal opportunity to live healthy lifestyles and are not unduly burdened by environmental pollution and other hazards.

PUBLIC HEALTH

Environmental Health

At its most basic, ensuring good environmental health means making sure that a community's fundamental environmental needs, such as clean water and clean air, can be safely met, and that people are not at risk of exposure to hazardous materials in their surroundings. Exposure to contaminants in air, water, or other aspects of the environment, are tied to various negative health outcomes. Typical water contaminants can contribute to serious health conditions, and are associated with elevated risks for miscarriages, birth defects, effects on childhood development, and cancer. Similarly, air contaminants can produce lung irritation and exacerbate existing conditions, and have been tied to increased rates of asthma hospitalization for youth and mortality among seniors. Air contaminants can also contribute to risk of lung cancer and cardiovascular disease. Exposure to toxic contaminants and other chemicals can also have serious health risks. Just as maintaining environmental quality is essential to ecological health in the area, it is essential to promoting health among community members.

¹ Anna Ricklin, Sagar Shah. *Metrics for Planning Healthy Communities*. American Planning Association. May 2017.

As discussed in Chapter 4: Agricultural and Natural Resources Element, air and water quality in the Planning Area pose concerns for environmental health. The air quality in the San Joaquin Valley is among the worst in the nation. The urban area between Modesto and Merced where the Planning Area is located ranked fourth in the country for short-term particulate pollution (24-hour PM_{2.5}) and sixth for ozone pollution – air contaminants that can cause respiratory and cardiovascular complications.² In addition, contaminants such as pesticides have been found in the groundwater system, which could pose health risks if untreated before use.³

Active Lifestyles

Active living refers to incorporating physical activity into one's daily life. Examples of active living include walking to transit to commute to work and walking or biking to school or social activities. Some environments, such as those where the only commute option is to drive or where public facilities and other destinations are located far from residences, make it difficult for people to lead active lives. Figure 5-1: Access to Parks and Schools shows the 5- and 10-minute walksheds of parks and the 10-minute walksheds of schools in the Planning Area. As shown in Figure 5-1, there is a park within a 10-minute walk of most of the area between Central Avenue, Hatch Road, Faith Home Road, and Whitmore Avenue. In comparison, residents in the neighborhoods around Robert Adkinson School in the northern portion of the Planning Area, and the neighborhoods around Don Pedro Elementary School in the southern portion of the Planning Area, do not have access to a public park within a 10-minute walk.

Most of the residential areas of the city have a school within a 10-minute walk. However, the ability to walk to schools in the southern portion of the Planning Area, including Central Valley High School, Joel J. Hidahl Elementary School, and Patricia K. Beaver Elementary School is limited. Land use patterns and city policies can improve opportunities for active living by supporting walkable development patterns, active transportation, and public recreational spaces.



Making walking and biking safe and convenient provides opportunities for people to lead healthier lives.

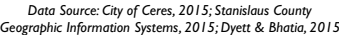
² 2017 State of the Air Report. American Lung Association.

³ 2015 Urban Water Management Plan

*** Park Walksheds** are calculated only for existing and planned neighborhood parks, and community parks in Ceres.

**** School Walksheds** are calculated only for public elementary, middle, and high schools and charter schools.

Sources: Esri, USGS, NOAA



Healthy Food

A person's access to healthy and unhealthy food options is also affected by land uses and transportation patterns. For example, when fast food restaurants are located adjacent to high schools, it is convenient for students to choose unhealthy food options. In particular, low-income neighborhoods are less likely to have access to fresh, healthy foods. The UCLA Center for Health Policy Research found an association between quality of the retail food environment and rates of both obesity and diabetes. Stanislaus County has the second highest ratio of fast-food restaurants and convenience stores to grocery stores and produce vendors, and has the highest prevalence of obesity in the state.⁴

Throughout the General Plan update community engagement process, Ceres community members voiced their concern for the lack of stores offering fresh fruits and vegetables, as well as the lack of restaurants offering healthy options. Figure 5-2: Access to Markets/Grocery Stores shows the location of and the area within a half mile around each grocery store in the Planning Area. Neighborhoods near Morgan and Hackett Roads, the Bystrum neighborhood in the north of the Planning Area, and the eastern portion of the Eastgate area lack grocery stores within a half mile. Given Ceres' strong connection to agriculture, encouraging opportunities for community gardens and farmers markets could help improve access to healthy food while cultivating Ceres' agricultural identity.

Nurturing Community

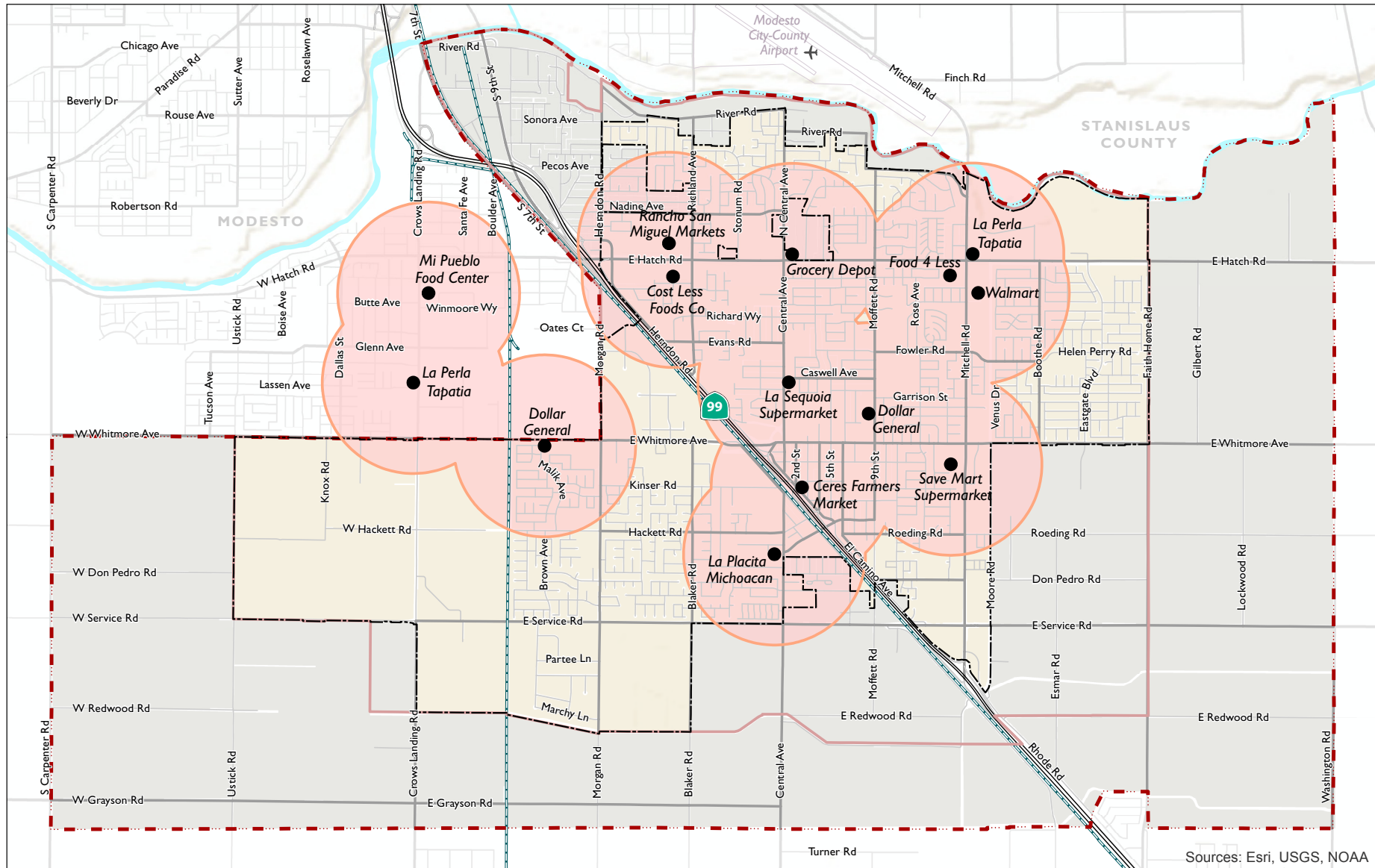
The strength of social networks also impacts health and welfare. Social interactions can affect physical and mental health, and strong social networks improve the resiliency of residents in the face of natural disasters and emergencies. Policies in the General Plan aim to provide more opportunities for neighbors to interact with each other, such as public parks, safe sidewalks, and centers of commercial activity.



Convenient access to fresh foods, instead of fast food, is associated with improved health outcomes.

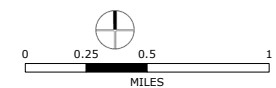
⁴2013 Stanislaus County Community Health Assessment. Stanislaus County Health Services Agency.

Figure 5-2: Access to Markets/Grocery Stores



Sources: Esri, USGS, NOAA

- | | | | |
|---------------|---------------|---|-----------------------------------|
| — Highway | — Local Roads | ● Grocery Stores | City of Ceres |
| — Ramps | — Railroads | ○ Grocery Stores Half Mile Service Area | City of Ceres Sphere of Influence |
| — Major Roads | — River | — General Plan Planning Area | |



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

Health Outcomes

Health outcomes are useful indicators to describe the condition of public health in a community. Life expectancy at birth (LEB), or the number of years a newborn is projected to live if mortality patterns at the time of birth were to remain the same, is an important health outcome for measuring overall quality of life in a community. LEB can vary in correlation with factors such as geographical location, race, and ethnicity. The 2013 Stanislaus County Community Health Assessment found the average LEB for most of the Planning Area, located primarily in the south central and southwest central regions of the county, to be approximately 79 years. Some portions of the Planning Area extend into the central region of the county, where LEB was estimated to be about 78 years. Both regions had LEBs that are slightly longer than the 77-year average for the county, and similar to the 78-year average of the U.S. as a whole. In the county, individuals of Asian/Pacific Islander heritage had a statistically significantly longer LEB (80 years) than those of Caucasian heritage (76 years), who in turn had a statistically significantly longer LEB than those of African American heritage (74 years). Those of Latino ethnicity had an LEB of 82 years, compared to 76 years for non-Latinos.

In 2013, the top causes of death in Stanislaus County were heart disease, cancer, chronic lower respiratory disease, stroke, and unintentional injury, with heart disease accounting for approximately 30 percent of deaths. These indicators suggest opportunities to address health disparities between demographic groups, particularly as related to socio-economic vulnerability, as well as environmental health conditions that can increase the incidence of respiratory, cardiovascular, and other disease.⁵

5. 2013 *Stanislaus County Community Health Assessment*. Stanislaus County Health Services Agency.

ENVIRONMENTAL JUSTICE AND DISADVANTAGED COMMUNITIES

Environmental justice is defined in State planning law as the “fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies” (Gov. Code Section 65040.12(e)). The concept is closely related to social equity and ensuring that all people have the opportunity to lead healthy lives regardless of their racial/ethnic background or socioeconomic status. Achieving environmental justice requires the examination of and commitment to resolve the root causes of poor health related to environmental factors, including social, economic, and physical conditions, present in locations where disadvantaged communities are found. California law requires general plans to incorporate policies addressing environmental justice in jurisdictions containing disadvantaged communities (Government Code Section 65302(h)).

Disadvantaged Communities

The term “disadvantaged community” is defined by the California Health and Safety Code, Section 39711, and refers to areas disproportionately affected by:

- Environmental pollution and other hazards that can lead to negative public health effects, exposure, or environmental degradation, and
- Socio-economic vulnerability, determined by concentrations of people that are of low income, high unemployment, low levels of homeownership, high rent burden, sensitive populations, or low levels of educational attainment.

The California Environmental Protection Agency (CalEPA) is responsible for identifying disadvantaged communities according to these criteria per California Health and Safety Code Section 39711, and publicly shares its findings in a number of formats, including the online CalEnviroScreen interactive mapping tool. Each census tract in the state is quantitatively evaluated for environmental pollution and vulnerability to the pollution. CalEPA identifies the census tracts that score in the top 25 percent in terms of pollution burden and socioeconomic vulnerability as “disadvantaged communities.”

These requirements were established in Senate Bill (SB) 535 (2012), which mandates that at least a quarter of the proceeds from the State’s Greenhouse Gas Reduction Fund go to projects that provide a benefit to disadvantaged communities and that at least 10 percent of the proceeds fund

projects located within those communities. Assembly Bill (AB) 1550 (2016) modified those investment minimums to require that at least 25 percent of total investments are located within and provide benefits to disadvantaged communities, and that at least 5 percent of total investments fund projects that benefit low-income households or communities.

The Greenhouse Gas Reduction Fund is funded from California's cap-and-trade program and invests in projects and programs that further reduce greenhouse gases. As of 2017, \$614 million has been allocated to projects benefiting disadvantaged communities cumulatively, comprising 50 percent of total funds implemented under the program. Funded projects include the City of Modesto Tree Replanting Activity Project and Caltrans' Low Carbon Transit Operations Program, which is supporting Visalia Transit's V Line bus service expansion to seven days a week.⁶

Disadvantaged Communities in Ceres (by Census Tract)

Ten out of the 13 census tracts in the Planning Area are identified by CalEPA as disadvantaged communities, as shown in Figure 5-3: Disadvantaged Communities by Census Tract (the majority of census tracts in the state identified as disadvantaged communities are located in the San Joaquin Valley). In total, there are approximately 50,700 people living in disadvantaged communities in the Planning Area. The predominance of disadvantaged communities in the Planning Area should be carefully considered in land use, transportation, and public facility investments and programs.

Table 5-1 shows the percentile rank of several pollution burden indicators used by CalEPA for disadvantaged communities in Ceres. The percentile rank for a given indicator represents the percentage of census tracts in all of California with lower values of that indicator. For example, each disadvantaged census tract in Ceres is in the 74th percentile for PM 2.5, which means that each disadvantaged census tract in Ceres has worse PM 2.5 pollution than 74 percent of census tracts in California. While the rankings do not necessarily reflect whether or not any given indicator is in non-compliance with existing standards for safety (for example, a high ranking for water contamination does not necessarily indicate that the water is unsafe to drink by State standards), they do illustrate clear geographical disparities in environmental quality. In terms of socioeconomic vulnerability, the disadvantaged communities in the Planning Area have relatively high levels of unemployment and high percentages of adults with less than a high school education.



The State's Greenhouse Gas Reduction Fund is used for local projects that reduce GHGs and provide public benefit.

⁶2017 California Climate Investments Annual Report.



This map displays the geographical layout of Stanislaus County, California, with a focus on its census tracts and major transportation infrastructure. The county is bordered by Modesto to the west and Stanislaus County to the east. Major roads, including Highway 99, are clearly marked. The map also shows the location of the Modesto City-County Airport and the Stanislaus River. The census tracts are color-coded and labeled with their respective numbers: 23.02, 27.02, 27.01, 26.04, 26.05, 25.04, 25.01, 25.03, 26.02, 31.00, and 30.02. The map is sourced from Esri, USGS, and NOAA.


Census Tracts:




- Census Tract 23.02
- Census Tract 27.02
- Census Tract 27.01
- Census Tract 26.04
- Census Tract 26.05
- Census Tract 25.04
- Census Tract 25.01
- Census Tract 25.03
- Census Tract 26.02
- Census Tract 31.00
- Census Tract 30.02

Major Roads:

- Highway 99
- Highway 205
- Highway 208
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 Highway
 Local Roads
  Disadvantaged Communities (Census Tracts)
  City of Ceres

 Ramps
 Railroads
  Ceres Sphere of Influence

 Major Roads
  River
  General Plan Planning Area

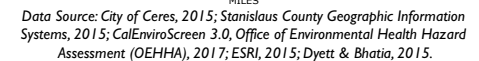


Table 5-1: Percentile Ranks for Select Pollution Burden Indicators in Ceres Disadvantaged Communities^{1, 2}

	<i>Percentile Rank of All California Census Tracts</i>							
<i>Census Tract</i>	<i>PM 2.5⁴</i>	<i>Ozone³</i>	<i>Drinking Water⁵</i>	<i>Pesticides⁶</i>	<i>Hazardous Waste⁷</i>	<i>Impaired Water Bodies⁸</i>	<i>Solid Waste⁹</i>	<i>Pollution Burden¹⁰</i>
25.01	93	74	100	67	94	63	88	98
26.04	93	74	58	0	93	63	79	88
31.00	93	78	100	92	69	99	95	97
27.02	93	74	100	0	69	72	39	85
25.04	93	74	95	60	88	0	89	94
25.03	93	78	397	67	0	0	62	86
26.02	93	78	96	74	0	0	57	87
30.02	93	78	100	92	0	0	0	84
26.05	93	78	59	33	0	63	11	61

Notes:

1. The percentile represents a relative score for the indicators, in comparison to all census tracts in California.

2. Percentile values are rounded to the nearest one percent.

3. Based on amount of daily maximum 8-hour ozone concentration.

4. Based on annual mean of fine particulate matter concentrations.

5. Based on drinking water contaminant index for selected contaminants. The drinking water contaminant index is a combination of contaminant data that takes into account the relative concentrations of different contaminants and whether multiple contaminants are present. The drinking water contaminant index is not a measure of compliance with drinking water standards and does not indicate whether water is safe to drink.

6. Based on total pounds of selected active pesticide ingredients used in production agriculture per square mile in the census tract.

7. Based on the sum of weighted hazardous waste facilities and large quantity generators within buffered distances to populated blocks of census tracts.

8. Based on the sum of number of pollutants across all impaired water bodies within buffered distances to populated blocks of census tracts.

9. Based on the sum of weighted solid waste sites and facilities within buffered distances to populated blocks of census tracts.

10. Based on average of percentiles from all pollution burden indicators.

Source: CalEnviroScreen 3.0, 2017.



Diesel-fueled engines release particulate matter in high concentration.

The disadvantaged communities in the Planning Area are particularly burdened with high levels of fine particulate matter (PM 2.5) and ozone, and contaminated drinking water. Each of the identified census tracts experiences higher levels of fine particulate matter than over 90 percent of all other census tracts in the state; each experiences higher levels of ozone pollution than approximately 75 percent of all other census tracts; and eight of the disadvantaged census tracts experienced higher concentrations of contaminants in the drinking water than 90 percent of all other census tracts in the state. In addition, several of the disadvantaged communities have relatively high levels of hazardous or volatile pesticide use.

Fine particulate matter can originate from a variety of sources, including cars and trucks, industrial processes, wood burning, or other activities involving combustion, and wildfires. Because the particles are microscopic in size, they can be inhaled and affect both the lungs and heart, causing heart attacks, aggravated asthma, decreased lung function, and other complications. Ozone is a common air pollutant in the region that is produced in the atmosphere by chemical reactions between oxygen-containing compounds and other air pollutants in the presence of sunlight. Emissions from industrial facilities and electric utilities, motor vehicle exhaust, gasoline vapors, and chemical solvents are some of the major sources of these substances. Breathing ozone can trigger a variety of health problems, particularly for children, the elderly, and people of all ages who have lung diseases such as asthma.

Addressing the needs of disadvantaged communities in the area will require efforts at the City, State, federal, and neighborhood levels to reduce unique and compounded health risks in the environment. Strategies available to the City include taking steps to resolve environmental health concerns, such as air and water contamination, both locally and in partnership with others in the San Joaquin Valley Air Basin and the watershed (see Chapter 4 for further discussion and policies related to air and water quality); promoting active lifestyles through land use and transportation planning that provide all community members opportunities for physical recreation and active transportation (see Chapter 2 and Chapter 3 for further discussion and related policies); ensuring that all members of the community have access to healthy foods; planning for a city that both physically and institutionally nurtures community gatherings, events, and social networks (see Chapter 7); promoting socio-economic inequality by ensuring equal access to jobs (see Chapter 7) and housing (see Chapter 2 and the Ceres Housing Element); and looking to regional and State initiatives and resources for support.

GOALS AND POLICIES

Goal 5.A Promote public health in Ceres through partnerships, data-driven decisions, and a focus on residents with the greatest vulnerability to health risks.

- 5.A.1 Integrate Public Health.** Consider the ways in which City policies and operations influence public health and, where appropriate, develop and incorporate measures that can have a positive public health impact.
- 5.A.2 Data-Driven Programs.** Collaborate with Stanislaus County Health Services to monitor and maintain data related to Ceres health outcomes and risk factors, and to use these data to inform new County and City programs to serve the Ceres community.
- 5.A.3 Disadvantaged Communities.** Monitor and maintain data from CalEPA related to pollution burdens and socioeconomic vulnerabilities in Ceres, and use the data (by Census tract) to inform new programs and investments to reduce the health risks of disadvantaged communities.
- 5.A.4 Public Health Partnerships.** Create new and foster existing local and regional partnerships and collaborations with community groups, such as the Ceres Partnership for Healthy Children, and other public agencies, such as Stanislaus County Health Services, to support residents' overall health and well-being.
- 5.A.5 School District.** Encourage and support efforts by the Ceres Unified School District to encourage healthy lifestyles, including providing healthy food options at school, supporting physical education, and developing new and improved curricula about the importance of exercise and good nutrition.
- 5.A.6 State Funding.** Identify projects and programs that provide benefits to disadvantaged communities and pursue funding for implementation from the State's Greenhouse Gas Reduction fund and other funding sources.

Goal 5.B Encourage active lifestyles by reducing reliance on automobiles; improving the safety and convenience of using transit, walking, and bicycling; and providing recreational spaces.

See Chapter 2: Land Use and Community Design Element for related goals and policies on walkable neighborhoods; Chapter 3: Transportation and Circulation Element for related goals and policies on multi-modal mobility; and Chapter 6: Public Facilities and Services Element for related goals and policies on recreational space.

5.B.1 Safe and Convenient Multi-Modal Options. Encourage development patterns, urban design, and streetscapes that allow people to safely and conveniently reach destinations by walking, bicycling, or using transit. See Chapter: 2 Land Use and Community Design Element and Chapter 3: Transportation and Circulation Element for more information and related goals and policies.

5.B.2 Safe Routes to Schools. Improve the conditions for youth walking and bicycling in the areas surrounding schools by working with the Ceres Unified School District, other local agencies, and nonprofit organizations to implement the Safe Routes to School program.

The Safe Routes to School concept promotes infrastructure improvements and programs to make walking and bicycling to school safer and more accessible for children, including those with disabilities, and to increase the number of children who choose to walk and bicycle. The California Safe Routes to School program, as of 2013, is part of the State's Active Transportation Program (ATP), which provides funding for improvements related to walking and bicycling. Funding is also available through the federal Safe Routes to School program. Safe Routes to School can enhance children's health and well-being, ease traffic congestion near schools, and improve air quality and community members' overall quality of life.

5.B.3 Recreation. Promote the use of public parks and recreational space for healthy exercise and physical activity.

5.B.4 Access to Recreation. Ensure equitable access to parks and recreation facilities through the following measures:

- Ensure that all residential areas of the city are within a half-mile (about a 10-minute walking distance) of recreational facilities by siting new parks and facilities in underserved areas;
- Regularly review the fee schedule for recreational programs and, as appropriate and feasible, explore and implement strategies that would ensure that programs are affordable for all members of the community; and
- Design new parks and improve existing parks such that they are accessible to users of all ages and abilities.

Goal 5.C Improve access to healthy food options, including locally grown foods.

5.C.1 Healthy Retail Food Options. In collaboration with the Stanislaus County Public Health Department, Ceres Partnership for Healthy Children, and other partners, develop a program to encourage markets to stock fresh produce and other healthy foods, with particular focus in disadvantaged communities.

5.C.2 Locally Grown Food. Work with local farmers and/or stakeholders to establish a strategy for providing fresh and healthy food options and reducing consumer barriers to accessing locally-grown and locally-raised food.

5.C.3 Farmers Markets. Work with farmers and/or organizations, Stanislaus County, and the Chamber of Commerce to support and expand farmers markets in Ceres, including the Ceres Community Farmers Market, in order for residents to have safe and convenient access to healthy and affordable food.

5.C.4 Community Gardens. Encourage the use of vacant lots for community gardens.

5.C.5 School Food. Encourage the Ceres Unified School District to continue taking part in, and benefiting from, healthy food initiatives.

- 5.C.6 Healthy City.** Develop and implement a healthy food purchasing and vending policy for City facilities and operations that commits to selecting healthy, well-balanced meals and snacks for City-sponsored activities, meetings, and facilities.
- 5.C.7 Home Gardening.** Support home gardening efforts by ensuring that zoning does not prevent or restrict the use of back residential yards as vegetable gardens, and provide residents with technical assistance opportunities in the form of online and library resources and workshops on gardening basics.

Goal 5.D Promote social cohesion by providing opportunities for civic engagement; a safe, family-friendly environment; and public spaces for neighborhood interactions.

See Chapter 2: Land Use and Community Design Element for related goals and policies on community character and Chapter 7: Economic and Community Development Element for related goals and policies on community engagement.

- 5.D.1 Youth Recreation.** Explore opportunities to meet youth and teen recreational or entertainment needs to curb the influence of violence or crime related activities.
- 5.D.2 Community Landscaping.** Encourage participation of service organizations and/or community partners for the landscaping of public spaces, community garden projects, and community art projects.
- 5.D.3 Aging in Place.** Provide programs and services that allow seniors to “age in place” in their homes and encourage the development of senior housing and assisted living services throughout the city, especially in walkable areas well-served by transit and close to commercial goods and services.

5.2 CLIMATE CHANGE

Climate change refers to a change in global and regional weather patterns, particularly the change apparent from the mid-to-late 20th century to present day. This recent change is primarily attributed to an increase in the amount of greenhouse gases (GHGs) that trap heat in the Earth's atmosphere caused by rapid industrialization and other human activities. The effects of climate change in the Central Valley where Ceres is located include temperature increases, reduced precipitation, flooding, and reduced water supply. Many of the effects, such as reduced water supplies; fewer winter chill hours; shifts in pollinator life cycles and distributions; and the spread of invasive species⁷ particularly impact productivity in the agricultural industry, which is integral to Ceres' economy and identity.

GREENHOUSE GASES

Greenhouse gases (GHGs) are so called because they trap heat in the atmosphere in a function similar to the glass of a greenhouse. When short-wave radiation emitted by the sun reaches the Earth, some of the energy is emitted by the Earth as long-wave radiation towards space. GHGs in the atmosphere absorb this long-wave radiation and emit it back towards the Earth. While the greenhouse effect is necessary to regulating the Earth's temperature, the overabundance of GHGs in the atmosphere is causing a measurable warming of the Earth and severe impacts to the planet's climate system. While GHGs are naturally occurring, they are released into the atmosphere in large quantities by human activities such as fossil fuel combustion, waste disposal, energy use, and land use changes.



Photo Source: Don Cool

The agricultural industry is at risk of climate change effects, including high temperatures and changes in water supply.

⁷ California Legislature Senate Committee on Environmental Quality. Central Valley Regional Adaptation Efforts to Climate Change Impacts. Informational Hearing of the Senate Environmental Quality Committee. September 22, 2015.

The following are common greenhouse gases and their sources:

- **Carbon Dioxide.** Carbon Dioxide (CO₂) is emitted as part of the natural carbon cycle as well as from the burning of fuels, including fossil fuels such as coal and petroleum.
- **Methane.** Methane (CH₄) is produced naturally and as a byproduct of agriculture, natural gas systems, and landfills.
- **Nitrous Oxide.** Nitrous Oxide (N₂O) is produced naturally and as a byproduct of agricultural activities and the burning of fuels.
- **Ozone.** Ozone (O₃) is produced in the atmosphere as a result of chemical reactions between emissions of nitrogen oxides and volatile organic compounds from automobiles, power plants, and other industrial and commercial sources in the presence of sunlight.
- **F-Gases.** F-gases are often used in coolants, foaming agents, fire extinguishers, solvents, pesticides, and aerosol propellants.

In California, about 40 percent of greenhouse gas emissions come from the transportation sector.

Ceres Greenhouse Gas Inventory

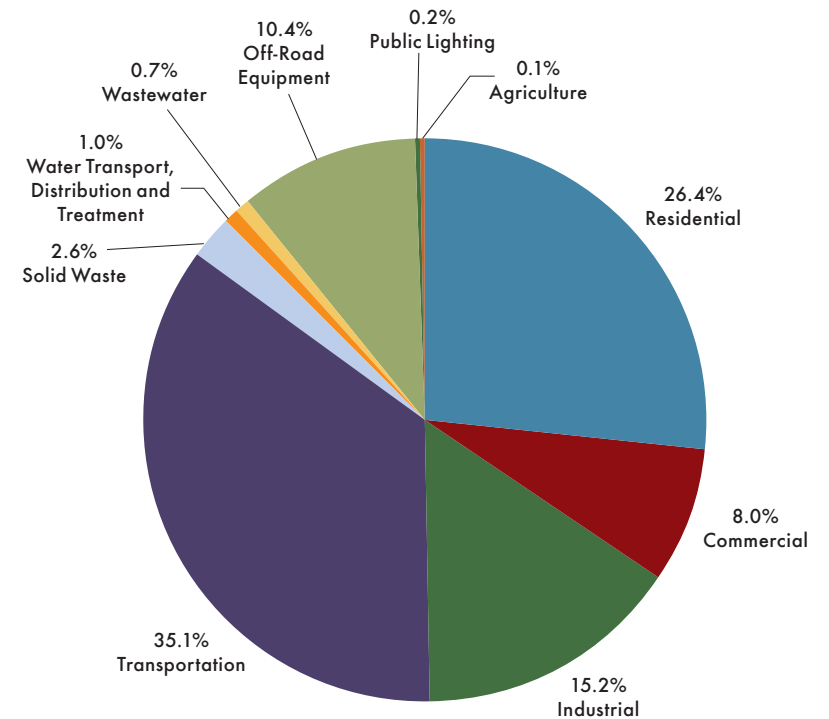
For the General Plan, a GHG emissions inventory was conducted for the Planning Area using a baseline year of 2014. The inventory found that Planning Area emissions in 2014 totaled 327,665 metric tons of carbon dioxide equivalent (MTCO₂e). As shown in Table 5-2 and Figure 5-4: Percentage of GHG Emissions by Sector (Planning Area), the transportation sector was the largest source of emissions, generating approximately 115,130 MTCO₂e, or 35 percent of total 2014 emissions. Transportation sector emissions are the result of diesel and gasoline combustion in vehicles traveling on both local roads and State highways that pass through the jurisdictional boundaries of the Planning Area. Electricity and natural gas consumption within the residential sector, the second greatest source of 2014 emissions, generated 87,535 MTCO₂e, or 27 percent of the total. The third greatest source was electricity and natural gas use by the Planning Area's industrial sector, which produced 49,704 MTCO₂e, or 15 percent of total emissions.

Table 5-2: 2014 GHG Emissions Summary by Sector

<i>Sector</i>	<i>Annual Ceres Greenhouse Gas Emissions</i>	<i>Annual Planning Area Greenhouse Gas Emissions</i>
Residential	74,459	87,535
Commercial	19,012	26,304
Industrial	32,406	49,704
Transportation	90,928	115,130
Solid Waste	7,323	8,518
Water Transport, Distribution, and Treatment	2,756	3,226
Wastewater	2,066	2,418
Off-Road Equipment	29,040	33,990
Public Lighting	495	579
Agriculture	0	262
TOTAL	258,484	327,665

Source: Dyett & Bhatia, 2017.

Figure 5-4: Percentage of GHG Emissions by Sector (Planning Area)





Mitigation

The State of California has set goals for GHG emissions reductions based on the International Panel on Climate Change's analysis of what is needed to avert "catastrophic" global climate change. According to the Global Warming Solutions Act (AB 32, 2006), the State aims to reduce emissions to 1990 levels by 2020, which it is expected to achieve.⁸ In addition, California Executive Order S-3-05 establishes the goal of reducing emissions 80 percent below 1990 levels by 2050, which will require a much faster rate of emissions reduction than the rate needed to reach the 2020 target.^{9,10} In 2015, Executive Order B-30-15 established a California GHG target of 40 percent below 1990 levels by 2030 under the Mitigation header for GHG.

To help reach these goals, the State adopted the Sustainable Communities and Climate Protection Act (SB 375, 2008), which requires each major region of the state to adopt a Sustainable Communities Strategy (SCS) as part of their Regional Transportation Plan (RTP). The SCS integrates land use, transportation, and housing planning to improve proximity and connectivity of jobs and housing to reduce GHG emissions from passenger vehicles and to meet State-mandated regional greenhouse gas emissions reduction targets. The Stanislaus County Council of Governments adopted a RTP/SCS in 2014 per SB 375. Full implementation of the RTP/SCS will require Ceres and other municipalities in the county to adopt land use and transportation policies that reduce dependence on car travel and increase accessibility and mobility through low-carbon transportation modes such as public transit, walking, and biking.

Along with adopting more sustainable land use and transportation policies, municipalities can take other actions to mitigate climate change. Cities can encourage energy efficiency in buildings and the generation of renewable energy; reduce and manage waste efficiently to reduce emissions from the transport of goods and decomposition of organic materials in landfills; encourage local and sustainable food options that are more energy efficient to produce and transport; and conserve water, which is energy-intensive to transport and heat.

⁸ California Air Resources Board. First Update to the Climate Change Scoping Plan: Building on the Framework pursuant to AB 32. 2014.

⁹ California Executive Order S-3-05, 2005.

¹⁰ Governor's Office of Planning and Research. 2015 Draft General Plan Guidelines. <https://www.opr.ca.gov/docs/DRAFT_General_Plan_Guidelines_for_public_comment_2015.pdf>

CLIMATE CHANGE ADAPTATION

Although reducing GHGs is necessary to avoid the most catastrophic consequences of climate change, a certain amount of climate change within the planning horizon of this General Plan is unavoidable due to existing emissions and the concentration of GHGs in the atmosphere. According to online visualization tools provided by Cal-Adapt,¹¹ the average number of days per year with a high temperature above 104 degrees in California will increase from 4.3 days between 1961 and 1990 to 13 days between 2017 and 2035, if global emissions of GHGs continue at the current rate. Warmer years overall will continue to affect the snowpack in the Sierra Nevada Mountains, as more of the region's annual precipitation falls as rain rather than snow, and as the snow that does fall melts at higher rates and earlier in the year. The Sierra Nevada spring snowpack is estimated to decrease from an annual mean of four inches between 1961 and 1990 to just over one inch between 2017 and 2035. The change in precipitation patterns could result in reduced water supplies, seasonal flooding changes, and impacts to hydropower generation.

In the Planning Area, some residents will be more vulnerable to the effects of climate change. For example, young residents, seniors, persons with disabilities, lower-income households, those living in social isolation, and the homeless are at a much higher risk for heat-related health problems. Similarly, some industries and sectors of the economy are more vulnerable than others, such as the agricultural industry, which will be affected by changes in seasonal temperatures, water supply, and flooding. Geographically, some locations in the Planning Area may be more susceptible to certain effects of climate change. Urban areas are more likely to experience “heat island” effects, in which urban development and human activities contribute to higher temperatures than those in surrounding unurbanized areas. Heat islands are typically the result of dark surfaces, building materials that absorb and radiate heat, loss of vegetation, and energy usage. In order to reduce the community's vulnerability and build resiliency, the City can prepare for and adapt to the impacts of climate change.

¹¹ Cal-Adapt is a resource for climate data and visualization tools developed by the Geospatial Innovation Facility at University of California, Berkeley with funding and advisory oversight by the California Energy Commission.

Therefore, in addition to mitigating climate change by reducing GHG emissions, municipalities can help prepare for and adapt to the effects of climate change. Strategies can include the following:

- Plan for extreme weather events by incorporating the potential effects and threats of climate change into emergency management planning;
- Use urban design as a tool to reduce heat island effects by planting trees and limiting the use of pavement, other urban materials, and human activities that concentrate the sun's heat;
- Create a system resilient to low water supplies by managing urban and agricultural water use efficiently;
- Protect against failures of the transportation system by creating resilient transportation systems with redundant, multi-modal routes; and
- Support the agricultural industry as its productivity is impacted by climate change by encouraging efficient water management and farmland and rangeland conservation.

GOALS AND POLICIES

Goal 5.E Reduce the community's GHG emissions to mitigate the rate and extent of climate change.

5.E.1 Green Building Code. Continue to implement and enforce the California Green Building Code to promote energy efficient building design and construction.

5.E.2 LEED Certification. Encourage new development to participate in the Leadership in Energy and Environmental Design (LEED) certification program for the design, operation, and construction of high-performance energy efficient buildings.

5.E.3 Energy Conservation and Retrofit. Identify and promote resources and incentives for energy conservation and retrofitting of existing buildings. Encourage property owners and residents to participate in point-of-sale residential energy and water efficiency audits, and provide information on upgrading requirements and available incentives, if applicable.

5.E.4 Energy Efficient Design. Reduce the need for artificial temperature control and lighting by establishing standards to encourage the following:

- Passive cooling measures in new and existing development; and
- Design that incorporates windows that open to the outside in all habitable rooms to maximize the use of daylight and promote ventilation.

Passive cooling measures may include the use of shade structures, shade trees and other vegetation, textured building materials and insulation, natural ventilation, and other strategies that rely on natural processes and minimize energy use.

5.E.5 Energy Efficient Lighting. Establish standards to improve energy efficiency related to outdoor lighting by limiting unnecessary fixtures and utilizing low-energy fixtures.

5.E.6 Greenhouse Gas Monitoring. Monitor GHG emissions in the city and systematically evaluate the progress of GHG reduction measures, adjusting policies as necessary to ensure compliance with State standards.

5.E.7 Energy Efficient Municipal Operations. Demonstrate leadership by reducing the use of energy and fossil fuel consumption in municipal operations, increasing energy efficiency in transportation, waste management, building design and use, and the purchasing of goods and services.

5.E.8 Renewable Energy. Encourage the use of renewable energy sources in the community, such as geothermal, solar, hydroelectric, and wind power.

5.E.9 Zero-Emission Vehicle Travel. Support the use of zero-emission vehicles (ZEVs) in the community through measures such as ensuring the availability of infrastructure such as electric vehicle charging stations and dedicated parking.

5.E.10 Community Engagement for Energy Efficiency. Maintain up-to-date information on available resources, best practices, programs, and tools to support community members in improving their energy efficiency, including financial incentives provided by other agencies and funding opportunities that could allow the City to provide its own incentives and programs. Ensure that available information is accessible to the public through activities such as workshops or informational books, and media such as pamphlets or a website.

An example of an incentive program includes the Turlock Irrigation District's Energy Efficiency Rebate program.

5.E.11 Service Provider Cooperation. Work with PG&E and Turlock Irrigation District to educate the public about the need to conserve energy resources and methods of improving energy efficiency, and develop programs to encourage the adoption of energy-saving measures.

Goal 5.F Increase the community's resiliency and adaptive capacity for resisting and recovering from social, economic, and environmental disruption from climate change impacts.

5.F.1 Planning for Hazards. Incorporate updated information about future climate change hazards, particularly those related to extreme weather such as drought, storms, heat waves, and flooding, into the City's hazard mitigation and emergency planning processes.

- 5.F.2 Cool Public Spaces.** Design public spaces to reduce the urban heat island effect, incorporating shade trees, shade structures, materials that reflect heat, and landscaping.
- 5.F.3 Cool Buildings.** Encourage the installation of green roofs and cool (reflective) roofs to reduce temperatures of roof surfaces and the surrounding air.
- 5.F.4 Water Efficiency in Public Uses.** Increase the efficiency of water usage in public places, such as irrigation in public parks.
- 5.F.5 Drought Tolerant Landscaping.** Utilize drought-tolerant landscaping in City parks and streetscapes; and promote the use of drought-tolerant plantings on private property.
- 5.F.6 Permeable Surfaces.** Promote the use of permeable surfaces for hardscape. Minimize the area of impervious surfaces, such as driveways, streets, and parking lots so that land is available for groundwater recharge and to absorb stormwater, reduce runoff, and prevent flooding. Utilize permeable surfaces in public spaces wherever feasible.
- 5.F.7 Resilient Transportation.** Promote a resilient transportation system that offers connectivity for multiple transportation modes in the face of extreme weather events, such as storms and flooding, related to climate change. Transportation improvements may include elevating transportation infrastructure, installing culverts, or raising bridges where necessary.
- 5.F.8 Non-Potable Water Sources.** Permit and support the use of non-potable water sources as appropriate, including residential graywater, collected rainwater, and recycled water for landscape irrigation and commercial and industrial processes. Support efforts to develop a system for the treatment and delivery of recycled water.
- 5.F.9 Agricultural Challenges.** Work with local farmers and agricultural operations to identify and address challenges arising from climate change impacts.

5.3 SEISMIC AND GEOLOGIC HAZARDS

The City of Ceres is located in the San Joaquin Valley, which is part of the Central Valley Geomorphic Province, a basin filled with deep layers of sediment, where surface soils consist mainly of alluvial sediments from the Sierra Nevada and Coast Ranges. The topography of the city and its surroundings is nearly flat, with elevations of about 80 to 100 feet above sea level.

SEISMIC HAZARDS

Seismic hazards related to earthquakes include groundshaking, surface rupture, and ground failure. There are no active faults in the Planning Area, as shown in Figure 5-5: Seismic Hazards; therefore, seismic activity for the area is considered minimal.

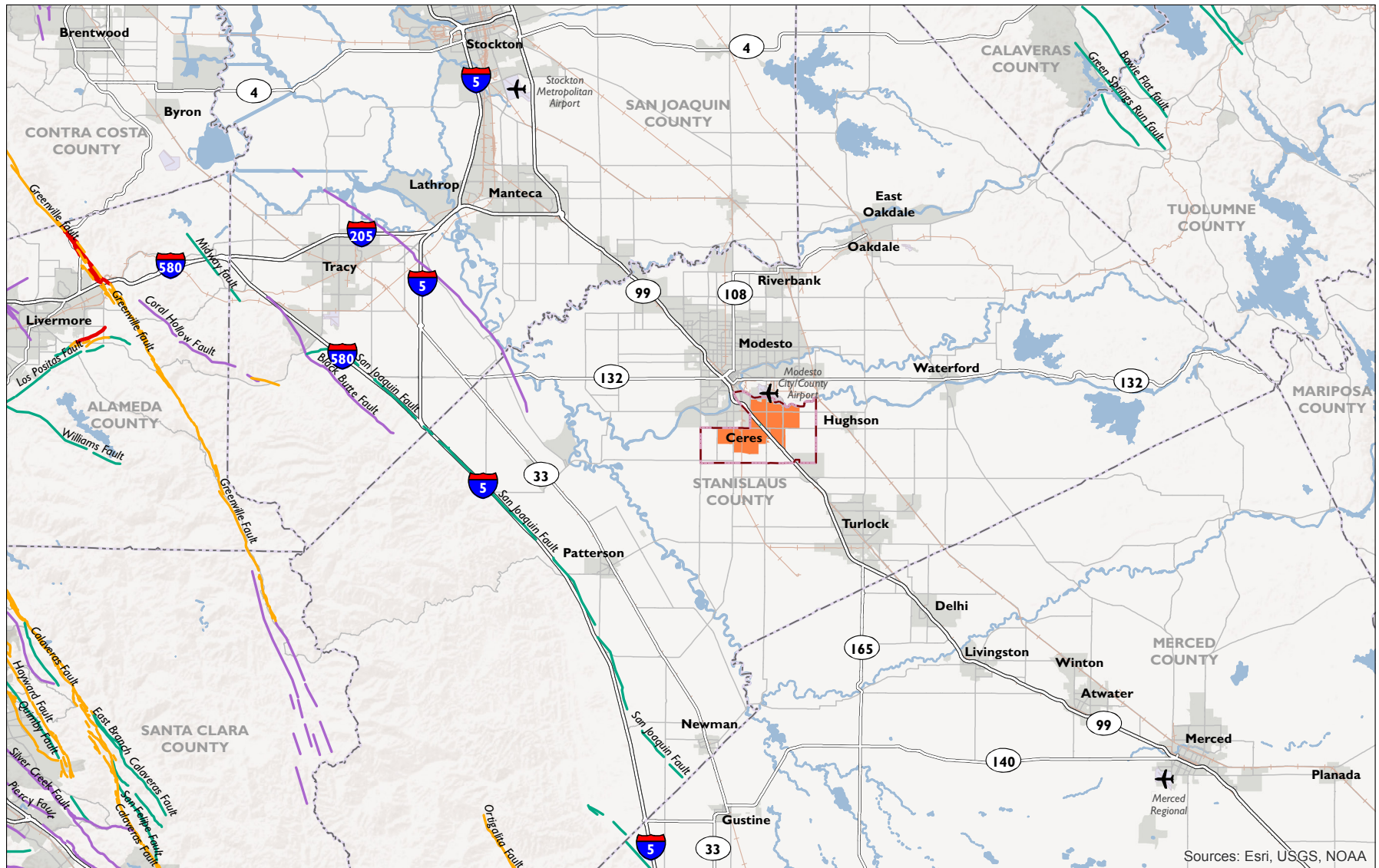
Groundshaking and Surface Rupture

In Ceres, the primary seismic hazard is groundshaking, which can be caused by activity along faults in the broader region. Groundshaking effects can vary depending on the overall magnitude, distance to the fault, focus of earthquake energy, and type of geologic material, and can result in damage to or the collapse of buildings and other structures. The nearest active faults include the Ortigalita and Greenville faults, located approximately 30 and 35 miles west of the city. The nearest potentially active fault line is about 11 miles northwest of Ceres. Due to the absence of active faults in the Planning Area, the risk of surface rupture, or the breaking of the ground along a fault during an earthquake, is very low.

Ground Failure

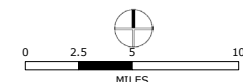
Types of seismic ground failure include liquefaction, lateral spreading, subsidence, and landslides. Liquefaction is the rapid transformation of saturated, loose, fine-grained sediment (such as silt and sand) into a fluid state as a result of severe vibratory motion. Lateral spreading refers to a type of landslide that forms on gentle slopes and has rapid fluid-like movement. Factors determining the potential for liquefaction and lateral spreading are soil type, the level and duration of seismic ground motions, the type and consistency of soils, and the depth to groundwater. Due to

Figure 5-5: Seismic Hazards



Sources: Esri, USGS, NOAA

- | | | |
|-----------------------|---|-----------------|
| Freeway/Major Highway | Active Fault with Historic (last 200 years) Displacement | River/Lake |
| Railroads | Active Fault with Holocene (last 11,000 years) Displacement | City of Ceres |
| Ceres Planning Area | Potentially Active Fault with Late Quaternary (last 700,000 years) Displacement | Urban Areas |
| Major/Minor Roads | Potentially Active Fault with Quaternary (last 1,600,000 years) Displacement | County Boundary |



Data Source: Digital Database of Quaternary and Younger Faults from the Fault Activity Map of California, Version 2.0, California Geological Survey, 2005; Stanislaus County Geographic Information Systems, 2015; Dyett & Bhatia, 2015;

the Planning Area's well-drained, relatively stable soils, distance from active faults, and depth of the groundwater table, the risk of liquefaction and lateral spreading are low. Earthquakes can also trigger subsidence and landslides, which are discussed under geological hazards.

GEOLOGIC HAZARDS

Geologic hazards include soil erosion and landslides, subsidence, and expansive soils. Soil properties have a significant bearing on geologic hazards.

Soil Erosion and Landslides

Soil erosion is the process by which soil materials are worn away and transported to another area, either by wind or water. A landslide is the downhill movement of masses of earth material under the force of gravity. Rapid erosion and landslides are most likely to occur on sloped areas. As Ceres is relatively flat, it has almost no potential for landslides, with the exception of steep banks along the Tuolumne River. Erosion may take place over time as soil is exposed to wind, water, and human activity (see Section 4.2: Agricultural and Soil Resources for more discussion on soil erosion).

Subsidence

Subsidence occurs when a large portion of land is displaced vertically. This typically is due to the withdrawal of groundwater, oil, or natural gas. In the Planning Area, this would most likely occur with the removal of groundwater from the Turlock Subbasin. Soils with high clay content are particularly subject to subsidence. Though soils in the Planning Area have low clay content, the City must support local and State efforts to study the Subbasin's water table in order to monitor the likelihood of subsidence.

Expansive Soils

Expansive soils have shrink-swell capacity meaning they may swell when wetted and shrink when dried. Expansive soils can be a hazard for built structures, and may cause cracks in building foundations, distortion of structural elements, and warping of doors and windows. The higher the clay content of a soil, the higher its shrink-swell potential. Soils in the Planning Area, including Hanford Sandy Loam and Tujunga Loamy Sand have low clay content, and therefore low shrink-swell potential.

GOALS AND POLICIES

Goal 5.G Minimize loss of life, injury, and property damage due to seismic and geologic hazards.

- 5.G.1 Building Standards.** Require that new structures and alterations to existing structures be designed and constructed according to current California Building Code standards to minimize risk to the safety of occupants during groundshaking.
- 5.G.2 Improving Knowledge Base.** Support investigations conducted by local, State, and federal agencies and other institutions to refine, enlarge, and improve the body of knowledge regarding active fault zones, unstable areas, groundshaking risks, and other seismic conditions in the Planning Area.
- 5.G.3 Historic Building Safety.** Support improvements to the structural safety and stability of structures of designated historic significance while maintaining their historic character according to the State Historic Building Code.
- 5.G.4 Dangerous Buildings.** Continue to implement the California Building Code for the Abatement of Dangerous Buildings to identify and address seismic or geologic risk in older buildings.
- 5.G.5 Seismic and Geologic Hazard Assessment.** Require a geotechnical report for subdivisions and any project shown to have expansive soils or geologic instability, or potential risk for such soils or instability. Reports shall include the following:
- A description of the site and geologic conditions;
 - Assessment of any threats from or impacts on seismic hazards such as groundshaking and ground failure, and geological hazards such as expansive soils and subsidence; and
 - Recommendations to mitigate any hazards identified in the analysis.

Reports shall be prepared by registered soils engineers, engineering geologists, and/or structural engineers.

5.G.6 Expansive Soils. Limit the siting of structures across soil materials of substantially different expansive properties. Require appropriate design specifications, including special slabs, where foundations are located in areas of expansive soils.

5.G.7 Critical Facilities. Ensure that critical facilities are sited, designed, and maintained to avoid damage from seismic and geologic hazards. Critical facilities include, but are not limited to, water and wastewater facilities, energy stations, hospitals, and public safety facilities.

Critical facilities provide services and functions essential to a community, especially during and after a disaster.

5.G.8 Construction Erosion. Require the use of best management practices to control and mitigate soil erosion during construction activities.

5.4 FLOOD HAZARDS

FLOOD ZONES

The Federal Emergency Management Agency (FEMA) flood map identifies flooding hazards of various intensities, including 100-year and 500-year flood zones. The 500-year flood zone indicates those areas that have a 0.2 percent chance and the 100-year flood zone indicates those areas having a 1.0 percent chance of flooding in a given year. As shown in Figure 5-6: Flood Zones, there are small portions of the Planning Area within 100- and 500-year flood zones of the Tuolumne River. In the Planning Area, both types of flood zones line the Tuolumne River along the northern border of Ceres. Within the City of Ceres, small areas of residential development along River Road are in the 500-year flood zone, and larger areas in Modesto where SR 99 crosses the river are in the 100- year and 500-year flood zone.

DAM INUNDATION

Dam failure is the collapse or failure of an impoundment that causes significant downstream flooding. Flooding of the area below the dam may occur as the result of structural failure or overtopping of the dam. Stanislaus County has mapped dam inundation areas in the northern portion of the Planning Area along the Tuolumne River and in the southwest portion near Carpenter and Grayson Roads (Figure 5-7: Dam Inundation Areas). Dams that may pose a risk of inundation include the Don Pedro Dam, the New Exchequer Dam, the San Luis Dam, and the New Melones Dam.

The Don Pedro Dam, operated jointly by the Turlock and Modesto irrigation districts, is located approximately 30 miles upstream from the Planning Area. The reservoir has a gross pool capacity of 2,030,000 acre-feet. The inundation area for the Don Pedro Dam includes the northern portion of the Planning Area, including some portions within city limits.

The San Luis Dam is located nearly 40 miles south of the Planning Area in the Diablo Range in Merced County. It is operated by the U.S. Bureau of Reclamation and the California Department of Water Resources. The reservoir has a storage capacity of 2,041,000 acre-feet. The inundation area for the San Luis Dam covers the southwest corner of the Planning Area.



Photo Source: Don Cool

Portions of the Planning Area along the Tuolumne River are at risk of flooding.

Map of Stanislaus County, California

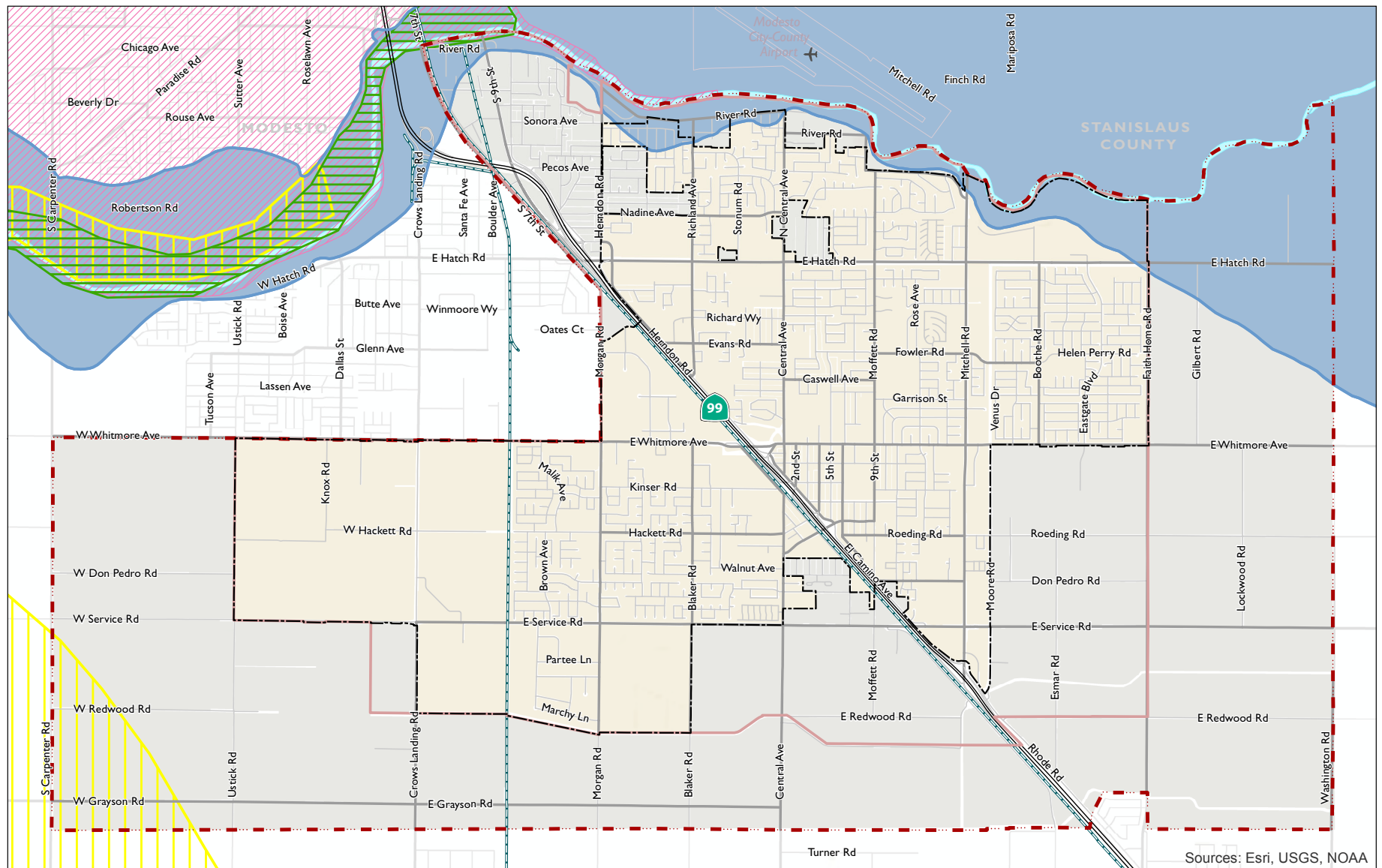
Legend:

- Highway
- Ramps
- Major Roads
- Local Roads
- Railroads
- Flood Hazard Areas**
 - Floodway
 - 100 Year Floodzone (1% Annual Chance Flood Hazard)
 - 500 Year Floodzone (0.2% Annual Chance Flood Hazard)
- City of Ceres
- Ceres Sphere of Influence
- General Plan Planning Area
- River

Map Labels:

Highways: 99, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908,

Figure 5-7: Dam Inundation Areas



Sources: Esri, USGS, NOAA

- | | | |
|---------------|-----------------------------|----------------------------|
| — Highway | Dam Inundation Areas | — River/Lakes |
| — Ramps | Don Pedro | City of Ceres |
| — Major Roads | New Exchequer | Ceres Sphere of Influence |
| — Local Roads | San Luis | General Plan Planning Area |
| — Railroads | New Melones | |

0 0.25 0.5 1
MILES
Data Source: City of Ceres, 2015; Stanislaus County Geographic Information Systems, 2015; ESRI, 2015; Dyett & Bhatia, 2015.

The New Exchequer Dam, operated by the Merced Irrigation District, is located approximately 30 miles east of the Planning Area on the Merced River in Mariposa County. Its reservoir, Lake McClure, has a gross storage capacity of 1,024,600 acre-feet. The New Melones Dam is located on the Stanislaus River approximately 30 miles northeast of the Planning Area in Calaveras County. It is operated by the U.S. Bureau of Reclamation, and the reservoir has a capacity of 2,400,000 acre-feet. The inundation areas for the New Exchequer and New Melones dams touch only a small part of the Planning Area at the northern edge.

Photo Source: Don Cool



The Police and Fire Departments provide emergency services to keep Ceres safe from hazards.

GOALS AND POLICIES

Goal 5.H Protect lives and property from hazards associated with development in floodplains and manage floodplains for their natural resource values.

See Chapter 6: Public Facilities and Services Element for related goals and policies on drainage and stormwater management.

- 5.H.1 Floodplain Zoning.** Implement floodplain zoning and undertake other actions required to comply with federal and State floodplain requirements.
- 5.H.2 Flood Insurance.** Continue to participate in the National Flood Insurance Program and the Community Rating System to ensure that the City is incentivized to reduce the risk of damage from flooding and improve flood preparedness.
- 5.H.3 Flood Hazard Evaluation.** In areas identified as flood zones by the Federal Emergency Management Agency (FEMA), require evaluation of potential flood hazards prior to site plan approval. Require that new development in flood zones submit accurate topographic and flow characteristics information, including depiction of the 100-year floodplain boundaries under fully-developed, unmitigated runoff conditions. The evaluation should also recommend any flood hazard mitigation measures as necessary to prevent damage from a 100-year flood event.
- 5.H.4 Critical Facilities.** Avoid siting critical facilities within the floodplain. If a critical facility must be located in a floodplain, ensure that it is sited, designed, maintained, and protected such that it can continue to function and provide services in case of a flood event. Critical facilities include, but are not limited to, water and wastewater facilities, energy stations, hospitals, and public safety facilities.

Critical facilities provide services and functions essential to a community, especially during and after a disaster.

- 5.H.5 Flood-Proofing.** Require flood-proofing of structures in areas subject to flooding.
- 5.H.6 Flood Hazard Information.** Ensure that the City’s information on flood hazards is up-to-date with the latest available hydrologic and hydraulic engineering data from FEMA and other agencies and organizations.
- 5.H.7 Inter-Agency Cooperation.** Continue to work closely with FEMA, U.S. Army Corps of Engineers, and Reclamation Board, and Stanislaus County in defining and identifying solutions for existing and potential flood problem areas.
- 5.H.8 Floodplain Management.** Recognize floodplains as a potential public resource to be managed and maintained for the public’s benefit and, where possible, view flood waters as a resource to be used for waterfowl habitat, aquifer recharge, fishery enhancement, agricultural water supply, and other suitable uses.

5.5 HAZARDOUS MATERIALS AND OPERATIONS

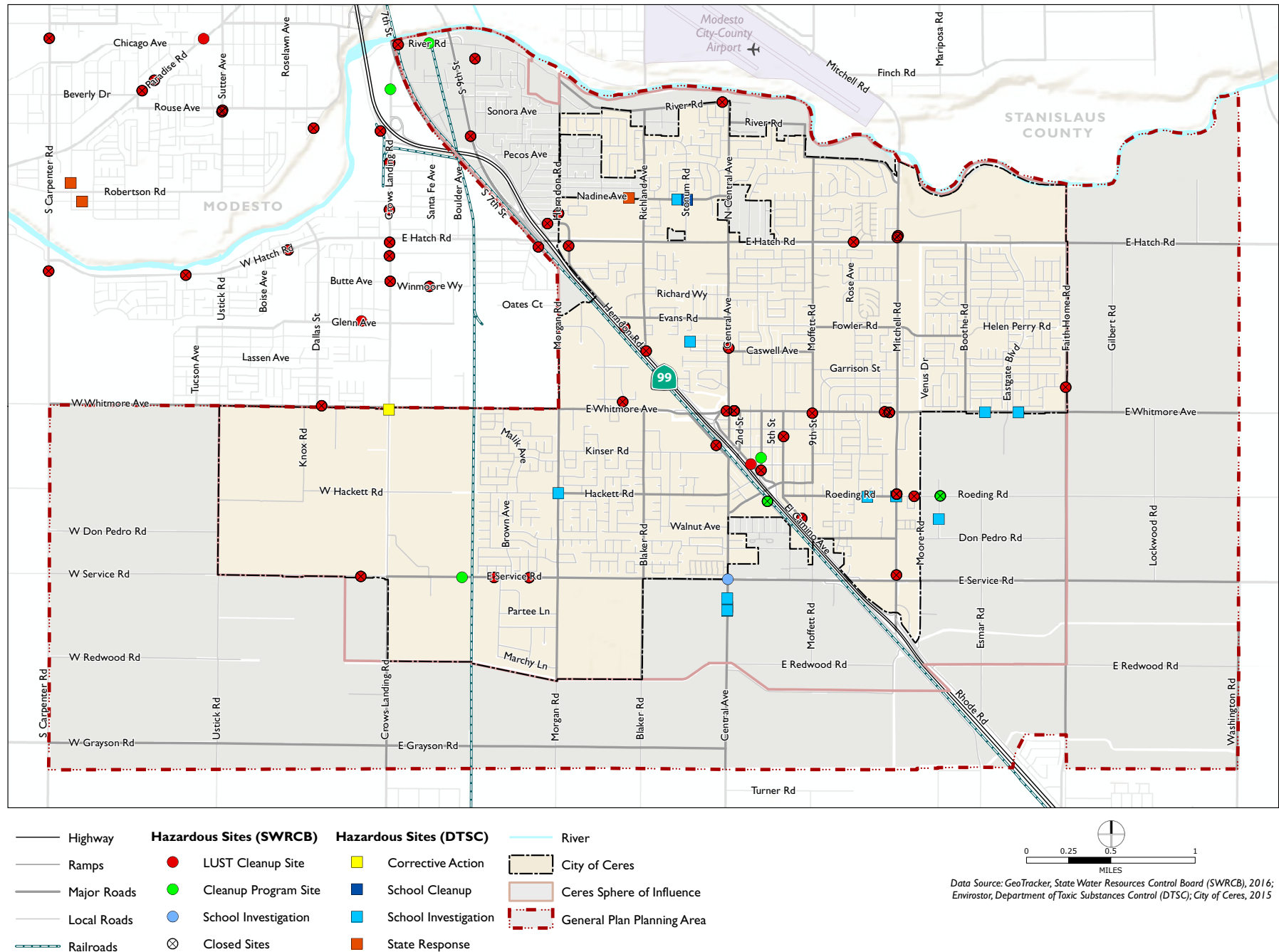
Sites where hazardous chemical compounds have been released into the environment can pose threats to health and the ecological system. Historic or current activities, most often associated with industrial or commercial uses (including gas stations, car washes, etc.), may result in the release, leak, or disposal of toxic substances on or below the ground surface, where they can then contaminate soil and ground water. Furthermore, disturbance of the ground through grading or excavation can result in exposure of these chemicals to the public. Improper handling of contaminated sites may result in further exposure via airborne dust, surface water runoff, or vapors.

Hazardous sites designated by both the State Water Resources Control Board (SWRCB) and the California Department of Toxic Substances Control (DTSC) are shown on Figure 5-8: Hazardous Materials Sites. In general, sites with contamination are largely clustered around major roadways including Whitmore Avenue, Central Avenue, and Roeding Road. This contamination may be the result of underground storage tank releases, spills, accidental releases, or other activities involving the use of hazardous materials. In addition, DTSC investigates and oversees cleanup of potential contamination on proposed school sites. For example, the State investigated Lucas Elementary School for lead and pesticide contamination and excavated the contaminated soil in 2013. Most of the hazardous sites are closed and have been remediated. As of 2017, there are six SWRCB Cleanup Program sites with open cases and only one open Leaking Underground Storage Tank (LUST) Cleanup Program site within the Planning Area.



Hazardous sites are often located at current and former gas stations.

Figure 5-8: Hazardous Materials Sites



GOALS AND POLICIES

Goal 5.I Minimize the risk of loss of life, injury, serious illness, damage to property, and economic and social dislocations resulting from the use, transport, treatment, and disposal of hazardous materials.

- 5.I.1 Hazardous Materials Standards.** Ensure that the use and disposal of hazardous materials in the city comply with local, State, and federal safety standards. Ensure that industrial facilities are constructed and operated in accordance with current safety and environmental protection standards and best practices.
- 5.I.2 Soil Investigations.** Require preliminary (Phase 1) soil investigations in conjunction with area-wide plans and/or prior to approving residential development plans or tentative maps.
- 5.I.3 Sensitive Uses.** Discourage the development of sensitive uses, such as residential uses, hospitals, or nursing homes, near known hazardous waste disposal or handling facilities.
- 5.I.4 Hazardous Materials Projects.** Review all proposed development projects that would manufacture, use, or transport hazardous materials to ensure compliance with the County's Hazardous Materials Disclosure Program.
- 5.I.5 County Cooperation.** Work with the County to strictly regulate the storage of hazardous materials and wastes.
- 5.I.6 Development Standards.** Ensure that industrial facilities and other uses where hazardous materials are created, stored, or disposed of are designed, constructed, and operated in accordance with current safety and environmental protection standards. Require secondary containment and periodic examination for storage of large quantities of toxic materials.
- 5.I.7 Industrial Buffers.** Require that new industries that store and process hazardous materials provide a buffer zone between the installation and the property boundaries of a distance and with screening materials sufficient to protect public health and safety.

- 5.1.8 Radioactive Materials.** Encourage the State Department of Public Health and the California Highway Patrol to review permits for radioactive materials on a regular basis and to publish and enforce public safety standards for the use of these materials, including the placarding of transport vehicles.
- 5.1.9 Hazardous Use Siting.** Review development proposals for uses involving hazardous materials storage, maintenance, use, and disposal to ensure that the proposed development would not pose significant safety risks to sensitive uses (such as schools, hospitals, nursing homes, and residences).
- 5.1.10 Coordinated Emergency Response.** Work with other agencies, including the City of Modesto and Stanislaus County, to ensure an adequate countywide response capability for hazardous materials emergencies. Provide for safe and efficient hazardous waste emergency response and contaminated site cleanup.
- 5.1.11 Hazardous Materials Information.** Provide the public, industry, agriculture, and Stanislaus County with the information needed to take rational steps to minimize, recycle, treat, dispose of, and otherwise manage hazardous waste.
- 5.1.12 Hazardous Household Waste.** Work with the County to provide for the education of small quantity, household, and agricultural generators regarding their responsibilities for source reduction and proper and safe hazardous waste management.

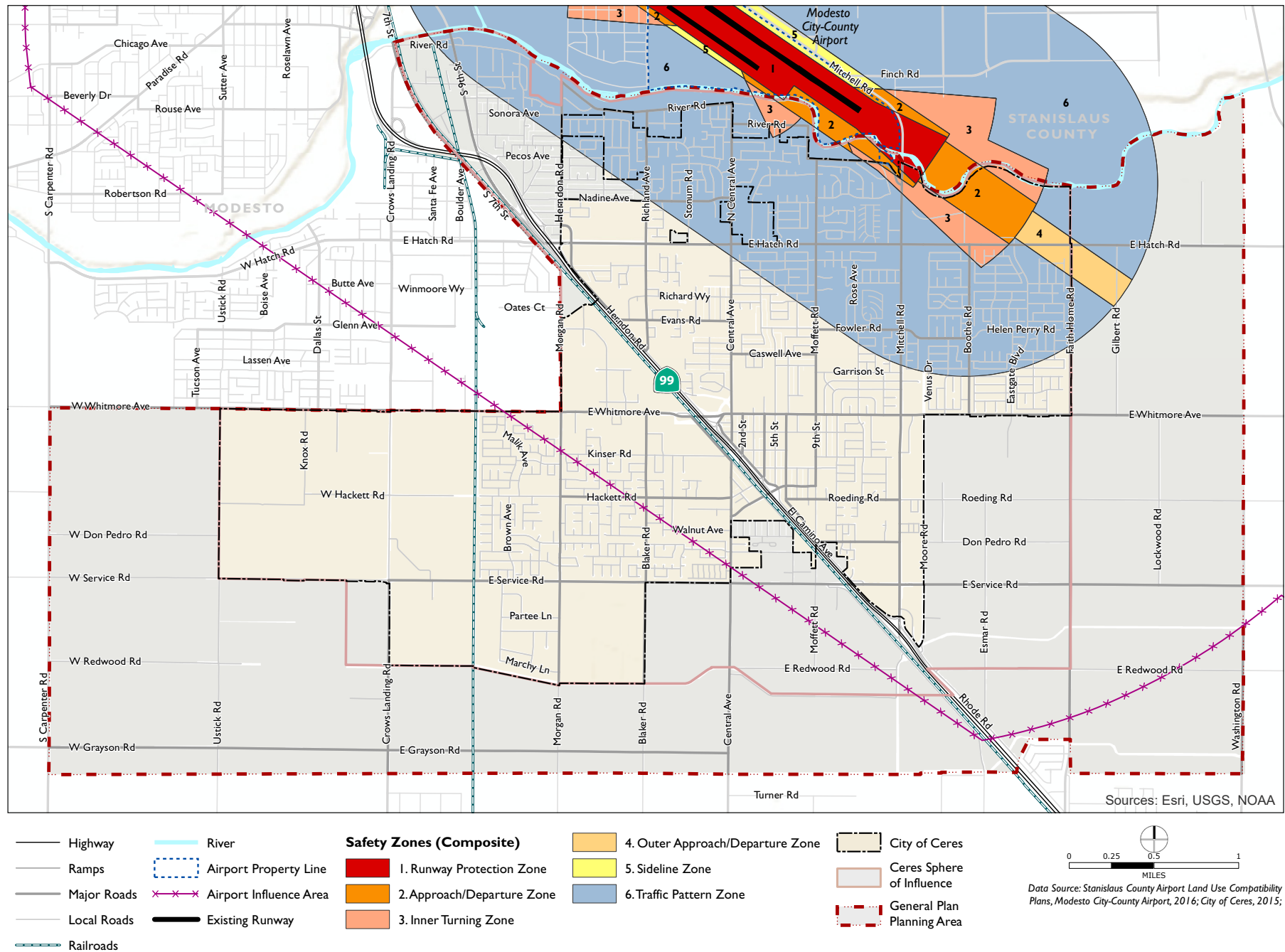
5.6 AIRPORT HAZARDS

The Modesto City-County Airport is located just north of Ceres, on the north side of the Tuolumne River. The airport is owned by the City of Modesto and is used primarily for general aviation. It is the only commercial-service airport in Stanislaus County.

Hazards associated with airport operations include those to people and property located in the vicinity of the airport and those to the safety of persons aboard an aircraft. On the ground, risk levels are highest in areas closest to the airport runways, where maneuvers such as takeoffs and landings take place. In the air, hazards include tall structures and activities that can cause electronic or visual impairment to navigation or that attract large numbers of birds.

To reduce risks related to airport operations, Airport Land Use Commissions (ALUCs) are charged with developing airport land use compatibility plans (ALUCPs) that contain policies to ensure that development can coexist with nearby airports without either constraining the safe and efficient operation of the airport or exposing people living or working nearby to unacceptable levels of noise or hazards (see Section 5.9: Noise for discussion of airport noise). The Stanislaus County ALUC is responsible for the Modesto City-County Airport ALUCP, which provides compatibility criteria for any development taking place within the airport influence area (AIA). These criteria specify allowable densities and intensities within the airport's various safety zones, prohibited or otherwise limited land uses, means for evaluating noise compatibility, and measures for airspace protection. A portion of the city and Planning Area are covered by the Modesto City-County Airport AIA and safety zones, as shown in Figure 5-9: Modesto-County Airport Safety Zones and Influence Area. For these areas, compliance with the ALUCP will help to reduce the exposure of people and property to hazards from any flight accidents, as well as reduce the risk of an accident for aircraft in flight over the city.

Figure 5-9: Modesto City-County Airport Safety Zones and Influence Area



GOALS AND POLICIES

Goal 5.J Minimize the risk of loss of life, injury, damage to property, and economic and social dislocations resulting from airport hazards.

- 5.J.1 Flight Hazard Reduction.** Work with the City of Modesto and Stanislaus County to ensure that new development in the Modesto City-County Airport Influence Area does not create safety hazards such as lights from direct or reflective sources, smoke, electrical interference, hazardous chemicals, or fuel storage in violation of adopted safety standards.
- 5.J.2 Airport Land Use Compatibility Plan.** Ensure that new development within the Modesto City-County Airport Influence Area complies with the policies of the Stanislaus County Airport Land Use Compatibility Plan by coordinating the review of development proposals within the Airport Influence Area with the Stanislaus County ALUC.
- 5.J.3 Flight Patterns.** Oppose changes in flight patterns that would increase flight activity over Ceres and significantly increase safety concerns.

5.7 FIRE HAZARDS

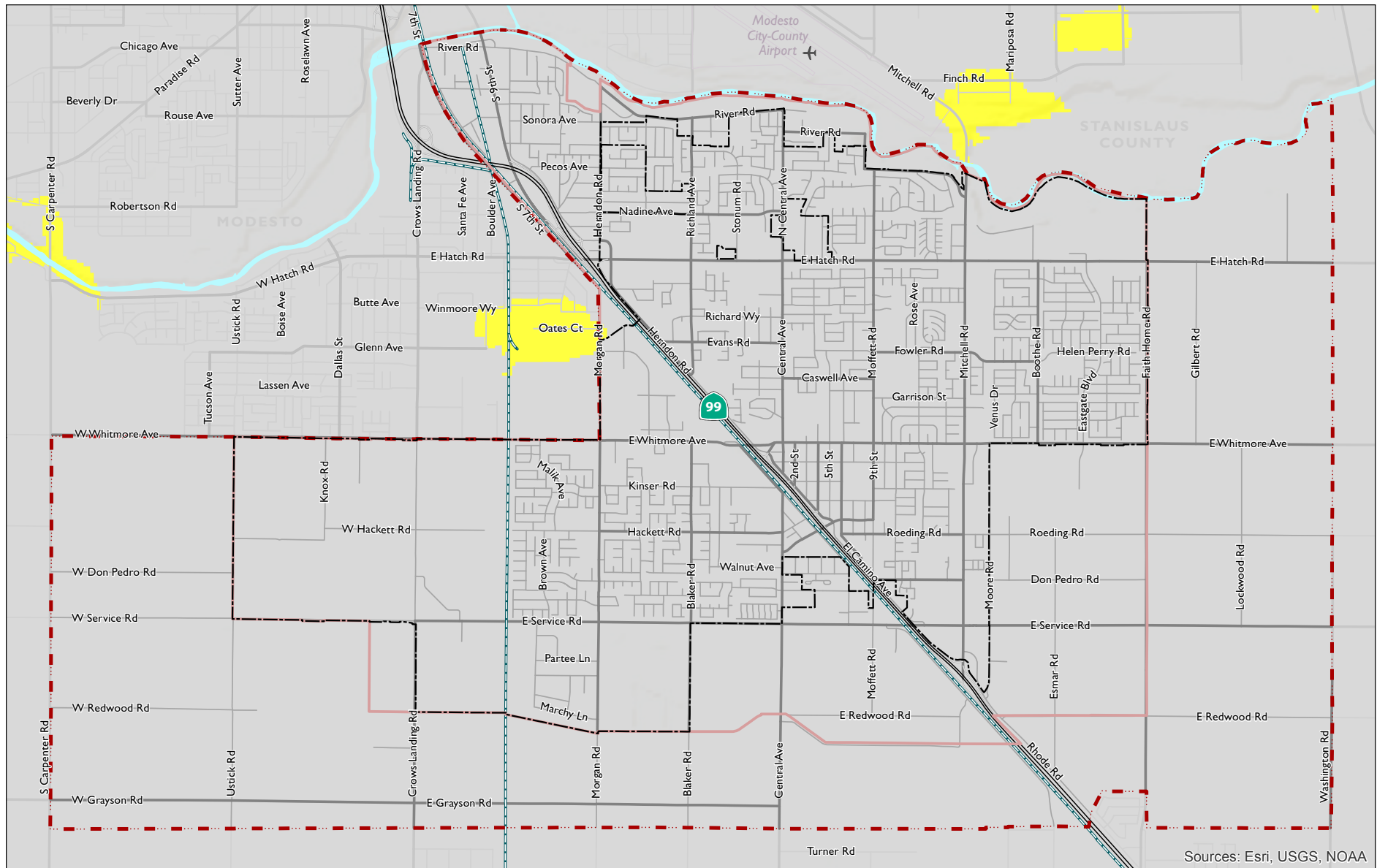
URBAN FIRES

The main fire threat in Ceres and its Planning Area is urban fire affecting structures and vegetation in areas already developed for urban and agricultural uses. Fire risk in the city is mitigated in a number of ways, including through the enforcement of updated fire codes and involvement of the Fire Department in the development review process. Fire services are discussed further in the following section.

WILDLAND FIRES

Wildland fires occur in rural or heavily vegetated areas where abundant surface fuels are available to sustain a fire. Ceres and the surrounding Planning Area are at very low risk for wildland fires, due to the lack of forest, brush, or grasslands in the vicinity. The Planning Area has minimal surface fuels due to the developed nature of the city and irrigated croplands, and therefore has a low fire hazard. The California Department of Forestry and Fire Protection (CAL FIRE) maps areas of significant fire hazards throughout the state. Figure 5-10: Fire Hazard shows areas of fire hazard as mapped by CAL FIRE; as shown, there is only one small area mapped as Moderate Fire Hazard near Morgan Road, and the rest of the Planning Area is classified as Unzoned. Fire hazard areas are identified based on weather, terrain, fuels (e.g. type of ground vegetation), and other factors. The Planning Area is classified as a Local Responsibility Area (LRA), meaning that the City and other local fire districts are responsible for fire protection services. Fire protection services are discussed further in Chapter 6: Public Facilities and Services Element.

Figure 5-10: Fire Hazard



Sources: Esri, USGS, NOAA

- | | | | |
|---------------|---------------|--|----------------------------|
| — Highway | — Local Roads | Fire Hazard Severity Zones | City of Ceres |
| — Ramps | — Railroads | LRA Moderate | Ceres Sphere of Influence |
| — Major Roads | — River | LRA Unzoned | General Plan Planning Area |

0 0.25 0.5 1
MILES

Data Source: CALFIRE Fire Hazard Severity Zones, Local Responsibility Area (LRA), 2008; City of Ceres, 2015; Stanislaus County GIS, 2015;

GOALS AND POLICIES

Goal 5.K Prevent and minimize the risk of loss of life, injury, and damage to property and natural resources resulting from fires.

5.K.1 Fire Safety Standards. Require that new development meet State, County, and local fire district standards for fire protection.

5.K.2 Development Review. Require that the Fire Department review all development proposals for compliance with fire safety standards.

5.K.3 Public Buildings. Ensure that new and existing buildings of public assembly incorporate adequate fire protection measures to reduce the risk of loss of life and property in accordance with State and local codes and ordinances.

5.K.4 Fire Safety Awareness. Support the Ceres Fire Department in continuing education programs to increase public awareness of local fire hazards, response, and safety practices.

Programming may take place at schools, service clubs, organized groups, the industrial sector, utility companies, government agencies, and other venues, as well as in the media, such as the press, radio, television, and internet.

5.K.5 Smoke Detectors. Encourage and promote the installation and maintenance of smoke detectors in existing residences and commercial facilities that were constructed prior to the requirement for their installation.

5.K.6 Fire Prevention Outreach. Develop and promote fire prevention and outreach programs to support residential fire safety, including a program to offer voluntary home inspections and teach awareness of home fire prevention measures.

5.8 NOISE

Noise is generally defined as unwanted sound and can consist of any sound that may produce physiological or psychological damage and/or interfere with communication, work, rest, recreation, and sleep. The classification of sound as noise is subjective and relies heavily on the quality and context of the sound. In Ceres, noise may be a concern near busy transportation corridors, the Modesto City-County Airport, and land uses that rely on heavy equipment.

NOISE CHARACTERISTICS AND MEASUREMENT

The objectionable nature of noise may be caused by its pitch or its loudness. Pitch is the height or depth of a tone or sound, depending on the frequency of the vibrations that produce the sound. Higher pitched signals sound louder to humans than sounds with a lower pitch. Loudness is intensity of sound waves combined with the reception characteristics of the ear, and is measured by the amplitude of the sound wave.

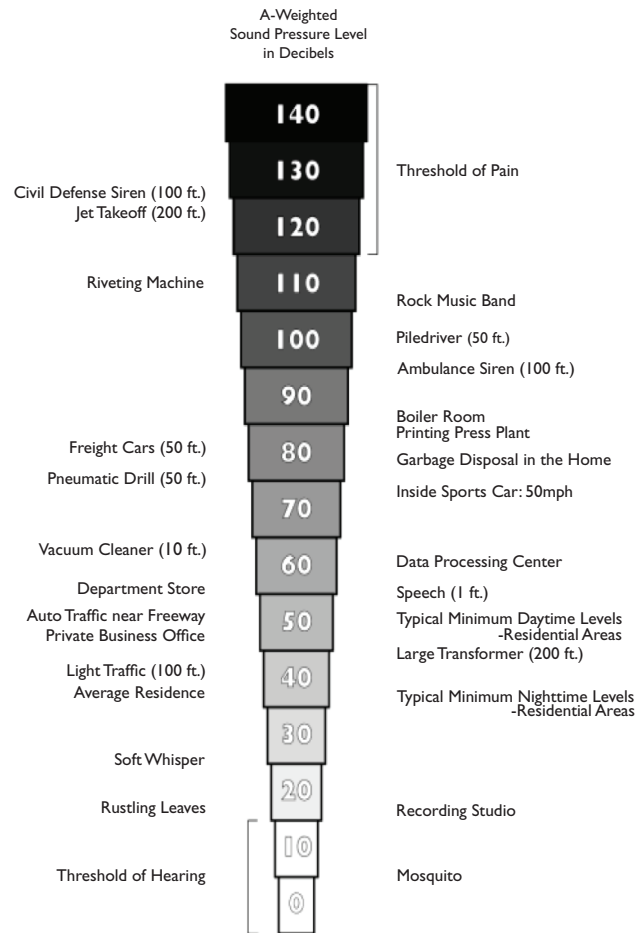
The following noise measurement scales are used to describe noise in a particular location:

- **Frequency.** Frequency is the composition or spectrum of the sound. Frequency is a measure of the pressure fluctuations per second of a sound wave.
- **Level.** The decibel (dB) system of measuring sound gives a rough connection between the physical intensity of sound and its perceived loudness to the human ear. A 10 dB increase in sound level is perceived by the human ear as only a doubling of the loudness of the sound. Decibel measurement may also be “A-weighted” to de-emphasize the very low and very high frequency components of the sound in a manner similar to the frequency response of the human ear and that correlates well with subjective reactions to noise. Ambient sounds generally range from 30 A-weighted decibels (dBA) (very quiet) to 100 dBA (very loud).



Trucks are a major source of noise in Ceres.

Figure 5-11: Typical Noise Levels in the Environment



(n ft.) = Distance in feet between source and listener

- Variation.** Variation is the sound level over time. Predominant rating scales for human communities in the State of California are Equivalent Noise Level (L_{eq}) and the Community Noise Equivalent Level (CNEL) or the Day-Night Average Level (DNL) based on A-weighted decibels. CNEL is the time-varying noise over a 24-hour period, with a 5-dBA weighting factor applied to the hourly L_{eq} for noises occurring from 7:00 p.m. to 10:00 p.m. (defined as relaxation hours) and a 10-dBA weighting factor applied to noise occurring from 10:00 p.m. to 7:00 a.m. (defined as sleeping hours). DNL is similar to the CNEL scale but without the adjustment for events occurring during the evening hours. CNEL and DNL are within 1 dBA of each other and are normally interchangeable. The noise adjustments are added to the noise events occurring during the more sensitive hours.

Representative noise levels are shown in Figure 5-11 as characterized in dBA.

NOISE IMPACTS

Physiological Effects of Noise

Audible increases (increases that are noticeable to humans) in noise levels generally refer to a change of 3 dB or greater, since this level has been found to be barely perceptible in exterior environments. Changes in the noise level between 1 and 3 dB have been found to be noticeable only in laboratory environments, and changes in noise level of less than 1 dB are inaudible to the human ear.

Physical damage to human hearing begins at prolonged exposure to noise levels higher than 85 dBA. Exposure to high noise levels affects the entire system, with prolonged noise exposure in excess of 75 dBA increasing body tensions and thereby affecting blood pressure and functions of the heart and the nervous system. Extended periods of noise exposure above 90 dBA would result in permanent cell damage; at 120 dBA, sound levels reach the threshold of feeling in the ear; at 140 dBA, sound levels reach the threshold of pain; and a sound level of 160 to 165 dBA will potentially result in dizziness or loss of equilibrium.

Noise-Sensitive Receptors

Noise-sensitive receptors are land uses where the presence of unwanted sound could adversely affect the use of the land. Examples may include residential areas, senior and child care facilities, schools, and religious facilities.

SOURCES OF NOISE

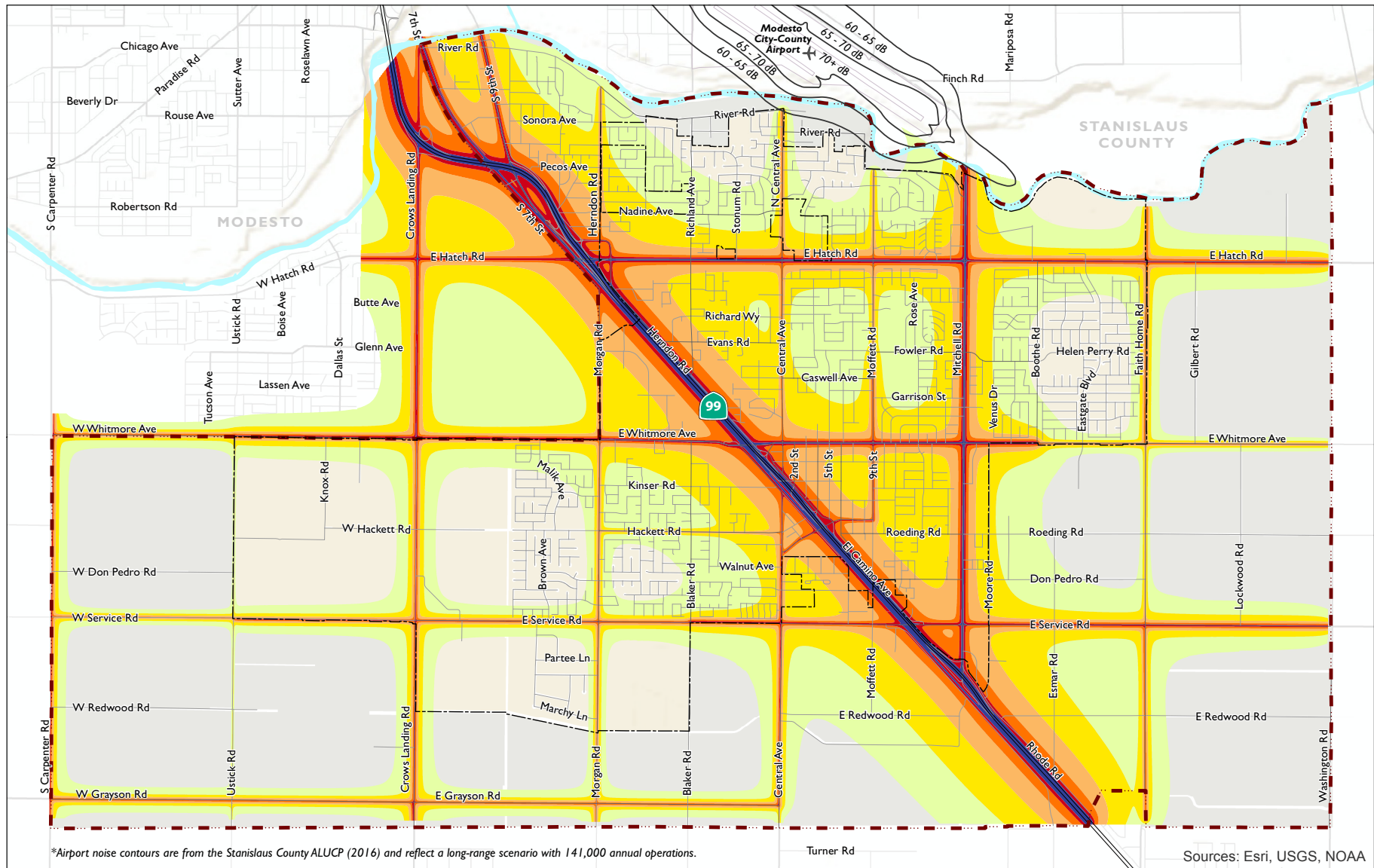
Common sources of noise in Ceres are described below.

Traffic

Traffic noise levels generally depend on three major factors: the volume of traffic, the speed of traffic, and the number of trucks in the flow of traffic. Vehicle noise is a combination of the sounds produced by the engine, exhaust, tires, and the wind generated by taller vehicles. Other factors that affect the perception of traffic noise include distance from the roadway, terrain, vegetation, and natural and structural obstacles.

Major sources of transportation noise in Ceres include SR 99 and busy arterials such as Hatch Road, Whitmore Avenue, and Service Road. There are several truck routes that allow for goods movement through the city, where higher frequencies of truck traffic contribute to noise levels. Buses also contribute to traffic noise along established CAT, MAX, and StaRT routes. Figure 5-12: Existing Noise Contours (2016) shows existing noise contours for major streets in the community based on a noise survey conducted in April and May of 2016 at six locations in the city, as well as information on traffic flows, railroad operations, and airport operations. Figure 5-13: Projected Noise Contours (2035) shows projected noise contours at buildout (2035). Existing traffic noise is concentrated around the highway and major arterials, with more expansive contours found in the central areas of the city. In the future, noise levels are projected to increase along major roadways in all areas of the community. See Chapter 3: Transportation and Circulation Element for additional details on transportation routes and traffic.

Figure 5-12: Existing Noise Contours (2016)



*Airport noise contours are from the Stanislaus County ALUCP (2016) and reflect a long-range scenario with 141,000 annual operations.

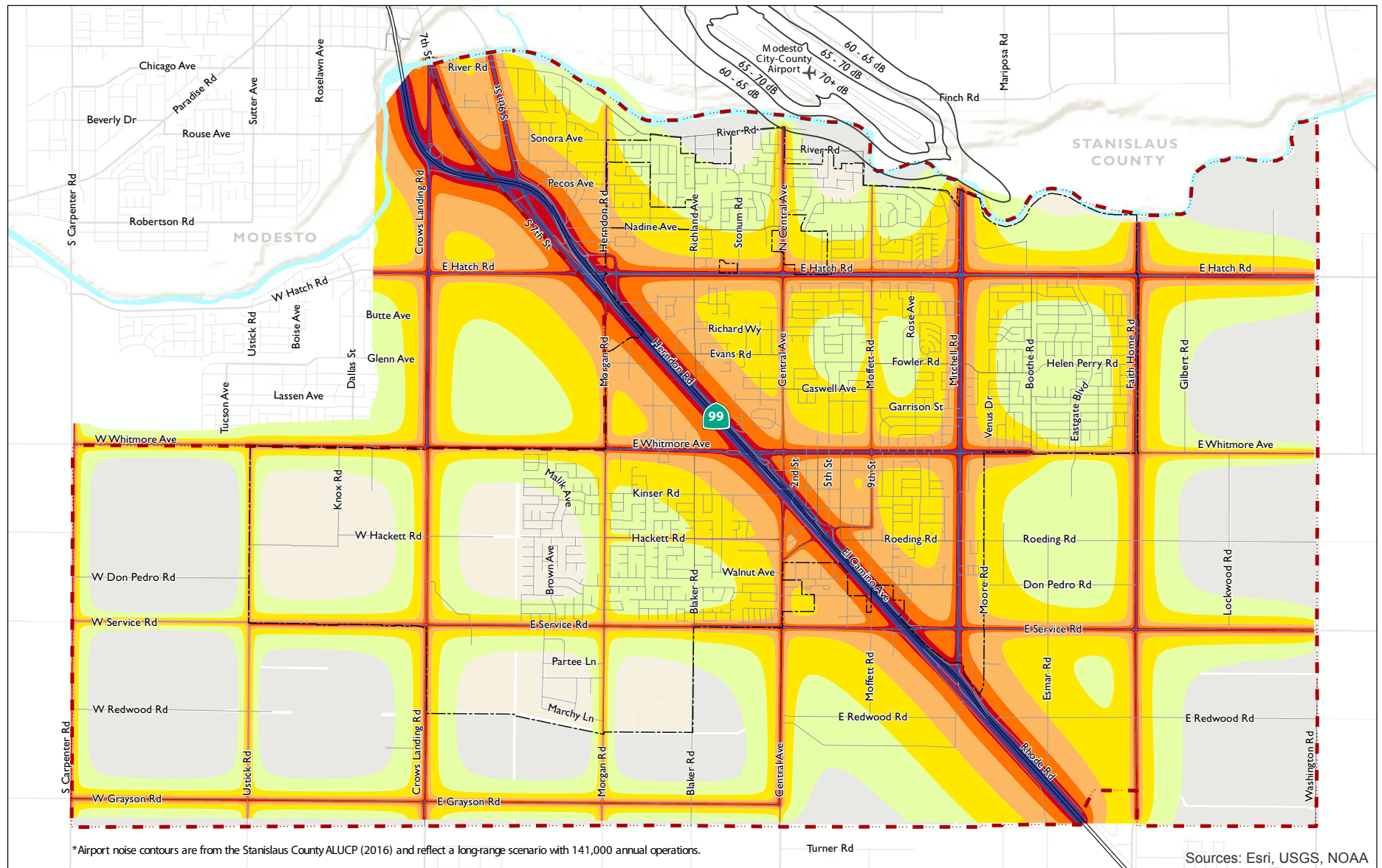
Sources: Esri, USGS, NOAA

- | | | | | |
|--|--|--|---|--|
| <ul style="list-style-type: none"> Highway Major Roads Local Roads River | Existing Traffic Noise Contours <ul style="list-style-type: none"> DNL 55 to 60 dB DNL 60 to 65 dB DNL 65 to 70 dB | <ul style="list-style-type: none"> DNL 70 to 75 dB DNL 75 to 80 dB DNL > 80 dB | Airport Noise Contours* <ul style="list-style-type: none"> Noise Impact Zones | <ul style="list-style-type: none"> City of Ceres Ceres Sphere of Influence General Plan Planning Area |
|--|--|--|---|--|



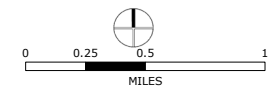
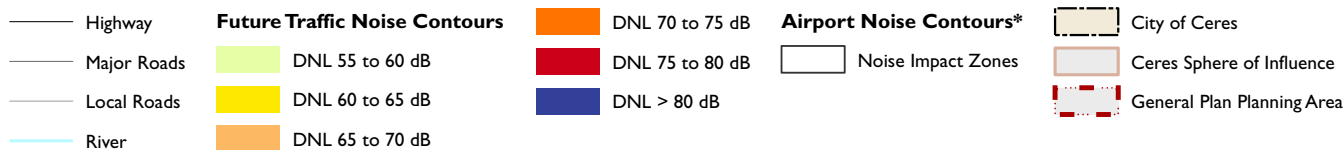
Data Source: Stanislaus County Airport Land Use Compatibility Plan, 2016;
Charles M. Salter Associates, Inc., 2017; Stanislaus County GIS, 2015;

Figure 5-13: Projected Noise Contours (2035)



*Airport noise contours are from the Stanislaus County ALUCP (2016) and reflect a long-range scenario with 141,000 annual operations.

Sources: Esri, USGS, NOAA



Data Source: Stanislaus County Airport Land Use Compatability Plan, 2016;
Charles M. Salter Associates, Inc., 2017; Stanislaus County GIS, 2015;



Two rail lines run through Ceres, contributing to the noise levels.

Railway

Union Pacific Railroad operates two rail lines through the City of Ceres used by freight trains. One generally parallels SR 99, and grade separated crossings are provided at major roadways, including Hatch Road, Whitmore Avenue, and Service Road. The second line has a north-south orientation and is located equidistant between Crows Landing Road and Morgan Road.

The San Joaquin Regional Rail Commission has begun a project to expand the Altamont Corridor Express (ACE) train to Merced, with a train stop added in Downtown Ceres. The new rail service would pass through the Planning Area along SR 99, and would likely be a source of railway noise in the future.

Aircraft

The Modesto City-County Airport is located directly north of Ceres. Projected noise contours presented in the Stanislaus County ALUCP show portions of the 60 to 65 dB CNEL and 65 to 70 dB CNEL contours extending into the Ceres Planning Area, through remaining primarily outside of city limits. One small segment of the 60 to 65 dB CNEL contour crosses city limits at River Road and Central Avenue, but does not cover any significant portion of any parcel within the city. However, any portion of the city located within the Airport Influence Area may experience some aircraft noise from overflight operations. Airport noise contours are shown in Figure 5-12 and 5-13, using projected contours provided in the Stanislaus County ALUCP, reflecting a long-range scenario with 141,000 annual operations (in 2008, the airport experienced approximately 84,000 operations).

Noise from the airport is generated primarily from takeoffs and landings. On average, the airport accommodates approximately 230 takeoffs and landings per day, with a long-range forecast of 386 operations per day. The majority of operations take place during the day. The Stanislaus County ALUCP includes policies to ensure that new development is compatible with the noise environment surrounding the airport.

Stationary Noise Sources

Stationary noise sources include land uses where loud equipment may generate noise. These may include light or general industrial uses where mechanical equipment, generators, and vehicles could contribute to noise levels. Short-term noise measurements were taken in three of the city's industrial areas in April and May of 2016. In two cases, there were no significant noise sources other than traffic. In one case, a 15-minute L_{eq} of 61 dB was recorded at approximately 255 feet from a rock crushing facility.

In Ceres, agricultural operations may also be a source of noise. For any land use, mechanical equipment such as pumps and fans or rooftop equipment can produce constant levels of noise. The potential for noise concerns associated with stationary sources arises mainly when sensitive receptors are affected by industrial sources, which may occur when noise-generating uses and sensitive uses are sited too close together without adequate buffering, noticing, or proper building design or construction.

Other Noise Sources

Other sources of noise can include construction and the use of portable or small-scale pieces of equipment. Construction can be a substantial, though short-term, source of noise, and is most disruptive when it takes place near sensitive uses or during night or early morning hours. Power equipment, such as leaf blowers and drills, can produce high noise levels at the location of work. Other amplified sounds, such as audio equipment at either a sanctioned event or residential property, can also create noise exposure.

VIBRATION

Vibration has the potential to impact both structures and people. Effects of vibration include perceptible movement of building floors, rattling windows, shaking of items on shelves or walls, and rumbling sounds known as ground-borne noise. In extreme cases, vibration can cause damage to buildings. Humans may be affected physically by the effect of a vibration on a surrounding structure or room, or may be annoyed by vibration that occurs above certain levels.

The following methods are used to describe vibration:

- **Impacts to Structures.** Peak particle velocity (PPV) is most frequently used to describe vibration impacts to buildings. PPV is defined as the maximum instantaneous positive or negative peak of the vibration signal. In the United States, PPV is normally described in inches per second.
- **Impacts to People.** The root mean square vibration velocity is most frequently used to evaluate human response to vibration. Levels are typically quantified using linear average or time-weighted values depending on the nature of the source: 1) averages for steady-state or continuous vibration or 2) time-weighted for transient or momentary events. To assess vibration, Federal Transit Administration guidelines prescribe the use of vibration velocity in decibels, notated as VdB.

Ground-borne vibration is not a phenomenon that most people experience every day. Background levels of vibration, usually 50 VdB or lower, are usually well below the threshold of perception for humans, which is typically around 65 VdB. Background levels are usually only of concern when they affect very sensitive manufacturing or research equipment. Most perceptible indoor vibration is caused by sources within buildings, such as operation of mechanical equipment, movement of people, or slamming of doors. Vibration perceptible to humans is not usually significant unless it exceeds 70 VdB. If the vibration level in a residence reaches 80 to 85 VdB, most people would be strongly annoyed by the vibration. Typical outdoor sources of perceptible ground-borne vibration are construction equipment, steel-wheeled trains, and traffic on rough roads.

GOALS AND POLICIES

Goal 5.L Protect the community from the harmful and annoying effect of exposure to excessive noise and vibration.

5.L.1 Community Noise Compatibility. Use Table 5-3: Community Noise Compatibility Matrix and the Projected Noise Contours (2035) in Figure 5-13 as guidelines to evaluate land use compatibility of new development, including whether a proposed use is compatible with the existing or planned noise environment of a given location, as well as whether a proposed use would negatively affect the noise environment for existing or planned uses in the area.

Table 5-3: Community Noise Compatibility Matrix

<i>Land Use Categories</i>	<i>Community Noise Exposure DNL or CNEL, dB</i>					
	55	60	65	70	75	80
Residential – Low Density Single-Family, Duplex, Mobile Homes	Green	Yellow	Yellow	Orange	Red	Red
Residential – Multi-family and Mixed Use	Green	Green	Yellow	Orange	Red	Red
Transient Lodging – Hotels, Motels	Green	Yellow	Yellow	Orange	Orange	Red
Schools, Libraries, Churches, Hospitals, Nursing Homes	Green	Green	Yellow	Orange	Orange	Red
Office Buildings, Business Commercial and Professional	Green	Green	Yellow	Yellow	Orange	Orange
Playgrounds, Neighborhood Parks	Green	Green	Yellow	Yellow	Red	Red
Golf courses, Riding Stables, Cemeteries	Green	Green	Green	Green	Yellow	Red
Industrial, Manufacturing, Utilities, Agriculture	Green	Green	Green	Green	Yellow	Orange
Auditoriums, Concert Halls, Amphitheaters	Yellow	Yellow	Yellow	Yellow	Red	Red
Sports Arena, Outdoor Spectator Sports	Yellow	Yellow	Yellow	Yellow	Red	Red

Notes:

DNL = Day-Night Average Level; CNEL = Community Noise Equivalent Level; dB = Decibel

Noise levels refer to external ambient noise from permanent land uses.

For mixed uses other than residential mixed use, refer to the most noise-sensitive use.

- Normally Acceptable:** Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements.
- Conditionally Acceptable:** New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design.
- Normally Unacceptable:** New construction or development should generally be discouraged. If new construction does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.
- Clearly Unacceptable:** New construction or development should generally not be undertaken.

5.L.2 Maximum Allowable Noise Exposure. Use the standards in Table 5-4: Maximum Allowable Noise Exposure for Transportation Noise Sources to regulate acceptable limits of noise for various land uses for both exterior and interior environments from transportation sources.

Table 5-4: Maximum Allowable Noise Exposure for Transportation Noise Sources

<i>Land Use</i>	<i>DNL Outdoor Activity Areas (DNL, CNEL, dB²)</i>
Residential	60
Transient Lodging	60
Hospitals, Nursing Homes	60
Theaters, Auditoriums, Music Halls	—
Churches, Meeting Halls	60
Office Buildings	65
Schools, Libraries, Museums	60
Playgrounds, Neighborhood Parks	65

Notes:

DNL = Day-Night Average Level; CNEL = Community Noise Equivalent Level; dB = Decibel; Leq = Equivalent Noise Level

1. An outdoor activity area is a location outside of the immediate structure where formal or informal activities are likely to happen (such as a yard on a residential property, a playground or sports field at a school, or exterior patio or exercise area of a hospital). For non-residential uses where an outdoor activity area is not proposed, the standard does not apply. Where the location of outdoor activity areas is unknown, the exterior noise level standard shall be applied to the property line of the receiving land use. For residential uses with front yards facing the identified noise source, an exterior noise level standard of DNL 65 dB shall be applied at the building façade, in addition to a DNL 60 dB standard at the outdoor activity area..

2. Where it is not possible to reduce noise in outdoor activity areas to the allowable maximum, levels up to 5 dB higher may be allowed provided that available exterior noise level reduction measures have been implemented and interior noise levels are in compliance with this table.

3. CNEL is used for quantification of aircraft noise exposure.

4. As determined for a typical worst-case hour during periods of use.

5.L.3 Performance Standards. Use performance standards established in Table 5-5: Performance Standards for Stationary Sources to regulate operational noise associated with new non-residential development or changes of non-residential use. Require, prior to approval of a project, that noise generated by the project be mitigated so as not to exceed the performance standards of Table 5-5. Standards apply to the noise sources themselves, as measured at the edge of the property line of residential or other sensitive uses; noise caused by motor vehicles traveling to and from the site is exempt from these standards.

5.L.4 Siting Noise Sensitive Uses. Prohibit the development of noise-sensitive uses where noise levels are “normally unacceptable” or higher as shown in Table 5-3: Community Noise Compatibility Matrix, unless effective noise mitigation measures have been incorporated into the development design to achieve the specified interior noise standards in Table 5-4: Maximum Allowable Noise Exposure for Transportation Noise Sources. For public schools, require acoustic analyses for any schools proposed in areas where noise levels would be considered “normally unacceptable” per Table 5-3: Community Noise Compatibility Matrix.

Noise sensitive uses include, but are not limited to, schools, hospitals, places of worship, and homes. The siting of public schools is approved by the State Division of Architects in cooperation with the Ceres Unified School District, rather than the City of Ceres.

5.L.5 Compatibility with Noise Sensitive Uses. Require that noise created by new proposed non-transportation sources be mitigated so as not exceed the noise level standards of Table 5-4: Maximum Allowable Noise Exposure for Transportation Noise Sources as measured at the property line of lands designated on the General Plan Land Use Map for noise-sensitive uses.

Table 5-5: Performance Standards for Stationary Noise Sources

Noise Level Descriptor	Daytime (7 a.m. to 10 p.m.)	Nighttime (10 p.m. to 7 a.m.)
Hourly Equivalent Sound Level (L _{eq}), dBA	55	45
Maximum Sound Level dBA	60	45

- Notes:
- 1. Sound level measurements shall be made at a point on the receiving property nearest where the sound source at issue generates the highest sound level.
 - 2. Each of the noise levels specified shall be lowered by 5 dB for simple tone noises, noises consisting primarily of speech or music, or for recurring impulsive noises.
 - 3. These noise level standards do not apply to residential units established in conjunction with industrial or commercial uses (e.g. caretaker dwellings).

5.L.6 Acoustical Analysis. Require an acoustical analysis as part of the environmental review process for proposed non-residential land uses that are likely to produce noise levels exceeding the performance standards of Table 5-4: Maximum Allowable Noise Exposure for Transportation Noise Sources for existing or planned noise-sensitive uses to ensure that mitigation is included in the project design. The acoustical analysis shall meet the following requirements:

- It shall be the financial responsibility of the applicant;
- It shall be prepared by a qualified person, selected by the City, who is licensed through the State of California in the fields of environmental noise assessment and architectural acoustics;
- It shall include representative noise measurements with sufficient sampling periods and locations to adequately describe local conditions and the predominant noise sources;
- It shall include estimates of existing and projected cumulative (20 years) noise levels in terms of DNL or CNEL and/or the standards of Table 5-4: Maximum Allowable Noise Exposure for Transportation Noise Sources, and compare those levels to the adopted policies of the General Plan;
- It shall recommend appropriate mitigation to achieve compliance with the adopted policies and standards of the noise section of the General Plan, giving preference to proper site planning and design over mitigation measures which require the construction of noise barriers or structural modifications to buildings which contain noise-sensitive land uses. Where the noise source in question consists of intermittent single events, the report must address the effects of maximum noise levels in sleeping rooms in terms of possible sleep disturbance;
- It shall include estimates of noise exposure after the prescribed mitigation measures have been implemented; and
- It shall describe a post-project assessment program which could be used to evaluate the effectiveness of the proposed mitigation measures, when deemed necessary by the City.

5.L.7 Airport Noise Compatibility. For new development within the Modesto City-County Airport Influence Area, ensure that projects comply with the Modesto City-County Land Use Compatibility Plan policies regarding noise.

5.L.8 Overflight Noise. Oppose changes in flight patterns that would increase flight activity over Ceres and significantly increase noise concerns.

- 5.L.9 Temporary Events.** Require applicants for special events, such as community celebrations, festivals, music events, and public gatherings, to acquire a permit for the temporary amplification of sound and adhere to City standards regarding timing of sound amplification, and noticing prior to the event.
- 5.L.10 Noise Compatibility.** Prevent incompatible land uses from encroaching upon existing or planned noise-generating uses (such as agricultural, industrial, or commercial uses) by avoiding the placement of incompatible uses in environments where existing noise levels conflict with guidelines and standards provided in Table 5-3: Community Noise Compatibility Matrix, Table 5-4: Maximum Allowable Noise Exposure for Transportation Noise Sources, and Table 5-5: Performance Standards for Stationary Noise Sources, or where land use designations provide for future uses whose noise levels would be likely to conflict, in order to protect the city's economic base.
- 5.L.11 Noise Mitigation.** Require, where noise mitigation measures are required to achieve the standards of Table 5-4: Maximum Allowable Noise Exposure for Transportation Noise Sources and Table 5-5: Performance Standards for Stationary Noise Sources, that the emphasis of such measures be placed upon site planning and project design. The use of noise barriers shall be considered a means of achieving the noise standards only after all other practical design-related noise mitigation measures have been integrated into the project.

5.9 EMERGENCY MANAGEMENT

The purpose of emergency preparedness is to protect the health, safety, and welfare of the general public during and after natural, man-made, or attack-related emergencies. To handle such events effectively requires the coordination of a number of public and private agencies. Emergency operations in the Planning Area are undertaken by the City of Ceres and Stanislaus County. For Stanislaus County, disaster preparedness, response, and evacuation is coordinated through the Office of Emergency Services (OES), a division of the County's Chief Executive Office. The OES works with all County departments and nine cities, and many non-government organizations. For the City of Ceres, disaster preparedness, response, and evacuation is coordinated by the Emergency Services Division of the Ceres Department of Public Safety.

2017 Stanislaus County Local Hazard Mitigation Plan

The purpose of a local hazard mitigation plan is to reduce or eliminate long term risk to human life and property resulting from hazards by identifying risks before they occur and putting together resources, information, and strategies for emergency response. A local hazard mitigation plan is required of all cities by federal law. The Stanislaus County OES adopted the Stanislaus County Local Hazard Mitigation Plan (LHMP) in July 2017 as an update to the 2010 Multi-Jurisdictional Hazard Mitigation Plan (MJHMP). The LHMP identifies risks posed by hazards including earthquakes, floods, dam inundation, landslides, and wildfire, and identifies ways to minimize damage from those hazards. The plan is a comprehensive resource document that serves many purposes, including: enhancing public awareness and understanding, creating a decision tool for management, promoting compliance with State and Federal program requirements, enhancing local policies for hazard mitigation capability, and providing inter-jurisdictional coordination. The LHMP also contains mitigation strategies and actions that serve as the long-term blueprint for reducing potential losses identified in the risk assessment. In 2011, the City of Ceres adopted the County's 2010 MJHMP for a period of five years. Since then, the City has not adopted an updated hazard mitigation plan.

City of Ceres Emergency Operations Plan

The California Emergency Services Act requires cities to prepare and maintain an Emergency Plan for natural disasters, technological incidents, and national security emergencies that result in conditions of disaster or in extreme peril to life. The City of Ceres adopted an Emergency Operations Plan (EOP) in 2004. The Ceres EOP establishes the emergency management organization required to mitigate any significant emergency or disaster affecting the City of Ceres; identifies the policies, responsibilities, and procedures required to protect the health and safety of the City of Ceres and public and private property; and establishes the operational concepts and procedures associated with Initial Response Operations (field response) to emergencies, the Extended Response Operations (City and County Emergency Operations Center activities) and the recovery process. The plan establishes the framework for implementation of the California Standardized Emergency Management System (SEMS) for the City of Ceres and is intended to facilitate multi-agency and multi-jurisdictional coordination.

GOALS AND POLICIES

Goal 5.M **Ensure an efficient and coordinated response to emergencies and disasters.**

- 5.M.1 Emergency Operations and Hazard Mitigation.** Use an updated Emergency Operations Plan and Local Hazard Mitigation Plan for coordinated emergency response and hazard mitigation consistent with the County and neighboring jurisdictions.
- 5.M.2 Coordination.** Continue to coordinate emergency preparedness, response, recovery, and mitigation activities with Stanislaus County, special districts, service agencies, voluntary organizations, other cities within the county, and State and federal agencies.
- 5.M.3 Design for Emergency Access.** Ensure all-weather access for emergency vehicles and services by providing at least two means of ingress/egress into new communities, limitations on the length of cul-de-sacs, proper roadway widths and road grades, and other requirements per the California Fire Code, and ensure that all roads, streets, and major public buildings are identified in a manner that is clearly visible to fire protection and other emergency vehicles.



6

Public Facilities and Services

City development is dependent on a comprehensive network of public facilities and services. Each type of service presents a unique set of opportunities and constraints and must adapt to growth and change differently. The purpose of the Public Facilities and Services Element is to provide a policy framework for the City to manage infrastructure and services, identify areas for improvement, and ensure that public utilities and services meet the needs of the community as the city grows and changes. More specifically, the Public Facilities and Services Element addresses the planning, provision, and maintenance of police and fire services; parks and recreational facilities and programs; community facilities and libraries; schools; water, recycled water, wastewater, drainage/stormwater, solid waste systems; and other public facilities and services.

The Public Facilities and Services Element is organized as follows:

Section 6.1: Schools. Provides an overview of existing educational facilities in Ceres, including public and private schools, and outlines related goals and policies.

Section 6.2: Community Facilities and Libraries. Describes existing community facilities and libraries in Ceres, and outlines related goals and policies.

Section 6.3: Parks and Recreation. Presents existing parks and recreational facilities and programs, planning improvements, and current standards and deficiencies, and outlines related goals and policies.

Section 6.4: Water Supply and Demand. Describes water supply and demand, planned improvements to water supply and conservation, and outlines related goals and policies.

Section 6.5: Wastewater, Stormwater, Solid Waste, and Other Utilities. Discusses the wastewater system, storm drainage facilities, planned improvements, and solid waste collection and disposal. Also presents other utilities, including high-speed internet, and outlines goals and policies related to public utilities.

Section 6.6: Public Safety and Emergency Management. Discusses Police and Fire Department staffing and facilities, and outlines related goals and policies.

RELATIONSHIP TO STATE LAW

While Public Facilities and Services is not a mandated element, it does include a number of topics that are required to be addressed in the General Plan, according to State law. State law (Government Code Section 65302(a)) requires a general plan to address land uses for education, public buildings and grounds, and solid and liquid waste disposal facilities. In addition, Government Code Section 65302(g) requires that a general plan address the protection of the community from any unreasonable risks. This includes consideration of police, fire, and emergency medical services. Water supply and demand is also required to be included in the General Plan (Government Code Section 65302(d)) and is addressed in this Element. Water quality is discussed in Chapter 4: Agriculture and Natural Resources Element.

The California Subdivision Map Act enables a city to require dedication of land or fees in lieu of land dedication for neighborhood and community parks as a condition of development approval. Known as the “Quimby Act” (Government Code section 66477), it also establishes the criteria for determining the land dedication requirement and in-lieu fee based on park standards.

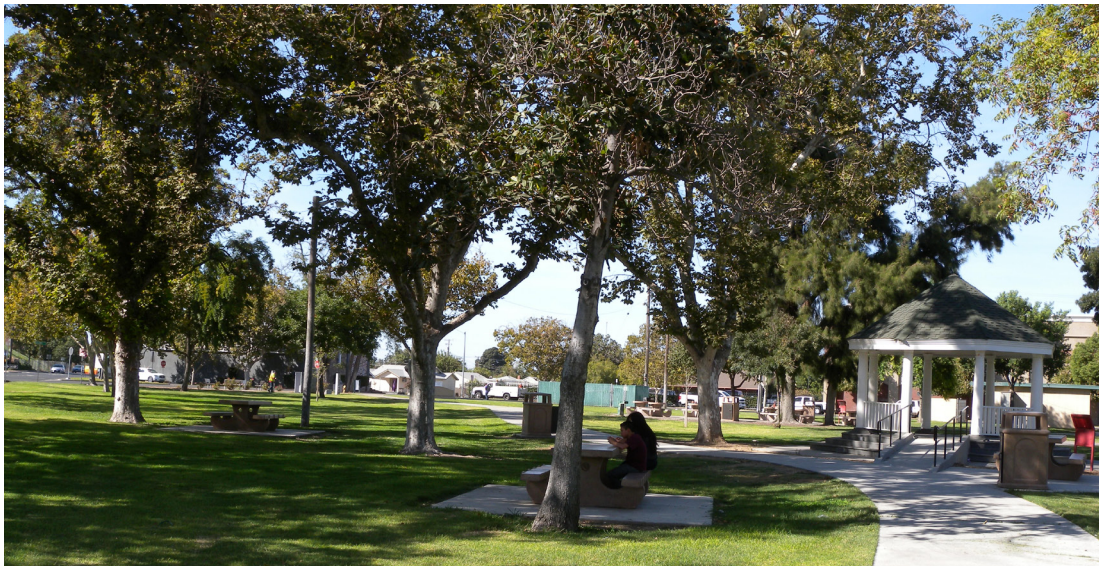
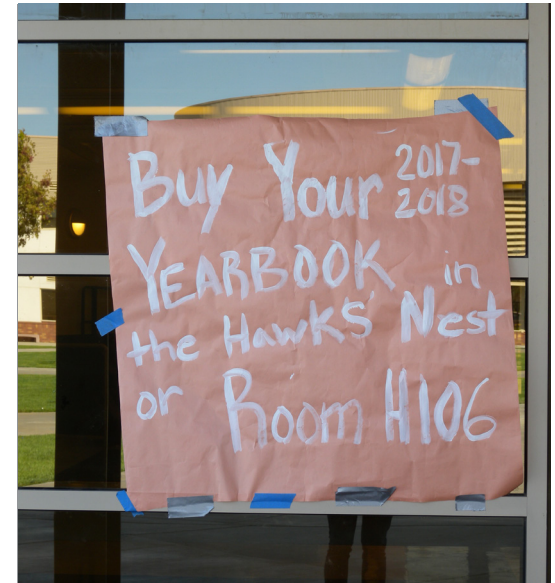
RELATIONSHIP TO OTHER ELEMENTS

This Element relates to Chapter 2: Land Use and Community Design Element and Chapter 5: Health and Safety Element. The Land Use Map in Chapter 2 establishes existing and potential locations of different facilities, including public parks and community facilities. The buildout capacity in Chapter 2 informs the amount and level of public services that will be needed by 2035. In addition, Chapter 2 establishes requirements for new growth areas to provide adequate public facilities and services to serve the new development, including funding to construct the facilities. The hazards to public safety and threats to public health identified in Chapter 5 also inform the provision of public services in this Element.

RELATIONSHIP TO VISION AND GUIDING PRINCIPLES

The Public Facilities and Services Element most closely supports the following Guiding Principles:

- **Safe, Family-Friendly Hometown.** Promote Ceres' strong and high performing school system, and support the city's safe neighborhoods and youth activities so that Ceres continues to be a desirable place for families.
- **Health and Sustainability.** Provide well-maintained and accessible parks, street trees and landscaping, and healthy food options; and prioritize clean air, clean water, and resource conservation to help keep the community—both the people and the environment—healthy.
- **Economic Development.** Strengthen job opportunities with industrial and commercial growth and promote education and job training. Continue to balance provision of streamlined services and entitlements with fiscal responsibility to support the future needs of the city.



The schools, services, and parks in Ceres help contribute to the quality of life.





The strong school system in Ceres is an asset to the community and can be used to attract new residents and businesses.

6.I SCHOOLS

Quality educational and community facilities are foundational elements of cities. Ceres' award-winning schools and community facilities play an important role nurturing informed and engaged residents. As Ceres grows, the City, the Ceres Unified School District (CUSD), local private schools, and other organizations and agencies will need to collaborate to ensure the best educational opportunities to present and future residents.

PUBLIC SCHOOLS

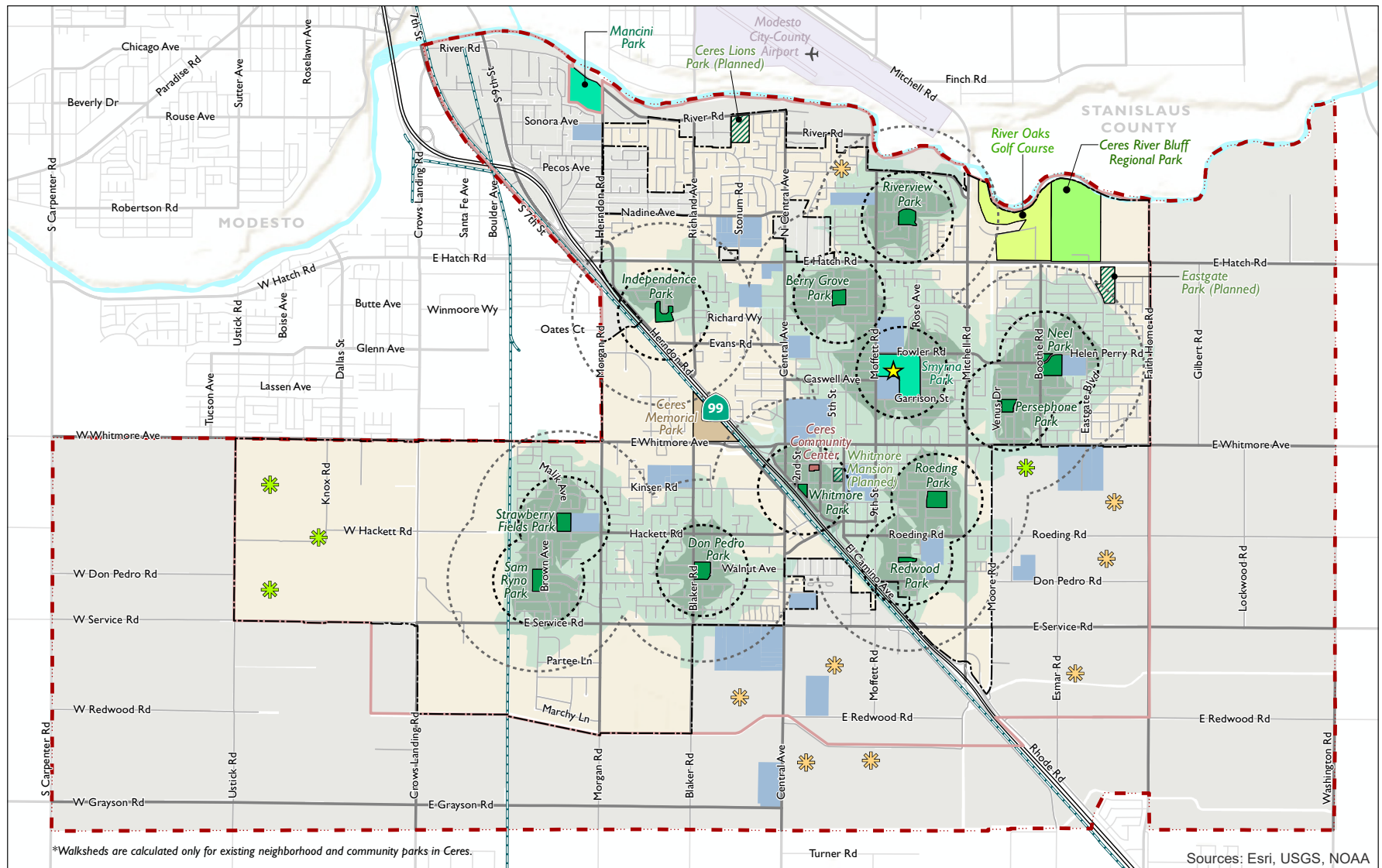
CUSD provides educational services for students of all grades in elementary, junior, and high school. As shown in Figure 6-1: Schools and Community Facilities, schools are located throughout the Planning Area in almost every residential neighborhood. Twenty-two of the District's 23 schools are within the Planning Area. Within city limits, there are nine elementary schools, two middle schools, one high school, one charter school, and two alternative schools. There are three elementary schools, one middle school, and two high schools located outside of city limits but within the Sphere of Influence, and one elementary school outside city limits and the Sphere of Influence but within the Planning Area. Enrollment for the 2016-2017 school year, current enrollment capacity, and remaining capacity is shown in Table 6-1.

Table 6-1: Enrollment and Capacity in Ceres Unified School District (2016-2017)

<i>Grade</i>	<i>Total Enrollment</i>	<i>Enrollment Capacity</i>	<i>Remaining Capacity</i>
Elementary Schools	7,329	9,805	2,476
Junior High Schools (7-8)	1,764	2,495	731
High Schools (9-12)	3,302	3,870	568
Charter Schools (K-12)	587	700	113
Totals	12,982	16,870	3,888

Source: Ceres Unified School District, 2017.

Figure 6-1: Schools and Community Facilities



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



Most students come from low-income households – 87% of students in Ceres receive free or reduced meals.

CUSD is well funded, partly due to successfully winning competitive funding from the State. Due to the strength of the schools, more than 1,000 students from outside of the district’s attendance boundary are enrolled in the CUSD schools. The majority of the student body comes from low- or very-low income households, with 87 percent of students receiving free or reduced meals.

OTHER SCHOOLS

Aspire Summit Charter Academy, located at 2036 Hatch Road, is a public charter school that educates elementary school students. Central Valley Christian Academy, located at 2020 Academy Place, is a private school that educates students in kindergarten through 12th grade. There are two schools operated by the Stanislaus County Office of Education: John F. Kennedy School is located at 1336 Stonum Road and serves special education students, and Stanislaus County Institute of Learning/Tactical Character Academy is located at 3113 Mitchell Road.

FACILITIES PLANNING

As of 2017, the remaining capacity of schools is uneven throughout the district – some schools are near capacity while others are considerably under-capacity. According to CUSD, growth in eastern Ceres has put pressure on overall school capacity. CUSD uses the Cohort Survival Model for projecting enrollment, which bases enrollment on the size of the prior year’s cohort. As seen in Table 6-1, there were approximately 3,900 seats remaining in the district during the 2016-2017 school year. However, by 2035, residential growth in the Planning Area may necessitate development of new school facilities. In particular, residential development in the West Landing Specific Plan area is expected to necessitate new facilities to serve the western portion of the city. Close cooperation between the City of Ceres and CUSD can help to ensure that new facilities are properly sited to serve current and future residents and provide focal points for the community.

GOALS AND POLICIES

Goal 6.A Provide for educational needs for all Ceres residents, ensuring that adequate school facilities are available and appropriately located.

- 6.A.1 Quality Education.** Continue to assist the Ceres Unified School District in providing quality education facilities that will accommodate projected student growth.
- 6.A.2 Close Cooperation with Schools.** Continue to work cooperatively with the Ceres Unified School District in monitoring housing, population, and school enrollment trends and in planning for future school facility needs, and assist the District in locating appropriate sites for new schools in the Planning Area.
- 6.A.3 Coordinate Land Use Planning.** Coordinate the City's land use planning with the planning of school facilities. Work with the Ceres Unified School District starting from the early stages of the area-wide planning and school site selection processes. As needed, reserve school sites in area-wide plans to accommodate school district needs.
- 6.A.4 Support Private Schools.** Support the development of private school facilities on viable sites and ensure supportive zoning for such facilities.
- 6.A.5 School Accessibility.** Plan and approve residential uses in those areas that are most accessible to school sites in order to enhance neighborhoods, minimize transportation requirements and costs, and minimize safety problems.
- 6.A.6 School Siting.** Encourage siting school facilities so they serve as focal points within the neighborhoods and the community.

- 6.A.7 Pedestrian and Bicycle Access to Schools.** Locate schools in areas with safe and convenient pedestrian and bicycle access.
- 6.A.8 Complete Streets and Safe Routes to Schools.** Implement Complete Streets and Safe Routes to Schools strategies to enable safer access to schools and enhance connectivity for all transportation modes in neighborhoods surrounding schools.
- 6.A.9 Off-Street Parking and Drop-off Areas.** Encourage the design and improvement of school facilities to minimize safety problems by providing adequate off-street parking and areas for student pick-up and drop-off.
- 6.A.10 Support State Funding of Schools.** Support enactment of State legislation to finance the construction of new schools and support the modification of State laws and regulations to improve the funding of new school sites and facilities.
- 6.A.11 Adult Education.** Continue to support the Ceres Unified School District’s adult education programs.
- 6.A.12 Joint Use Agreements.** Continue joint use agreements with the Ceres Unified School District, and create joint use agreements with private schools to utilize facilities for non-school-related activities, including recreational use and child care services. Future negotiations should consider use of school facilities to be used for recreational opportunities for Ceres residents.

6.2 COMMUNITY FACILITIES AND LIBRARIES

Community facilities are public and private institutions that support the civic and social needs of the population. They offer a variety of recreational, artistic, and educational programs for all ages, and often serve as venues for special public and private events. Community facilities in Ceres are shown in Figure 6-1: Schools and Community Facilities and include the following:

- **City administrative offices.** City administrative offices are located at 2720 Second Street and 2220 Magnolia Street in Downtown Ceres and serve as the headquarters for Ceres City government.
- **The Ceres Community Center.** The Ceres Community Center, located at 2701 4th Street, was built in 2009 in Downtown Ceres. It contains 26,500 square feet of usable community space and features a teen activity room, an arts and crafts center, a computer learning center, a senior activity room, assembly space, and a kitchen. It hosts special events, classes for all ages, and more. For more information about recreation, see Section 6.3: Parks and Recreation.
- **Ceres Public Works Department.** The Ceres Public Works Department is located at 2220 Hackett Road, Ceres.
- **Daniel Whitmore Home.** The Daniel Whitmore Home was built by the founder of Ceres in 1870 and is a historical landmark on the National Register of Historical Places. It is located in Downtown Ceres and is part of the Ceres Museum.
- **The Whitmore Mansion.** The Whitmore Mansion was built in 1903 by the city founder's son. The City bought the Mansion in 2012 and partners with a nonprofit group that is responsible for its operation, including renting the Mansion and grounds for special events.
- **Ceres American Legion Memorial Building.** The American Legion Memorial Building, located at 2609 Lawrence Street, can be rented for meetings and events.



The Community Center provides a variety of services and activities to Ceres residents and businesses.

- **Ceres Unified School District Administrative Office.** The CUSD administrative office is located at 2503 Lawrence Street and serves as the headquarters for the school district.
- **Stanislaus County Offices.** Several of Stanislaus County Offices, including the County public safety services, animal shelter, welfare department, administration, sheriff department, and jail are located in southwest Ceres to the immediate east of Crows Landing Road.
- **Ceres Public Library.** The Ceres Public Library is located adjacent to the Community Center in Downtown Ceres. It is a branch of the Stanislaus County Library.

As the population of Ceres grows, the need for new and updated community facilities and libraries will increase. Changing demographics and community preferences may create interest in new community facilities. This General Plan provides for adequate maintenance, staffing, and funding of community facilities, as well as recreational programming and services that are tailored to residents of all ages and economic backgrounds and reflect Ceres' cultural diversity.



The CUSD offices are located in Downtown Ceres, along with the city administrative offices.

GOALS AND POLICIES

Goal 6.B Ensure community and library facilities and services are available to all current and future Ceres residents.

- 6.B.1 Special User Groups.** Identify the needs of special user groups—such as the disabled, youth, economically disadvantaged communities, and the elderly—and address these needs in the design, siting, and development of community facilities.
- 6.B.2 Equitable Distribution of Community Facilities and Services.** Provide for the equitable distribution of community facilities and services throughout Ceres. Take into account equal geographic distribution (even distribution of facilities throughout the community) and equal social distribution (even distribution of facilities throughout communities of different races, ethnic backgrounds, and incomes).
- 6.B.3 Library Funding.** Continue to support a high level of countywide funding for library services through sales taxes and other County sources.
- 6.B.4 Development Fees.** Continue to cooperate with the County in collecting County development fees on new development in Ceres to ensure that new development contributes its fair share to the development of additional library facilities, as long as the mutual agreement is in force.
- 6.B.5 Access to Computers.** Promote collaboration between the Community Center computer lab and the libraries to increase the number of computers with internet access and provide computer skills workshops.
- 6.B.6 Social Services.** Partner with the library system to program social services, including job training programs, literacy classes, and English as a second language classes.

6.3 PARKS AND RECREATION

The City of Ceres maintains 13 parks covering more than 150 acres in the Planning Area. Within the City's public parks and recreational facilities, the City offers a variety of recreational programming to its residents. Parks and recreational facilities serve the important functions of promoting civic engagement, providing opportunities for residents to bond with fellow members of the community, and encouraging positive public health outcomes.

PARK TYPES AND EXISTING INVENTORY

Park Classification

The City provides several types of parks and recreation facilities, which can be classified as follows:

- **Neighborhood Parks.** Neighborhood parks range from zero to 10 acres. They are intended to serve residents of immediately surrounding neighborhoods within a quarter- to a half-mile radius. They provide space for both active and passive activities, and include elements such as tennis or basketball courts, horseshoe or bocce pitches, dog parks, turf areas for flexible activity use, play equipment for children, exercise equipment for adults, and walking paths. Neighborhood parks are typically equipped with perimeter lighting and shaded seating areas.
- **Community Parks.** Community parks range from 10 to 40 acres and serve as destinations within the community. They contain facilities not found at neighborhood parks, including natural areas, dog parks, competition sport fields, spray-grounds, and BMX and skate parks. Community parks may provide lighting, restroom facilities, play equipment, exercise equipment, multi-use and social areas, and parking.
- **Regional Parks.** Regional parks serve as regional draws for recreational use. They may include natural areas for passive activity such as birdwatching, and developed areas for active uses including biking and walking. Competition sport fields can be located in Regional Parks, in addition to Community Parks.

As shown in Figure 6-2: Existing and Planned Parks, Open Space, and Recreation, parks are located throughout the community and typically serve surrounding neighborhoods. Table 6-2 provides an inventory of acreage totals by park type. As of 2016, there are six pocket parks totaling about 18 acres, five neighborhood parks totaling about 30 acres, one community park totaling about 28 acres, and one regional park totaling 76 acres. Of note, Whitmore Park in Downtown Ceres is only 1.5 acres in size, but due to the community-wide events located there, it functions more like a community park. In addition, per the 2016 City of Ceres Parks and Recreation Master Plan, three parks are planned within the community—Whitmore Mansion Park, Ceres Lions Park, and Eastgate Park—and will increase the park total in Ceres by about 23 acres upon completion. Planned parks have begun the detailed planning, permitting, and construction phases of development, but are not yet ready for public use.



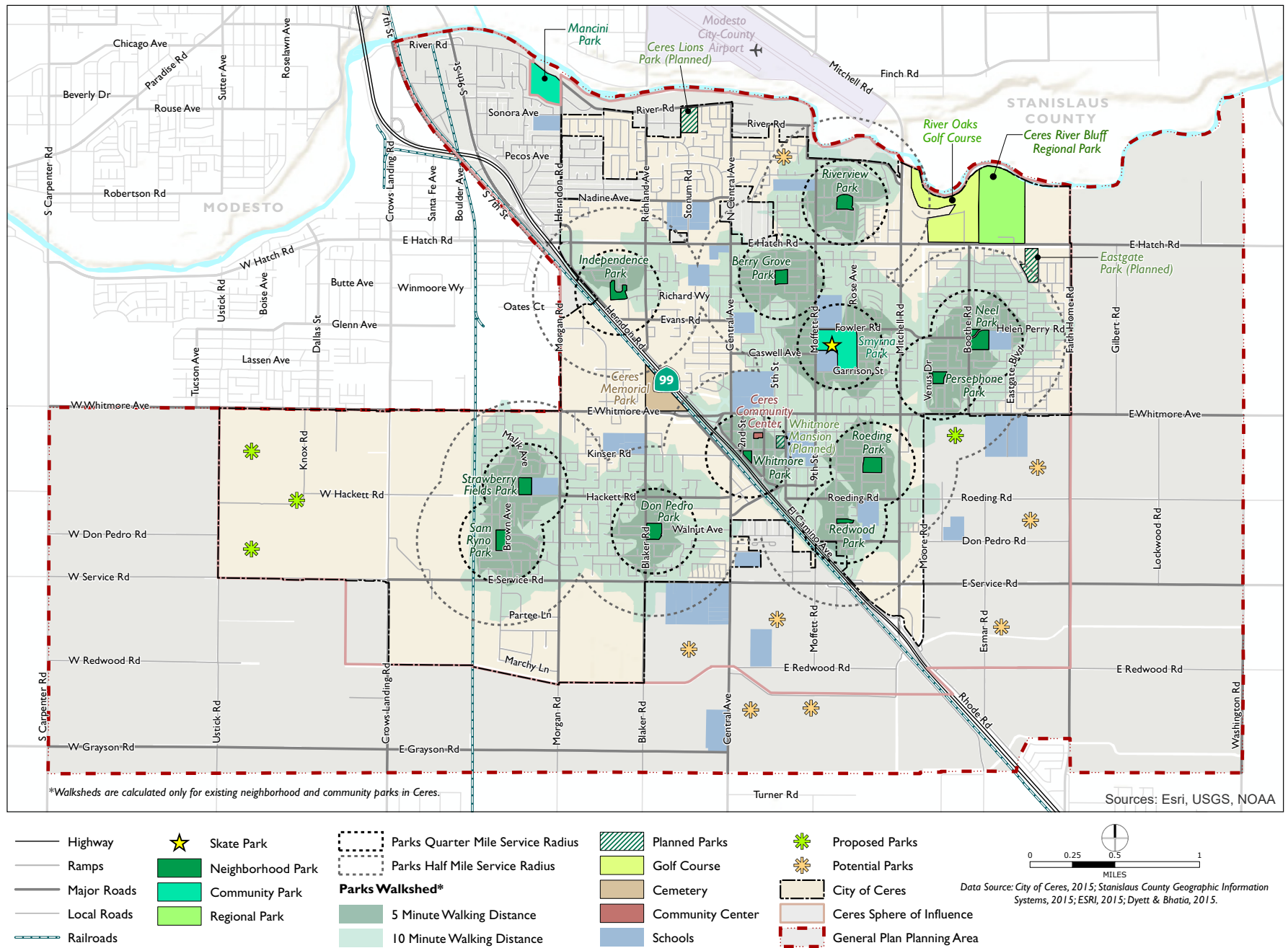
The trails at River Bluff Regional Park provide access to a natural setting along the Tuolumne River.

Table 6-2: Existing and Planned Parks

<i>Park Name</i>	<i>Acres</i>
Existing Parks	152.2
Neighborhood Parks	48.3
Berrygrove Park	3.7
Don Pedro Park	5.0
Independence Park	4.3
Neel Park	8.2
Persephone Park	3.1
Redwood Park	1.0
Riverview Park	5.6
Roeding Heights Park	6.1
Sam Ryno Park	5.2
Strawberry Fields Park	4.6
Whitmore Park	1.5
Community Parks	27.9
Smyrna Park	27.9
Regional Park	76.0
River Bluff Regional Park	76.0
Planned Parks	22.6
Neighborhood Parks	22.6
Whitmore Mansion Park	2.6
Ceres Lions Park	10.0
Eastgate Park	10.0
Total Parks (Existing and Planned)	174.8

Source: City of Ceres Parks and Recreation Master Plan, 2016.

Figure 6-2: Existing and Planned Parks, Open Space, and Recreation





Recreational classes and workshops for all ages are taught at the Community Center.

Recreational Facilities and Programming

The City of Ceres Recreational Division provides programming for youth, teens, adults, and seniors. The City offers a wide range of programming, including exercise classes, sports leagues, art classes and workshops, dance classes, first aid training, aquatics programs, and more. Most classes and workshops are taught at the Ceres Community Center, (*for more information about the facility, refer to Section 6.2: Community Facilities and Libraries*). Most programs offered by the City of Ceres have a participant fee.

As the Community Center does not have indoor space for active uses, such as aquatics and indoor athletics, the City of Ceres has a Joint Facility Use Agreement with CUSD. The City utilizes the gyms, pools, and classrooms at school sites while schools are not in session, and CUSD utilizes the Ceres Community Center. The City allows the public to rent the Ceres Community Center and sites within Smyrna Park, Roeding Heights Park, Whitmore Park, and Ceres River Bluff Park. Though the City has agreements with agencies to provide indoor recreational space, there is still a need for additional spaces for youth recreation, particularly indoor recreation. Recreational facilities are shown in Figure 6-2: Existing and Planned Parks, Open Space, and Recreation.

PARK AND RECREATION IMPROVEMENTS

Current and Future Park Ratios

This General Plan establishes a goal to provide 4.0 acres of park space for every 1,000 residents. As of 2015, Ceres provided 3.7 acres of public park space for every 1,000 residents, including both existing and planned parks as shown in Table 6-3. When parks owned by private organizations and homeowner associations are accounted for, there were 4.2 acres per 1,000 residents. However, it is the City's objective to achieve the 4.0 threshold without relying on private park land, in order to ensure equal access to parks for all Ceres residents.

In 2035, taking into account 52 acres of proposed parks described in the West Landing Specific Plan and the Whitmore Ranch Specific Plan, the City is expected to provide 227 acres of public parks. Proposed parks differ from planned parks in that proposed parks have not begun the detailed planning, permitting, and construction phases of development. With a potential total population of 78,700 residents in the whole Planning Area by 2035, approximately 88 additional park acres would need to be provided to achieve the 4.0 threshold. In contrast, if private parkland is included, only 63 acres of new parkland would need to be added by either public or private entities.

Figure 6-2 depicts potential future locations where the additional 50 acres of parkland could be provided. These potential locations are based on where the General Plan Land Use Diagram allows for new development, in order to develop complete neighborhoods.

Table 6-3: Current and Future Park Ratios

	2015¹	2035²
Public Parks Only		
Population	46,900	78,700
Park Acres	174.8	226.8
Existing Park Acres (Public) ³	174.8	174.82
Proposed Parks (Public) ⁴	-	523
Park Ratio	3.7	2.9
Add'l Park Acres Needed to Achieve 4.0 Acres per 1,000 Residents Ratio	13.2	88.0
Public and Private Parks		
Population	46,900	78,700
Park Acres	199.8	251.8
Existing Park Acres (Public) ³	174.8	174.82
Proposed Parks (Public) ⁴	-	523
Private Parks ⁵	25	255
Park Ratio	4.2	3.2
Add'l Park Acres Needed to Achieve 4.0 Acres per 1,000 Residents Ratio	0	63.0

Notes:

1. Includes population within Ceres city limits.
2. Includes existing and potential population within the entire Planning Area.
3. Existing park acres includes planned parks, including Ceres Lions Park, Eastgate Park, and Whitmore Mansion Park.
4. Proposed parks include five acres proposed under in the Whitmore Ranch Specific Plan and 47 acres proposed in the West Landing Specific Plan.
5. Includes private park land owned by private organizations and home owner associations.

Sources: StanCOG 2040 Demographic Forecast, 2016; Economic & Planning Systems, Inc., 2016.; West Landing Specific Plan, 2011; Notice of Preparation of Environmental Impact Report for Whitmore Ranch Specific Plan, 2017; City of Ceres Parks and Recreation Master Plan, 2016; California Department of Finance, 2015.



Proposed Improvements

The 2016 Parks and Recreation Master Plan describes improvements needed within the parks and recreational system, including dog parks, lighting, indoor recreational space, and public bathrooms. The plan also discusses the need to better connect parks and recreational facilities in order to connect diverse programming throughout the community. The City can make these connections through greenbelts and pedestrian and bicycle infrastructure. Clustering and connecting parks and recreational uses will create nodes of activity that are equitably dispersed within the city, and should serve as a model for facilities planning.



Park Funding

The State's 1975 Quimby Act allows cities to require dedication of land or in lieu fees for community and neighborhood parkland contributions for new development in a city. The Act allows for a required dedication of up to 3.0 acres per 1,000 residents, or up to 5.0 acres per 1,000 residents to match the existing ratio if it is higher than 3.0 acres per 1,000 residents. As described above, Ceres' parkland standard is 4.0 acres per 1,000 residents. The City requires developers to dedicate parkland, pay an in lieu fee, or both to ensure that the parkland standard is met for the new residents. Required dedications are based on the number of units, location, and characteristics of the proposed development, and the in lieu fee is determined by the Ceres Public Facilities Fees Program.

Developers are required to set aside land for parks or to pay a fee to ensure there is sufficient parkland for all residents.

GOALS AND POLICIES

Goal 6.C Establish and maintain a public park system and recreational facilities to meet the exercise, social, and cultural enrichment needs of Ceres residents, employees, and visitors.

6.C.1 Passive and Active Recreation. Continue to develop and expand the City's parks and recreation system to include a balance of passive and active recreational opportunities.

See Chapter 5: Health and Safety Element for more discussion on promoting active lifestyles.

6.C.2 Population Growth. Ensure that the development of parks and recreational facilities keeps pace with population growth within the city.

6.C.3 Acres of Parkland. Provide a minimum of 4.0 acres of publicly accessible parkland per 1,000 residents.

6.C.4 Parkland Dedication. Continue to require that new development provide dedicated parkland, impact and/or in lieu fees, or some combination, to meet the recreational needs of new residents. Prefer dedication of public parkland to impact and/or in lieu fees, provided that the developed parkland is open to the greater Ceres community and not privatized by its design, operation, or location.

6.C.5 Park Fees. Calculate park fees to enable purchase of acreage and provision of off-site improvements for 4.0 acres of parkland per 1,000 residents added. Review and update fees on a regular basis to reflect the total cost of improvements required to serve new development.

6.C.6 Indoor Recreational Space and Programming. Increase the amount of indoor recreational space and programming to serve families and youth, such as bowling alleys or ice skating rinks.

6.C.7 Public Bathrooms. Provide and maintain public bathrooms at all community and regional parks.

6.C.8 Youth Programming. Expand youth programming in the afternoon and evening, and during the day in summer months.

See Chapter 5: Health and Safety Element for more discussion of promoting social cohesion through opportunities for recreation.

6.C.9 Greenbelts and Recreation Corridors. Investigate the potential public use of canal rights-of-way and the reservation of selected adjacent sites for use as greenbelts or recreation corridors.

6.C.10 Tuolumne River Regional Park. Continue to cooperate with Stanislaus County and the City of Modesto in the development of the Tuolumne River Regional Park.

6.C.11 Park Design. Consider the following factors in the design of new and upgraded parks and recreational facilities:

- Safety;
- Security;
- Maintenance and staffing requirements;
- Accessibility by various means of transportation;
- Landscaping complementary to the surrounding environment;
- Travel distance of users;
- Passive vs. active use areas;
- Restroom facilities (community and regional parks only);
- Community input;
- Cultural sensitivity;
- Use of green technology in the construction and everyday use of facilities (i.e. solar panels, rainwater harvesting, rain gardens and bioswales, etc.);
- Adequacy of off-street parking;
- Flexibility for programming activities;
- Tree canopy/shade; and
- Lighting.

6.C.12 Joint Development of Commercial or Private Recreational Facilities.

Encourage the establishment or joint development of commercial or private recreation facilities within the Planning Area in appropriate locations.

6.C.13 Drainage Detention Basins. Allow joint use of City parks as drainage detention basins, with the park as primary use. Drainage basins that serve a dual use for public recreation must be entirely landscaped with irrigated turf and trees along the top of the basin.

6.C.14 Joint Development of Parks and Recreation Facilities. Continue to cooperate with public and quasi-public agencies, including the Ceres Unified School District, in the joint development, maintenance, and use of parks and recreation facilities.

6.C.15 Sports Facilities. Promote the development of indoor and outdoor sports facilities, including soccer fields, basketball and tennis courts, and aquatics centers adjacent to schools and/or close to residential areas. Explore partnerships for development of regional youth and adult sports facilities and recreation programs.

6.C.16 Park Siting and Design. Ensure that parks and recreation facilities are sited and designed to minimize negative impacts on surrounding residential neighborhoods (i.e., parking, lighting and glare, and excessive noise).

6.C.17 Youth and Senior Citizens. Maintain an ongoing emphasis on youth and senior citizen programs and services.

See Chapter 5: Health and Safety Element for more discussion of promoting social cohesion through opportunities for recreation.

6.C.18 Non-English Speakers. Promote park and recreational opportunities for the whole community, including non-English speakers.

6.C.19 Economically Disadvantaged Groups. Encourage and support development of recreational programs and activities that provide opportunities for economically disadvantaged people and communities.

6.C.20 Expand Recreation Scholarships. Develop fundraising programs to provide for additional “Recreation Scholarships.”

6.C.21 Bicycle and Pedestrian Connections to Parks and Recreational Facilities. Establish new and maintain existing bicycle and pedestrian network connections between parks and recreational facilities to improve health outcomes and access to diverse programming in City park and recreational facilities. Ensure connections are well-lit, maintained, and marked with signage.

For more detail about planned bicycle infrastructure improvements, see Chapter 3: Transportation and Circulation Element.

6.C.22 “Friends of the Parks.” Support the development of a “Friends of the Parks” organization that would be run by Ceres residents, local businesses, and/or community groups to help maintain and assist in the development of parks.

6.C.23 State and Federal Assistance. Seek any available State and federal grant assistance in implementing parks and recreational facility improvements.

6.C.24 Community Engagement. Continually engage with Ceres residents via surveys and workshops to assess whether the parks and recreational system is meeting the needs of the community.

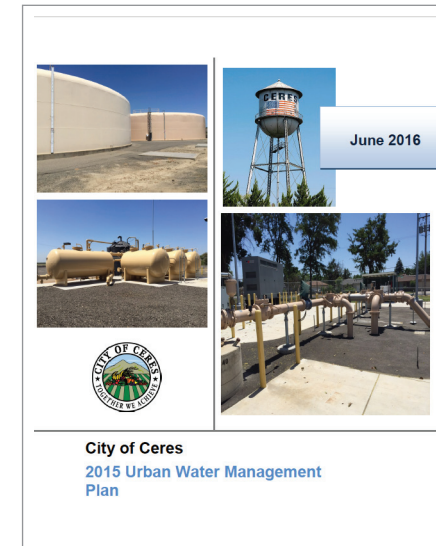
6.C.25 Parks and Recreation Master Plan. Use the Parks and Recreation Master Plan as the primary tool for planning specific capital improvements and programming, and update periodically based on community feedback, demographic changes, and recreation trends.

6.4 WATER SUPPLY AND DEMAND

This section presents guiding policies to maintain sufficient and safe water resources for commercial, industrial, and residential use. The City's water system is described in detail in the City's Urban Water Management Plan (UWMP). The UWMP assesses water supply and demand, uses, quality, and planned improvements to the system, and is updated every five years. The 2015 Urban Water Management Plan was adopted in 2016.

WATER SUPPLY AND DISTRIBUTION SYSTEM

Ceres supplies water to nearly all the residential, municipal, and industrial water users within the city limits (with the exception of the northwest portion of the city, where water is provided to around 1,200 people in the North Ceres and Walnut Manor areas by the City of Modesto). In addition, Ceres provides water to a few customers outside city limits including schools, a few businesses and residences, and the Monterey Park Tract Community Services District. Areas to the west, south, and east of the city limits include various types of developments (e.g. churches, mobile home parks, industrial developments) served either by small water systems with wells, or private wells. The City's existing water system is shown in Figure 6-3.



Existing City Water Facilities

- Well
- Tank

Existing City Water Mains

- < 10-inch Diameter
- 10 - 12-inch Diameter
- > 12-inch Diameter

City of Ceres

- Ceres Sphere of Influence
- General Plan Planning Area

Sources: Esri, USGS, NOAA

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MILES

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

Groundwater Facilities

City water is derived exclusively from the Turlock Groundwater Subbasin of the San Joaquin Valley Groundwater Basin through a series of 12 active wells operated by the City. Several of these wells have water quality concerns – two are equipped with wellhead treatment systems to ensure that water quality meets federal and State drinking water standards. According to the 2015 UWMP, these active wells are capable of producing approximately 15.7 million gallons per day (mgd), but more realistically produce about 13.6 mgd. The City has constructed two new wells, but as of 2017 they are not yet equipped, meaning that the pumps, piping, and treatment systems have not been constructed. When equipped, these wells will increase the City's groundwater supply by nearly 2.7 mgd.

Non-Potable Water Facilities

Raw water, from non-potable, shallow, park wells are utilized for some irrigation uses because they do not require the same standards as drinking water.

Distribution System Facilities

The City's water distribution system consists of approximately 140 miles of water system pipelines. There are two ground-level water storage tanks (reservoirs) with a combined storage capacity of 3.8 million gallons (mg) that currently serve the city. The reservoirs have an associated booster pump station to pump water from the reservoirs into the distribution system. During periods of high demand, water is pumped from the tanks into the distribution system to supplement well supplies. The tanks have a pressure regulating altitude valve. This allows refilling of the tanks during low demand times without lowering the system pressure to unacceptable levels.

WATER DEMAND AND SUPPLY

As shown in Table 6-4, in 2016, Ceres met all of its water customer's demands by pumping groundwater from the active wells. Historically, when more water was needed (demanded), the city pumped (supplied) more water. When less water was needed (demanded), the city pumped (supplied) less water. Consequently, the historical water demands and supplies have exactly matched each other. Future water demand in Ceres is expected to increase to 3,909 mg/year by 2035, and the supply is expected be able to meet demand. However, the City must continually update water demand projections in order to adequately plan for alternative water sources, should demand at any point exceed available supply.

Table 6-4: City of Ceres Water Supply and Demand (mg/year)¹

	2016²	Projected 2035
Demand⁴	1,975	3,909
Supply	1,975	3,909
<i>Groundwater Supplies⁵</i>	1,975	2,084
<i>Surface Water Supplies⁶</i>	0	1,825

Notes:

1. Table accounts for water demand in the City of Ceres water service area, and excludes areas in Walnut Manor and North Ceres served by the City of Modesto.

2. 2016 water demand based on actual 2016 service area water usage, according to the City of Ceres.

3. 2035 water demand projections were based on a buildout population of 96,000 people and a conservative estimated 2035 water use of 125 gpcd (gallons per capita per day). The buildout population of 96,000 is from the 2011 Water Master Plan and is greater than the estimated buildout of this General Plan.

4. Average yearly water demand

5. Assumes projected groundwater usage based on historical 10-year average computed by West Yost, 2011

6. Based on current Regional Surface Water Supply Project agreement (SRWA, 2011), 1,825 mg/year of surface water supply will be available for use beginning in 2020.

Sources: City of Ceres Urban Water Management Plan, 2015; West Yost Associates, 2017; City of Ceres, 2017.

Potential Future Supply Issues

Ceres' groundwater resources alone will most likely not be able to sustain projected population growth in Ceres and throughout Stanislaus County. Stanislaus County relies on the same aquifer as the city, and County population growth has been projected to be even greater than the city's, causing an increase in the demand placed upon the groundwater aquifer. In addition, the State's Sustainable Groundwater Management Act (SGMA) may affect the City's ability to increase groundwater pumping in the future. The City is a member of the West Turlock Subbasin Groundwater Sustainability Agency, which is responsible for the creation of Groundwater Sustainability Plan (GSP) for the subbasin.

The ability of the aquifer to meet all the water demands is uncertain for several reasons. Drought conditions have shrunk groundwater levels in the subbasin under the Planning Area, and the extent to which these conditions have impacted water supply levels is unknown. Furthermore, contamination in the groundwater, including arsenic, uranium, nitrate, and trichloropropane, coupled with increasingly stringent regulatory requirements, have led to concern over the reliability of the groundwater supply. It is estimated that 70 percent of the City's water supply may exceed the trichloropropane Maximum Contaminant Level (MCL). Thus, the City will be required to either treat the well water with activated carbon or abandon the well.

PLANNED IMPROVEMENTS

Surface Water

As a consequence of limited groundwater resources, Ceres is developing a surface water supply in cooperation with other regional water suppliers. The Stanislaus Regional Water Authority's (SRWA's) Regional Surface Water Supply Project will include numerous improvements within the cities of Turlock and Ceres to pump water from the Tuolumne River, treat it to drinking water standards, and then deliver it to the service areas of each community. The Turlock Irrigation District (TID) has an existing water right on the Tuolumne River, and the cities of Ceres and Turlock have entered into an agreement with TID for water supply over several phases. Projected water system improvements are shown in Figure 6-4, and include wells, storage reservoirs, and pipelines. The TID plans to provide the City with 1,825 mg/year of surface water supply starting in 2020, as shown in Table 6-4. With the surface water supply, the City can meet all of its projected water demands through the year 2035.

CONSERVATION

Ceres sets water demand reduction targets in order to conserve the city's limited supply. Senate Bill X7-7 (SB X7-7), also known as the Water Conservation Act of 2009, established a goal of achieving a 20 percent statewide reduction in urban per capita water use by the year 2020. Ceres first addressed compliance with SB X7-7 in its 2010 UWMP, and updated its 2020 target in the 2015 UWMP update. The City selected two baseline periods in 2010 to determine 2015 and 2020 reduction targets. The first was a 10-year baseline period from 2001 to 2010, and the second was a five-year baseline period from 2005 to 2009. As seen in Table 6-5, Ceres was successful in achieving its 2015 target, and should its usage trends continue, will also make its 2020 demand reduction target. Policies intended to curb water demand and reduce water usage will assist the City in continuing to achieve conservation targets through the 2035 horizon.

**Table 6-5: Water Use Targets and Current Use
(Gallons per Capita per Day)**

	<i>Average Baseline Use</i>	<i>2015 Interim Target</i>	<i>2015 Actual Use</i>	<i>2020 Target</i>
10 Year Baseline Period (2001-2010)	224	202	123	180
5 Year Baseline Period (2005-2009)	219	-	-	-

Source: City of Ceres Urban Water Management Plan, 2015.

GOALS AND POLICIES

Goal 6.D Ensure a safe and reliable potable water supply and delivery system sufficient to meet the current and future needs of the city.

6.D.1 Adequate Water Supply for New Development. Approve new development that relies on a public water system only where an adequate water supply and conveyance system already exists or will be provided.

6.D.2 Efficient Water Use. Promote efficient water use and reduced water demand by:

- Requiring water-conserving design and equipment in new construction, encouraging water-conserving landscaping and other conservation measures, and encouraging retrofitting existing development with water-conserving devices;
- Developing public education programs targeted to residents of all ages;
- Distributing outdoor lawn watering guidelines;
- Continuing metering and conservation efforts and assessing the effectiveness of these programs;
- Promoting water audit and leak detection programs;
- Enforcing water conservation programs, including the City's Water Efficient Landscape Ordinance; and
- Limiting a percentage of hardscape in favor of landscaping in front yard areas of residential lots.

6.D.3 Reclaimed Wastewater. Investigate and promote, to the extent feasible, the use of reclaimed wastewater to offset the demand for new water supplies. Such programs may include: dual water systems for potable and non-potable water; reuse of grey water in homes or businesses for irrigation; and reuse of sewage effluent for irrigation of crops, golf courses, or city irrigation.

6.D.4 Aquifer and Wellhead Protection. Promote aquifer and wellhead protection programs to limit infiltration of pollutants that might contaminate the groundwater supply.

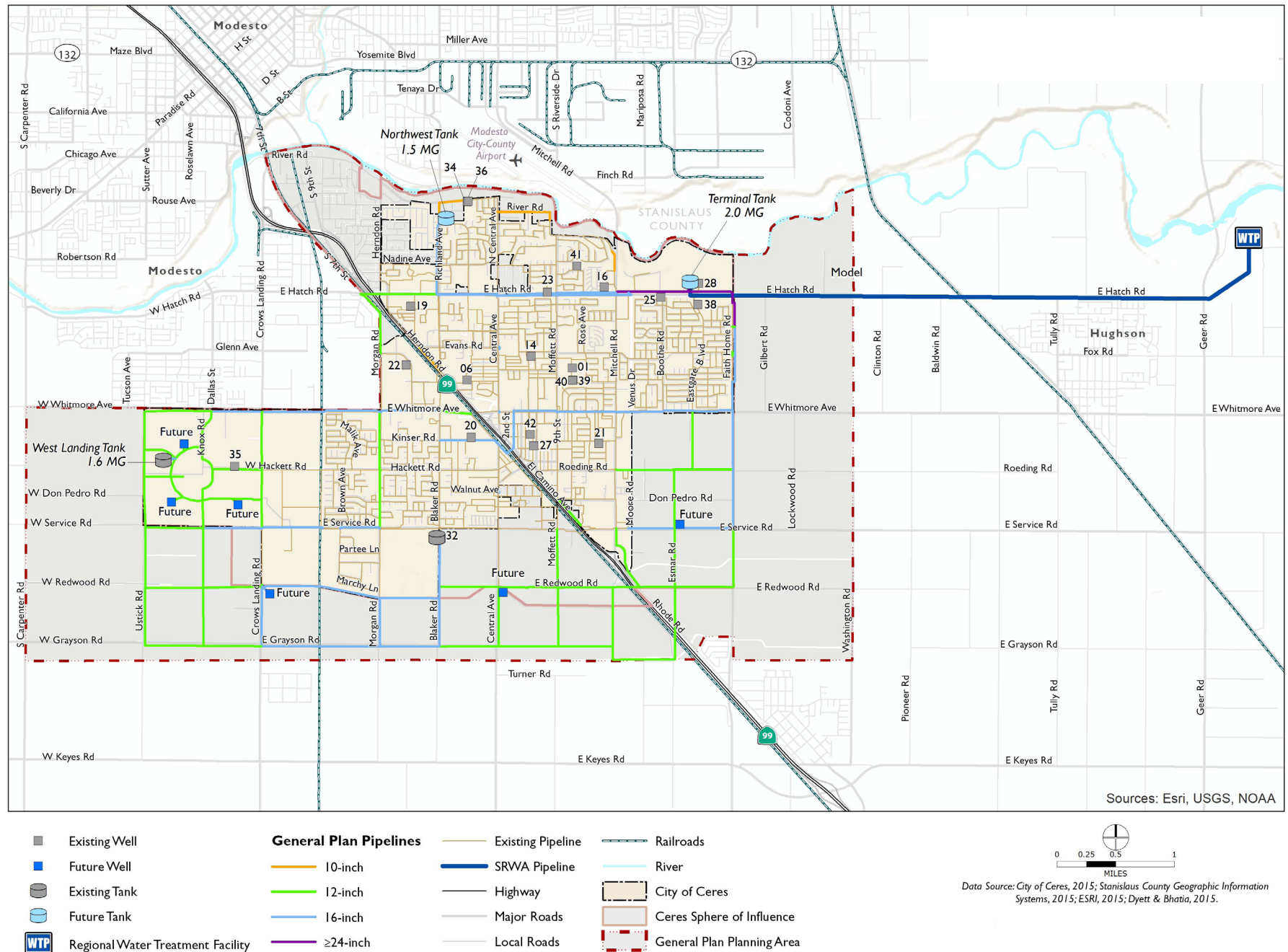
6.D.5 Turlock Groundwater Subbasin. Continue to participate in the West Turlock Subbasin Groundwater Sustainability Agency and other efforts to preserve existing groundwater quality and to ensure future supplies of the Turlock Groundwater Subbasin of the San Joaquin Valley Groundwater Basin. Ensure groundwater management policies are compliant with the State Sustainable Groundwater Management Act.

Photo Source: Don Cool



Due to limited groundwater resources, Ceres is working with the Stanislaus Regional Water Authority on improvements to pump water from the Tuolumne River.

Figure 6-4: Projected Water System Improvements





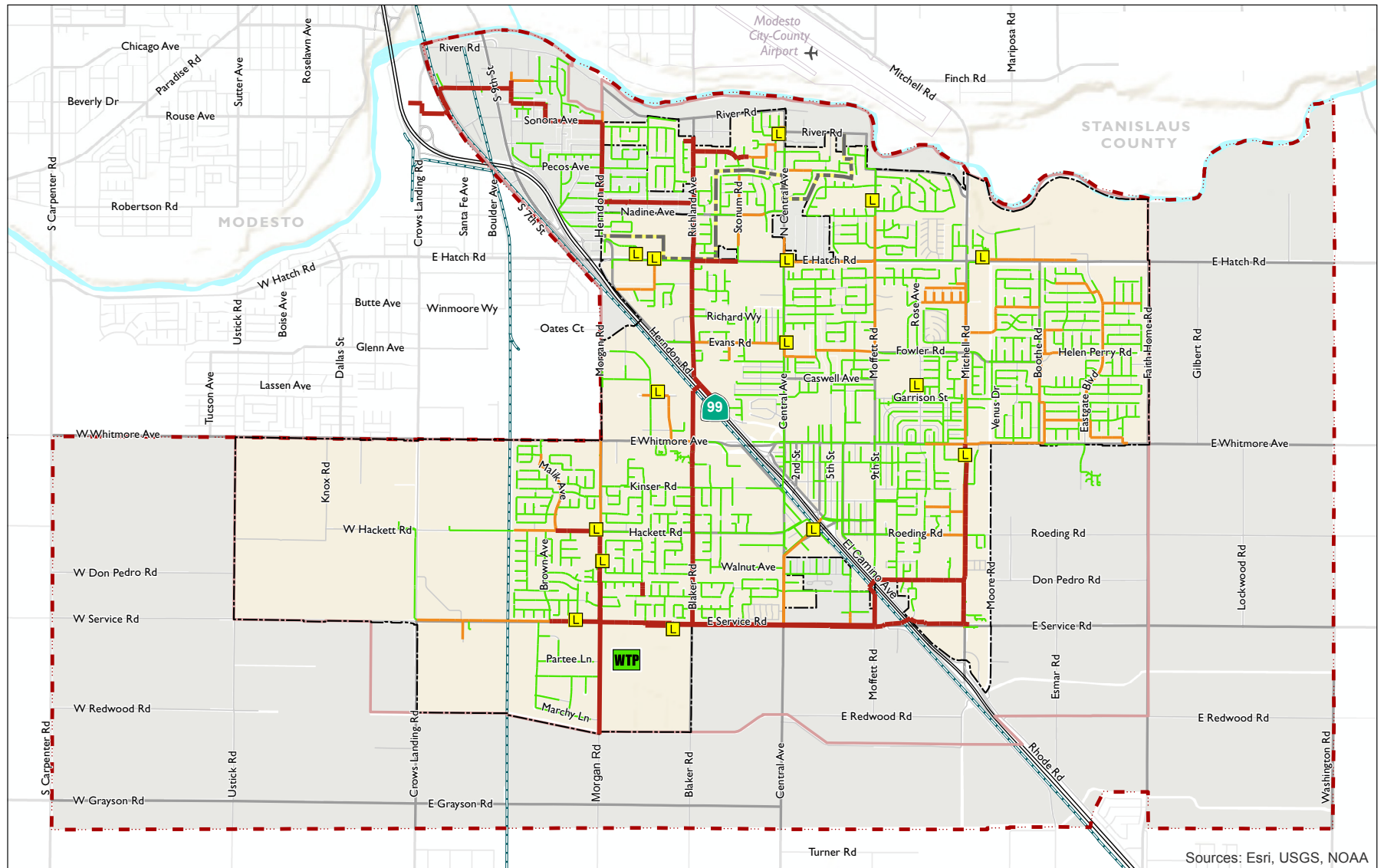
Agreements with both the City of Modesto and the City of Turlock to treat wastewater at their respective plants help meet the need for wastewater treatment in the Planning Area.

6.5 WASTEWATER, STORMWATER, SOLID WASTE, AND OTHER UTILITIES

WASTEWATER COLLECTION AND TREATMENT

The Ceres Sewer Service Area consists of approximately 4,100 acres of land with about 13,800 sewer connections, covering all portions of the Planning Area, except those designated for agriculture. Approximately 280 developed parcels between Herndon Road and Mitchell Road are not provided wastewater services by the City; these areas have on-site septic tanks and leach field systems. Approximately 75 percent of the wastewater generated from residential, commercial, institutional, and industrial users in the Sewer Service Area is received at the City's Wastewater Treatment Plant (WWTP). The remaining flows, which are generated in the North Ceres Sewer Service Area (NCSSA) are delivered to the City of Modesto treatment plant. The Ceres WWTP treats wastewater through a variety of processes and facilities, including headworks, aerated treatment ponds, filters, and percolation ponds. Due to limited capacity at the Ceres WWTP, some of the flow (up to 2.0 million gallons per day) is partially treated at the Ceres WWTP before it is pumped to the City of Turlock's wastewater treatment plant for the remaining processing. According to the 2012 Sewer System Master Plan (SSMP), the capacity of the Ceres WWTP, including the flow to Turlock's treatment plant, is approximately 4.5 million gallons per day of Average Dry Weather Flow (ADWF). The WWTP location and the existing wastewater system is shown on Figure 6-5. Table 6-6 shows the existing and potential wastewater flows generated in Ceres in 2035.

Figure 6-5: Existing Wastewater System



Sources: Esri, USGS, NOAA




Existing City Sewer Facilities

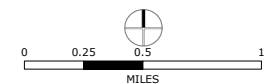
- L** Lift Station
- WTP** Wastewater Treatment Plant

Existing City Sewer Mains

- < 10-inch Diameter
 10 to 12-inch Diameter
 > 12-inch Diameter

-
- North Sewer Boundary Line

-  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.

Table 6-6: Wastewater Flows in Ceres (mgd)

	2016		2035	
	<i>Average Sanitary Flow (ASF)¹</i>	<i>Peak Hour Flow (PHF)⁴</i>	<i>Average Sanitary Flow (ASF) Projected^{2,3}</i>	<i>Peak Hour Flow (PHF) Projected</i>
To Ceres WWTP ⁴	2.4	9.6	8.1	20.7
To Modesto WWTP (from North Ceres Sewer Service Area)	1.3	3.3	1.3	4.0
Total	3.7	13.2	9.5	25.0

Notes:

At the conclusion of the General Plan, both the Ceres wastewater and water master plans will be updated.

1. Average Sanitary Flow (ASF) is “spent water” entering the sewer not including infiltration or inflow. Because little summer infiltration is experienced in Ceres due to porous soils and low groundwater levels, ASF is similar to Average Dry Weather Flow (ADWF).

2. The projected flows are based on assumed flow factors associated with each land use designation in the Land Use Diagram, and full buildout of the General Plan Planning Area.

3. Peak Hour Flow (PHF) represents the maximum flow in any hour during the year due to storm events.

4. Calculations based on land use. Only about 10 percent of the industrial reserve and none of the residential reserve are projected to develop at buildout.

5. Includes 1.0 mgd that flows to the WWTP but is subsequently sent to the City of Turlock’s WWTP.

Source: West Yost Associates, 2017.

Needed Improvements

Assuming the development of all parcels in the Planning Area according to the Land Use Diagram (more development than the estimated buildout in Chapter 2: Land Use and Community Design Element), the projected ASF to the City's WWTP is projected to be approximately 8.1 mgd, well above the WWTP's current capacity (ADWF and ASF are essentially the same for the City and can be used interchangeably). Depending on the rate of development and population growth, the City may need to increase the WWTP's processing abilities as well as enter into new agreements to explore sending wastewater to treatment plants with excess capacity.

The 2013 SSMP provides wastewater treatment and export planning that is intended to help address increased wastewater levels. Under the SSMP, wastewater from the NCSSA would continue to be treated at Modesto's treatment plant, and Ceres would fund development to begin exporting wastewater to Modesto's Jennings WWTP. Ceres would also provide funding for pumps to increase capacity at Turlock's wastewater treatment facilities. The Ceres WWTP would be improved with increased pumping capacity. The City has already addressed capacity issues in several problem areas identified in the SSMP, including the Barbour Pump Station and new trunk sewers in Service Road and Mitchell Road. With the totality of these planned improvements, Ceres will have the ability to treat increased wastewater generation through 2035. Projected wastewater system improvements are shown in Figure 6-6.



Limited capacity at the Ceres Wastewater Treatment Plant may require improvements and new agreements with neighboring facilities.

Legend

- ① Sub Area Identification
- (3.45) Capacity (mgd) at 70% Full Depth (d/D)
- LS Lift Station
- FM Force Main
- Sewer Service Trunk
- Phase II Development, Peak Flow in mgd
- Phase III Development, Peak Flow in mgd
- Existing Ceres Sewer Service Area

Map Details:

- Streets:** Ustick Rd, Crows Landing Rd, E Hatch Rd, E Whitmore Ave, Morgan Rd, Blaker Rd, Central Ave, Moffett Ave, Mitchell Rd, Moore Rd, Roeding Rd, Don Pedro Rd, E Service Rd, E Redwood Rd, Grayson Rd, Upper Lateral No. 2.
- Lift Stations:** LS#1, LS#2, LS#3, LS#4, LS#5.
- Force Mains:** FM1, FM1A, FM2, FM3.
- Sewer Service Trunks:** FM2, FM3.
- Other Features:** WWTP, Eastgate, Lower Lateral No. 2, Upper Lateral No. 2.

Capacity and Peak Flow Data:

Sub Area	Capacity (mgd)	Peak Flow (mgd)
1	2.63	0.07
2	0.07	0.23
3	0.23	0.07
4	1.44	0.07
5	0.07	0.07
6	1.50	0.07
7	1.45	0.07
8	1.58	0.07
9	0.49	0.07
10	1.04	0.07
11	0.96	0.07
12	0.85	0.07
13	0.22	0.07
14	0.90	0.07
15	1.43	0.07
16	0.68	0.07
17	1.33	0.07
18	0.35	0.07
19	0.45	0.07
20	0.22	0.07
21	0.17	0.07

Scale: 1" = 2000'

North Arrow: N

6-36 | CERES GENERAL PLAN

STORMWATER FACILITIES

Ceres' storm drain system, as shown in Figure 6-7: Existing Stormwater Infrastructure, includes over 1,541 drain inlets, over 80 miles of storm drain pipe, 40 retention/detention ponds, 40 pump stations, 25 French drains, and 80 rock (dry) wells. There is not a single city-wide storm drainage system, but rather several individual smaller storm drainage systems.

Stormwater runoff is disposed of by percolation ponds at the WWTP, discharge to four TID canals at a total of 25 locations, and discharge in four locations to the Tuolumne River. The majority of stormwater runoff flows into detention basins, with only a limited number of neighborhoods discharging directly to a TID canal or to the river. Discharge to the TID canals from detention basins occurs only after the basins have filled.

Discharge to TID facilities is permitted under the 1996 Master Storm Drain Agreement between TID and the City. Based on this agreement, TID can require the City to discontinue discharging stormwater runoff into the TID canals if necessary to limit the flow in the canal to the canal's capacity or for canal maintenance. There is no secondary or back-up stormwater runoff disposal option. In some past storm events, the requirement to stop the stormwater discharge has led to flooding within the city. Typically, the most vulnerable areas to flooding include the area bordered by Fowler Road, Mitchell Road, Whitmore Avenue, and Moffett Road, as well as the area roughly defined by Acorn Lane/Fowler Road, 10th Street/Rose Avenue, Don Pedro Road, and North Central Avenue/SR 99. See Chapter 5: Health and Safety Element for more information on flood hazards.

The City's stormwater system design is based on a 50-year, 24-hour storm, in accordance with Stanislaus County's Storm Drain Design Manual and City improvement standards. Nevertheless, significant storm events (10-year events and above) have the potential to cause widespread overflows of the City's drainage system. Some older areas of the city, in particular, may have flooding problems in storms that exceed half-inch per hour of rainfall. Street flooding due to storm clogged storm drain inlets is generally cleared within a half day. In recent years, new development projects have been required to use on-site percolation systems to dispose of the stormwater runoff.

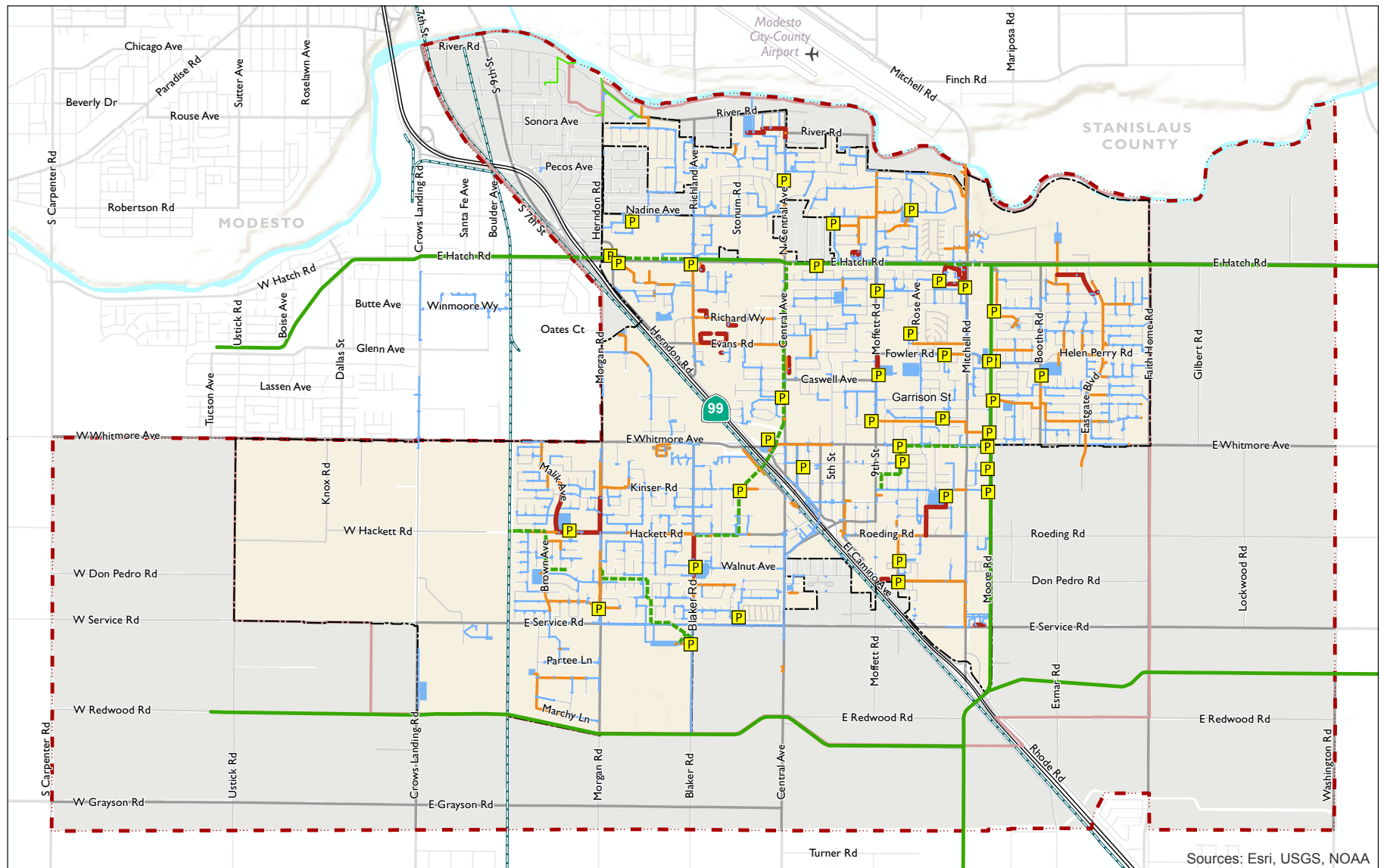


Low impact development standards, such as bioswales and permeable surfaces, help absorb rainwater to complement the stormwater drainage system and reduce runoff.

Needed Improvements

As additional development occurs in Ceres, the amount of impervious surface will increase, leading to higher levels of runoff that can contribute to flooding and water contamination. With major development projects on the horizon, including Whitmore Ranch and West Landing, as well as longer-term development anticipated under the General Plan through 2035, the City will potentially need to construct new stormwater infrastructure, shown in Figure 6-8: Projected Stormwater Infrastructure Improvements, in confluence with this development. In addition to the infrastructure, each development area will also need a system of smaller storm drains that convey the runoff to the trunk drains. This General Plan encourages developers to utilize low impact development (LID) standards in order to minimize runoff. LID standards include designing sites to feature canopy trees and shrubs to absorb rainwater, use of permeable paving, use of bioswales and bioretention basins, and other techniques. The City will identify additional stormwater improvements through preparation of a citywide stormwater master plan or through development of stormwater plans for the individual development projects.

Figure 6-7: Existing Stormwater Infrastructure



Sources: Esri, USGS, NOAA

Existing City Storm Facilities

- P Storm Water Pump Station
- Storm Water Basin

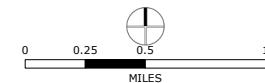
Existing City Storm Drains

- < 24-inch Diameter
- 24 - 36-inch Diameter
- > 36-inch Diameter

Other Existing Storm Conveyance System

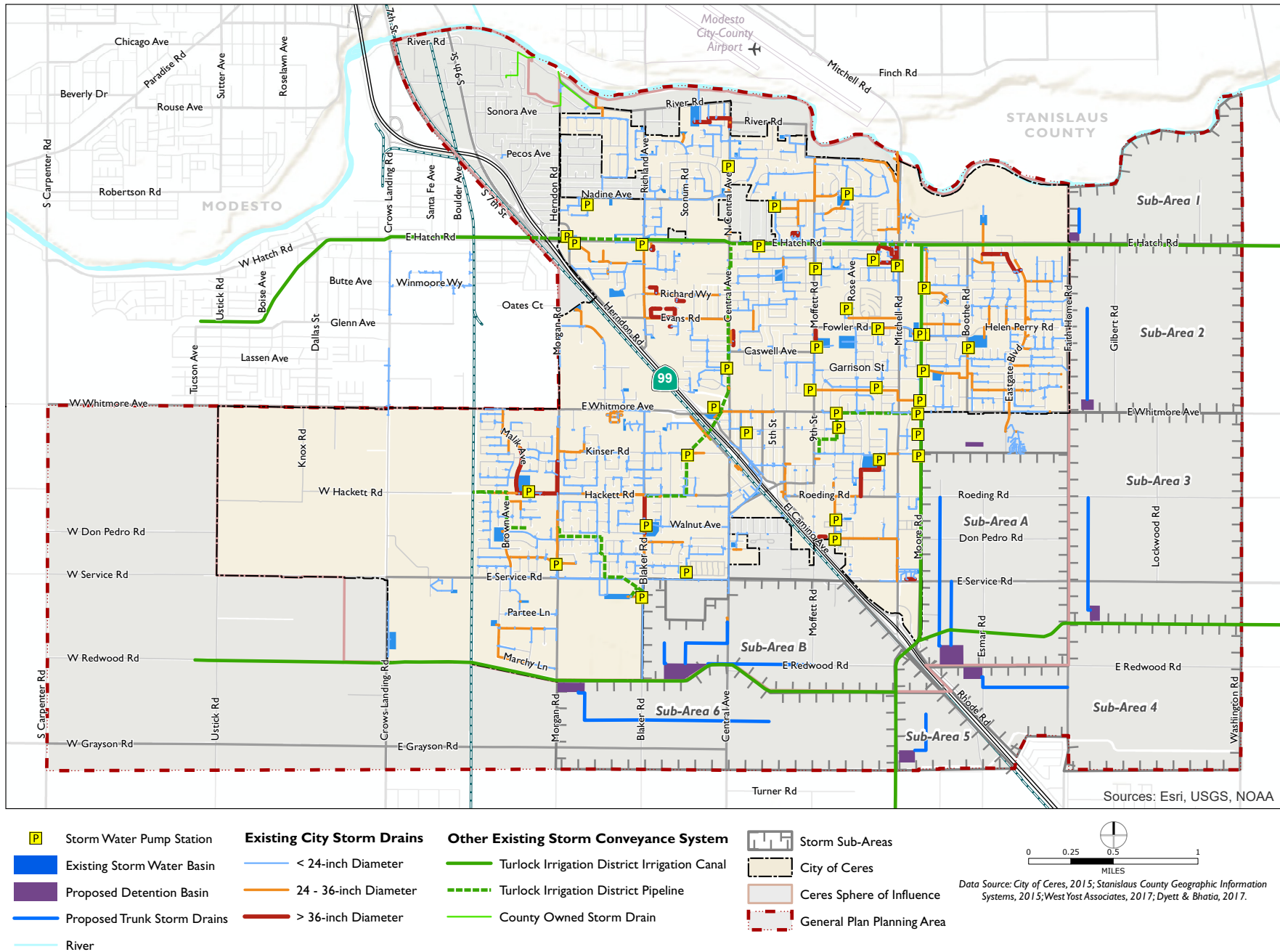
- County Owned Storm Drain
- Turlock Irrigation District Irrigation Canal
- Turlock Irrigation District Pipeline

- 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; Dvett & Bhatia, 2015.

Figure 6-8: Projected Stormwater Infrastructure Improvements



SOLID WASTE

Ceres is currently contracted with Bertolotti Disposal for solid waste and recycling collection, bulky item pick-up, and leaf and limb pick-up. Ceres residents can dispose of hazardous waste, including batteries, herbicides, pesticides, pool cleaners, batteries, electronics, and automotive facilities at Stanislaus County facilities. Bertolotti Disposal sends solid waste to the Fink Road Landfill and the Stanislaus Resource Recovery Facility (SRRF), a waste to energy facility that serves the whole county.

SRRF is a solid waste disposal, resource recovery, and electric generating facility capable of burning 800 tons of trash per day. The facility was developed pursuant to a service agreement with the City of Modesto and the County of Stanislaus. Since beginning operation in 1989, SRRF has processed over 4.9 million tons of garbage and generated over 2.4 billion kilowatt-hours of electricity.

Stanislaus County Regional Solid Waste Planning Agency estimates that the county has adequate disposal capacity to serve the county until 2027. The County anticipates applying for approval of a new Solid Waste Facility Permit to expand the capacity by the end of fiscal year 2017-2018. The County has acquired land adjacent to the Fink Road Landfill site in order to extend the life of the landfill by 10 to 20 years.

Trash can be diverted away from landfills through strategies such as recycling, composting, reuse, and waste reduction. Waste reduction and diversion reduces greenhouse gas emissions, methane production, and the burden on landfills to accommodate waste. In order to meet or exceed the State mandates for solid waste reduction or diversion, Ceres partners with Stanislaus County and participates in the Countywide Integrated Waste Management Plan.

OTHER UTILITIES

Utilities such as electricity, natural gas, and internet services are essential for everyday life in Ceres. It is crucial that infrastructure for these utilities expands to meet the needs of the community as development occurs with high-quality and accessible service.

One utility sector becoming increasingly important is high-speed internet. Access to reliable, high-speed internet service is a critical standard of modern life. In addition, the City must utilize the best available technology to convey information to residents. Residents increasingly receive information through the City website and social media, and communicate with each other and the City through email and online messaging. This General Plan supports measures to improve information technology services throughout the community.



Turlock Irrigation District aims to provide safe, affordable, and dependable energy to its customers in Ceres.

GOALS AND POLICIES

Goal 6.E Ensure adequate wastewater collection and treatment and the safe disposal of waste in a timely fashion to support the needs of current and future Ceres residents.

- 6.E.1 Wastewater Treatment Facility Capacity.** Ensure wastewater treatment facility capacity is available to serve planned urban development within Ceres.
- 6.E.2 Wastewater System Demand Reduction.** Promote reduced wastewater system demand through efficient water use by:
- Requiring water-conserving design and equipment in new construction;
 - Providing information about water-conserving devices to property owners and residents; and
 - Designing wastewater systems to minimize inflow and infiltration to the extent economically feasible.
- 6.E.3 On-Site Wastewater Treatment and Disposal.** Prohibit new on-site wastewater treatment and disposal facilities within the City's service area, except where such systems are deemed appropriate and will not pose health risks or risks to groundwater, and where soil conditions, percolation qualities, and topography would support the use of such facilities .
- 6.E.4 Minimize Wastewater Infrastructure Costs.** Minimize infrastructure costs and optimize existing investments in infrastructure by encouraging development of infill sites and areas where wastewater infrastructure exists.
- 6.E.5 Financing Wastewater System Improvements.** Finance repairs to existing and new wastewater collection, treatment, and disposal systems and facilities using transparent and fair strategies, such as development impact fees and monthly service charges.
- 6.E.6 Treated Wastewater.** Assess the possibility of utilizing treated wastewater with each update to the City's Sewer System Master Plan and Urban Water Management Plan.

Goal 6.F Collect and dispose of stormwater in a manner that minimizes inconvenience to the public, reduces burden on existing stormwater facilities, encourages groundwater recharge, minimizes potential water-related damage, and enhances the environment.

- 6.F.1 Storm Drainage Capacity.** Ensure that storm drainage system capacity is sufficient to serve the existing Ceres community and planned urban development within the Planning Area.
- 6.F.2 Reducing Stormwater Runoff.** Encourage project designs that minimize drainage concentrations, minimize impervious coverage, utilize pervious paving materials, utilize low impact development (LID) strategies, and utilize Best Management Practices (BMPs) to reduce stormwater runoff.
- 6.F.3 Low Impact Development.** Promote the use of low impact development (LID) strategies in new development and redevelopment projects, including but not limited to the use of canopy trees and shrubs, vegetated swales, and permeable paving.
- 6.F.4 New Development Stormwater Mitigation.** Require new development to mitigate increases in stormwater peak flows and/or volume. Mitigation measures, such as low impact development (LID) strategies, should take into consideration impacts on adjoining lands in the city and immediately adjacent to the city in unincorporated Stanislaus County.
- 6.F.5 Drainage System Design.** Design all drainage systems to be in accordance with the accepted principles of civil engineering, the adopted Storm Drainage Master Plan, and adopted storm drainage design standards and specifications.

6.F.6 Surface Drainage Disposal. Require that new development have surface drainage disposal accommodated in one of the following ways:

- Positive drainage. Positive drainage to a river, stream, creek, or other natural water course;
- Irrigation facility. Drainage into an irrigation district facility, either by gravity or pumping, pursuant to the City of Ceres – Turlock Irrigation District agreement;
- Drainage ponds. Ponds, either in individual lots within a subdivision or in the case of larger developments, within a drainage basin;
- Drainage unit. Use of French drains within depressed areas of the street right-of-way for those subdivisions or portions of subdivisions of such size that positive drainage, irrigation into a facility, or drainage ponds is not feasible, as determined by the City Engineer; or
- On-site drainage. Drainage retained on-site within the development.

Commercial development must accommodate drainage on-site unless positive drainage or irrigation facility methods described above are available and the development participates in a system to address on-site drainage as approved by the City Engineer. All on-site industrial drainage must remain on-site and require full paving improvements. Encourage commercial and industrial development to integrate on-site storm drainage facilities with landscaping.

6.F.7 Grading. Require appropriate mitigation, such as temporary mulch or revegetation, for grading activities during the rainy season to avoid sedimentation of storm drainage facilities.

See Municipal Code Chapter 13.18.120.

6.F.8 Surface Water Runoff. Require projects that have significant impacts on the quality of surface water runoff to incorporate mitigation measures as described in Municipal Code Chapter 13.18.120.

6.F.9 Pollutant Discharge Requirements. Ensure that future drainage system requirements comply with applicable State and federal pollutant discharge requirements.

See also the Water Quality section in Chapter 4: Agricultural and Natural Resources Element for more information about reducing the amount of pollutants in stormwater.

6.F.10 Storm Drainage System Operation and Maintenance. Minimize operational complexities and maintenance requirements of the storm drainage system.

6.F.11 Stormwater Detention Facilities. Allow stormwater detention facilities to mitigate drainage impacts and reduce storm drainage system costs. To the extent practicable, design stormwater detention facilities for multiple purposes, including recreational and/or stormwater quality improvement.

See Policy 6.C.14.

6.F.12 Stormwater Reuse. Use stormwater of adequate quality to replenish the local groundwater basin, restore wetlands and riparian habitat, and irrigate agricultural lands, or as open space or recreational enhancements.

6.F.13 Federal Stormwater Quality Requirements. When necessary to meet federal stormwater quality requirements, establish a storm drain utility to address these requirements on a citywide basis.

Goal 6.G Ensure the safe and efficient disposal, composting, or recycling of solid waste generated in Ceres.

6.G.1 Waste and Recycling for New Development. Require waste and recycling collection in all new development, and require that all new development complies with applicable provisions of the City of Ceres Source Reduction and Recycling Element and the Stanislaus County Integrated Waste Management Plan.

6.G.2 Promote Waste Reduction. Promote maximum use of solid waste source reduction, recycling, composting, and environmentally-safe transformation of wastes to residents and businesses via educational flyers, public outreach events, information on the City website, and other appropriate methods.

6.G.3 Recycling Facilities. Encourage development of regional and community-based recycling facilities in heavy commercial and industrial areas.

- 6.G.4 Screening of Waste, Composting, and Recycling Containers.** Require screening of waste, composting and recycling containers in commercial, industrial, and multi-family residential areas from public rights-of-way.
- 6.G.5 Landfill Capacity.** Continue to work with Stanislaus County to determine if additional sites are needed with sufficient time before landfill capacities are reached.
- 6.G.6 Waste Reduction and Diversion.** Meet State standards for waste reduction and diversion.
- 6.G.7 Solid Waste Reduction.** Ensure 75 percent of solid waste generated be source-reduced, recycled, or composted by the year 2020 and beyond, per Assembly Bill 341.
- 6.G.8 Composting Facility.** Pursue development of a composting facility within Ceres.

Goal 6.H Promote adequate levels of service for utilities provided by private companies and minimize negative effects on surrounding development during utility construction.

- 6.H.1 Coordinate Utility Planning.** Work closely with utility companies to coordinate on the planning of major development projects.
- 6.H.2 Undergrounding of Utilities.** Require the undergrounding of utilities for all new development.
- 6.H.3 Utility Upgrades.** Promote technological improvements and upgrading of utility services in Ceres.

Goal 6.I Utilize information technology as a communication medium to improve professional efficiency, reduce dependency on nonrenewable resources, take advantage of ecological and financial efficiencies offered by an array of technologies, and inform residents.

- 6.I.1 Support Infrastructure Development.** Facilitate and support development of the infrastructure necessary for all residents, businesses, and institutions to use and benefit from new communication technologies.
- 6.I.2 Prewiring Industrial Areas and Business Parks.** Evaluate the feasibility of prewiring industrial areas and business parks in order to leverage technology infrastructure to businesses.
- 6.I.3 Infrastructure Planning.** Collaborate with counties, cities, and agencies in order to coordinate regional information technology infrastructure planning.
- 6.I.4 Civic Participation.** Capitalize on technology-based communications that provide residents the ability to participate in City governance.
- 6.I.5 Utilizing Technology for Communication.** Continue to use technology-based communications, including the City's website, as a tool in providing governmental information to the public.

6.6 PUBLIC SAFETY AND EMERGENCY MANAGEMENT

POLICE SERVICE

Police services in the Planning Area are provided by the Ceres Police Department and the Stanislaus County Sheriff's Department. As shown in Figure 6-9: Public Safety Facilities, the Police Department is headquartered at 2727 Third Street, Downtown near the Ceres Community Center and Ceres Fire Department, while the Stanislaus County Sheriff's Department is located on the western side of the city near other County offices. The Ceres Police Department provides a full range of police services with 46 sworn officers in fiscal year 2016/17, in addition to non-sworn personnel as shown in Table 6-7. The Stanislaus County Sheriff's Department provides general-service law enforcement to unincorporated areas of Stanislaus County, outside of the Ceres city limits.

Staffing and Service Standards

The Ceres Police Department's service ratio goal is 1.3 officers per 1,000 residents. In 2015, there were 1.0 officers per 1,000 residents, indicating that the Police Department would have to increase by about 15 officers to meet the service ratio goal. With the population of Ceres expected to increase to about 69,300 by 2035, an increase of about 30 officers would be necessary to attain a service ratio of 1.3.

Response time refers to the time between dispatch and the first unit's arrival. The average response time in 2015 for priority one (highest priority, major crimes and incidents) calls was about five minutes, though the Police Department does not have response time standards. Establishing response time standards would better allow the Police Department to set long-term goals, measure performance, and allocate resources.

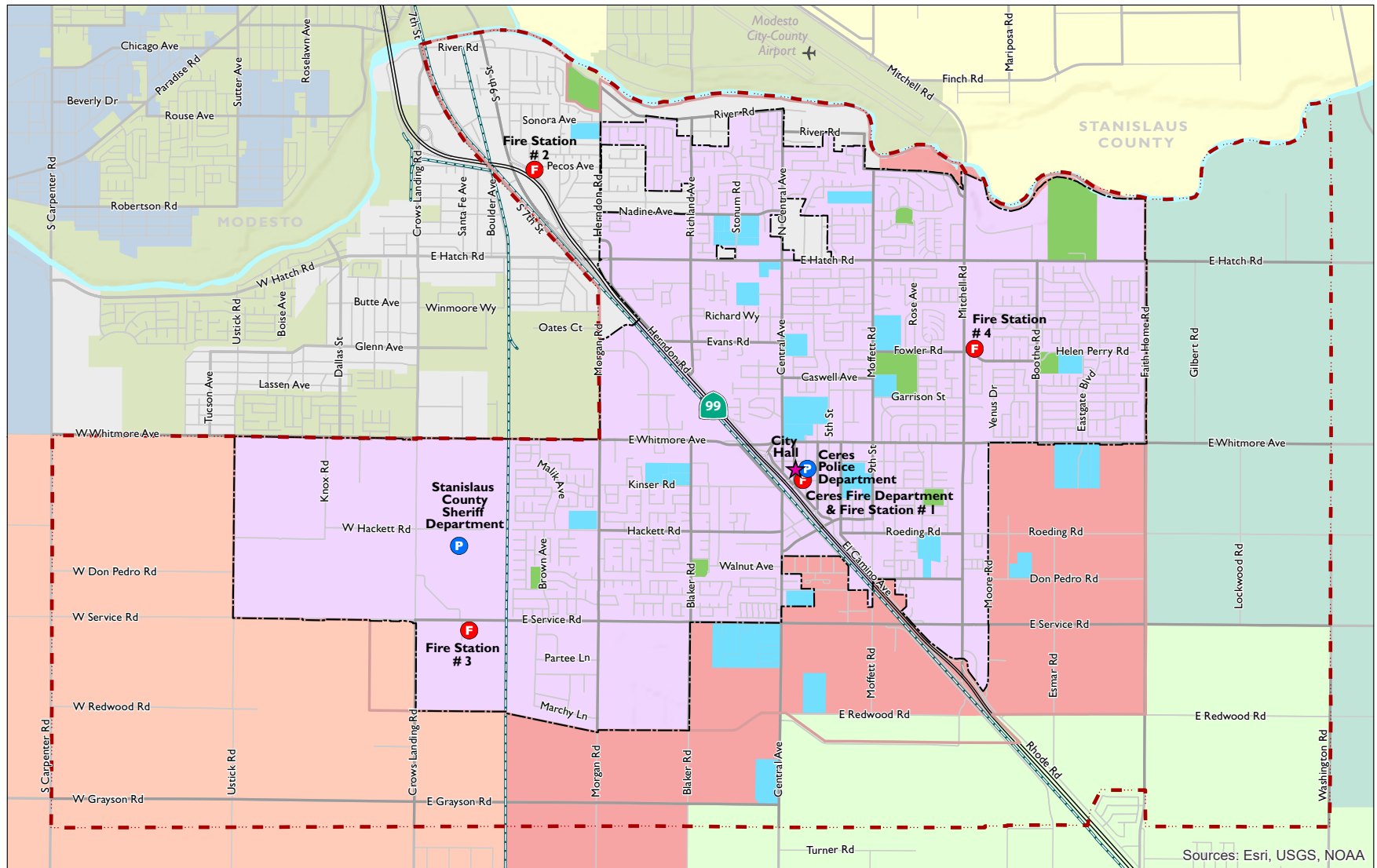
In 2007, Ceres voters passed Measure H, a half-cent local sales tax for public safety. When Measure H is factored in, more than 80 percent of the General Fund is spent on public safety (police and fire). However, despite this funding, there is still a constrained budget within the Police Department that limits the amount of money that can be spent on improvements. As of 2017, the Department is investing in updating its technology to improve the efficiency of staff, including on-line police reporting, body-worn cameras, and Global Positioning Systems.



Photo Source: Don Cool

More than 80% of the Ceres General Fund is spent on public safety, including police and fire.

Figure 6-9: Public Safety Facilities



Sources: Esri, USGS, NOAA

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

Table 6-7: Ceres Police Department Staffing by Divisions

	<i>Number of Employees/Volunteers</i>
Administration (Chief, Captain, 3 Lt)	5
Sergeants	9
Patrol Officers	24
Detectives	3
Traffic	2
School Resource Officers	3
Total Sworn Officers	46
Volunteers in Public Safety	15
Communications (Dispatch)	8
Chaplains	3
Records	3
Community Service Officers	1.5
Code Enforcement	1
Total Non-Sworn Staff	31.5

Source: Ceres Police Department, 2016.

Crime Prevention Through Environmental Design

In addition to police services, additional preventative measures can reduce crime rates and the sense of danger in an area. Crime Prevention Through Environmental Design (CPTED) is a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED principles include natural surveillance or “eyes on the street,” clear delineation and access to public and private spaces, and continued upkeep and maintenance of spaces. The Ceres Downtown Specific Plan recommends designing parks according to CPTED principles. To complement police services, the City should consider crime prevention in the location and design of new development.



The Ceres Fire Department provides fire safety services within the city, as well as on neighboring county land through contracts and a Joint Powers Agreement.

FIRE AND EMERGENCY MEDICAL SERVICES

The City of Ceres Fire Department services 15 square miles, including about 47,000 residents in the city of Ceres. In addition, the City contracts for service with the Ceres Fire Protection District, which allows coverage for approximately 2,000 residents in county land to the south of the city. Under the terms of a Joint Powers Agreement (JPA) with the City of Modesto, the Ceres and Modesto fire departments provide service to the 16,000 residents in the Industrial Fire Protection District in northern Ceres and south Modesto. There are four fire stations in Ceres, including Fire Station #1, which also houses the Department’s administrative headquarters and fire prevention services. Fire stations are mapped in Figure 6-9 and staffing of each station is shown in Table 6-8.

The City of Ceres Fire Department provides fire protection and emergency medical services as well as hazardous materials mitigation, technical rescue fire investigations, and public education. The Fire Department is involved in the early permitting stages of planning and development in order to ensure that buildings are constructed in such a way as to minimize fire hazards, new development is sited to be reachable by fire services, and roads can accommodate turn radii of fire service vehicles. In addition, the Fire Department inspects businesses and residences upon request to ensure adherence to fire safety requirements.

Table 6-8: Ceres Fire Department Staffing and Facilities

<i>Station</i>	<i>Number of staff on duty per day¹</i>
Fire Station #1 2755 Third Street	3
Fire Station #2 830 Pecos Avenue	3
Fire Station #3 420 Service Road	2
Fire Station #4 3101 Fowler Road	3
Administrative Headquarters 2755 Third Street	2
Fire Prevention 2755 Third Street	1

Note:

1. Six of the nine firefighters are funded with a SAFER grant.

Source: City of Ceres Fire Department, 2016.

Staffing and Service Standards

As of 2016, the Department has a staff of 38.5, including one secretary (half time), one chief, three battalion chiefs, 13 captains, 12 engineers, and nine firefighters. Six of the nine firefighters are funded by a two-year Staffing for Adequate Fire & Emergency Response (SAFER) grant. The Fire Department does not have service ratio standards (i.e. number of responders per 1,000 residents), but does aim for the National Fire Protection Association's (NFPA's) National response time standard of responding within nine minutes of the dispatch notification at least 90 percent of the time. During 2015, the average response time for fire and emergency calls in the Planning Area was less than five minutes, well below the target response time.

The Fire Department is likely to need to increase staffing levels in order to provide service for future population growth anticipated under the buildout of the General Plan. According to the Fire Department in 2016, a new station is planned for the West Landing Specific Plan area, and two additional stations may be needed in order to adequately provide fire protection services elsewhere in the Planning Area to serve future population. Though the City provides much of the funding for the Fire Department, many of the firefighter positions are funded by grants. With necessary facility construction and staffing increases on the horizon, the City will need to plan for improvements to maintain public safety.



Photo Source: Don Cool

The average response time for both highest priority police calls and fire emergency calls in 2015 was 5 minutes or less.

GOALS AND POLICIES

Goal 6.J Provide adequate police services to ensure public safety, deter crime, and meet the growing demand for services associated with increasing population and non-residential development in the Planning Area.

- 6.J.1 Police Service Ratio.** Through a service ratio of 1.3 officers per 1,000 residents and patrol arrangements, endeavor to maintain the minimum feasible response times for police calls.
- 6.J.2 Measure and Meet Response Time Standards.** Establish and strive to achieve response time standards. Measure response times and annually review progress in meeting response time standards.
- 6.J.3 Proactive Policing.** Strive for law enforcement to play a proactive, rather than reactive, role in assuring public safety.
- 6.J.4 Public Safety Programs.** Promote public safety programs, including neighborhood watch, child identification and fingerprinting, and other public education efforts for people of all ages.
- 6.J.5 Designing to Improve Public Safety.** Consider public safety issues and Crime Prevention through Environmental Design (CPTED) principles in all aspects of public facility, commercial, and residential project design.
- 6.J.6 Modern Facilities and Equipment.** Within the City's overall budgetary constraints, ensure that law enforcement services have modern facilities and equipment (including patrol and other vehicles, necessary equipment, and support personnel) needed to perform their duties and ensure efficient dispatch and response time.
- 6.J.7 Continue Funding of Police Services.** Continue to ensure that new development funds police facilities, personnel, operations, equipment and maintenance that, at a minimum, maintains the response standards.

Goal 6.K Protect residents of and visitors to Ceres from injury and loss of life, and protect property from fires.

- 6.K.1 Meet NFPA Response Time Standards.** Strive to meet the National Fire Protection Association's (NFPA's) National Response Time Standard of responding within nine minutes of the dispatch notification at least 90 percent of the time.
- 6.K.2 Establish and Achieve Service Ratio.** Establish and strive to achieve service standard ratios (i.e., number of responders per 1,000 residents).
- 6.K.3 Fire Safety Education.** Identify key fire loss problems and design appropriate fire safety education programs to reduce fire incidents and losses, and promote awareness of fire hazards and safety.
- 6.K.4 Project Review.** Endeavor through project review to control fire losses and fire protection costs through requiring use of automatic fire detection, control, and suppression systems.
- 6.K.5 Ensure Adequate Funding for Fire Services.** Within the City's overall budgetary constraints, ensure that fire and emergency medical services have modern facilities, equipment, and staffing needed to perform their duties and ensure efficient response time. Seek grants and funding when facilities, equipment, and staffing needs exceed the City's budget.
- 6.K.6 New Development Funding of Fire Services.** Require new development to develop or fund fire protection facilities, personnel, and operations and maintenance that, at a minimum, maintains the above service level standards.
- 6.K.7 Green Building Standards for Fire Facilities.** As new facilities are needed, ensure stations are sited to ensure equal response times across the city, are designed using green building standards, have adequate access, and are built in a timely manner with new construction.

See also Policy 5.E.2 in Chapter 5: Health and Safety Element for more information about green building standards.

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7

Economic and Community Development

Economic development is a priority of the Ceres community. Throughout the General Plan update process, elected officials, business owners, property owners and residents have shared concern for the lack of good jobs and need for more options to shop and dine in Ceres. In addition, community members have noted the potential for economic growth due to Ceres' location along SR 99, the potential revitalization of Downtown, and the strong schools which could attract businesses and prepare skilled workers. In response to these concerns and opportunities, the City adopted an Economic Development Strategic Plan in 2014, outlining strategies and actions to improve the economy.

The purpose of this element is to complement the Economic Development Strategic Plan by supporting economic growth in Ceres through attracting new businesses and leveraging its existing assets.

Chapter 7: Economic and Community Development Element is organized as follows:

Section 7.1: Employment Growth. Provides an overview of the demographic context in Ceres, current and potential employment, the current and potential jobs/housing balance, and business retention and attraction.

Section 7.2: Fiscal Health. Summarizes the City's fiscal health and describes some of the potential implications of the General Plan for fiscal conditions.

Section 7.3: Community Development. Outlines three main efforts to support community development: Downtown revitalization, attracting tourism, and engaging the community.

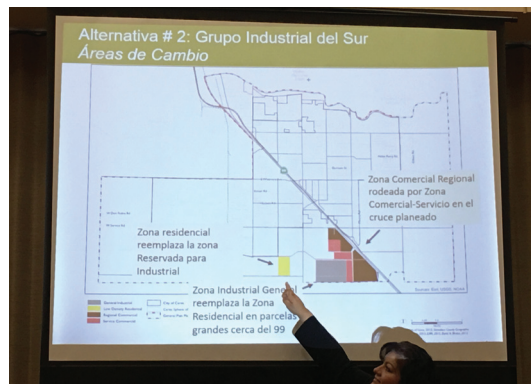
Section 7.4: Goals and Policies. Presents the goals and policies to help support economic and community development through an overall strategic approach focused on business retention and attraction, fiscal health, strong partnerships, and Downtown revitalization.

RELATIONSHIP TO STATE LAW

While the inclusion of economic development is not required as a mandated element of a general plan, California Government Code Section 65303 indicates that a general plan may include additional elements that a community considers important to the physical development of the city.

RELATIONSHIP TO OTHER ELEMENTS

This Element is related to several other elements, as the quality of life, development pattern, and public facilities in the Planning Area all relate to the city's economy and potential for growth. In particular, this Element is closely related to the land use designations as well as the policies relating to Downtown Ceres in Chapter 2: Land Use and Community Design Element, which impact potential business attraction, fiscal health, and Downtown revitalization.



The General Plan community engagement process included meetings in English and Spanish to better understand the community's vision and aspirations.

RELATIONSHIP TO VISION AND GUIDING PRINCIPLES

While the Economic and Community Development Element relates to many Ceres General Plan Guiding Principles, it most closely supports these corresponding statements:

- **Strong Downtown.** Encourage and direct public and private investment in Downtown Ceres to restore it as the physical and cultural center of the city. Enhance Downtown so it becomes vibrant, active, and a place for people to assemble, dine, and socialize in a mixed-use environment.
- **Attractive Destination.** Cultivate Ceres as a unique destination in the Central Valley and for travelers on Highway 99. To the extent possible, ensure that new development visible from Highway 99 offers attractive and unique views from that travel way.
- **Economic Development.** Strengthen job opportunities with industrial and commercial growth, and promote education and job training. Continue to balance provision of streamlined services and entitlements with fiscal responsibility to support the future needs of the city.
- **Revitalization.** Encourage infill development and investment within existing neighborhoods and commercial corridors in order to revitalize areas within the city limits.



Building on the existing branding for Downtown Ceres could help attract new investment to the area and travelers off of SR 99.



New commercial development will provide greater retail options for Ceres residents, as well as sales tax to improve the City's fiscal health.

7.1 EMPLOYMENT GROWTH

DEMOGRAPHIC CONTEXT

Ceres is the third largest city in Stanislaus County behind Modesto and Turlock and has experienced more than ten-fold population growth since 1960, increasing from 4,400 residents to nearly 47,000 in 2015. In comparison, the population of Stanislaus County has experienced less than four-fold population growth, increasing from 157,000 in 1960 to 538,000 in 2015. However, like many communities throughout the Central Valley, Ceres has experienced nominal growth since 2010 due primarily to the impacts of the Great Recession.

Table 7-1 compares population, household size, household income, educational attainment, and race and ethnicity between Ceres, Modesto, Turlock, and Stanislaus County. The median household income in Ceres in 2015 was \$47,858, lower than the median household income in the state as a whole (\$50,125), as well as Modesto (\$48,577) and Turlock (\$51,401). Approximately 30 percent of households in Ceres earn between \$50,000 and \$100,000 per year, with 25 percent of households earning less than \$25,000 annually and 4 percent earning more than \$150,000 annually. Moreover, average household size in Ceres is considerably higher than in Turlock, Modesto, and the state average, suggesting that per capita incomes are likely lower than median household income would imply.¹

Homeownership rates in Ceres are much higher than the state average and the rates seen in neighboring cities. High home-ownership rates reflect both the housing stock available in Ceres (for-sale single-family homes) and the relative stability of the community despite lower household incomes.²

In terms of educational attainment, 32 percent of Ceres residents over the age of 25 lack a high school diploma, a greater proportion than in Modesto, Turlock, and the state. In addition, the Ceres population consists of a smaller proportion of individuals holding a bachelor's degree or higher than in Modesto, Turlock, and the state.

¹2011-2015 American Community Survey 5-year Estimates

²Economic & Planning Systems, Inc. "Demographic, Economic, and Fiscal Conditions in the City of Ceres." August 2016.

Demographically, the majority of Ceres residents, approximately 61 percent, identify as Hispanic or Latino, a far greater proportion than in Modesto, Turlock, or the state. Approximately 29 percent of the Ceres population identify as “White, Not Hispanic or Latino”. In comparison, between 45 and 50 percent of the populations in Modesto, Turlock, and Stanislaus County identify as “White, Not Hispanic or Latino.”

Table 7-1: Demographics of Ceres, Modesto, Turlock, and Stanislaus County (2015)

	<i>Ceres</i>	<i>Modesto</i>	<i>Turlock</i>	<i>Stanislaus County</i>
Population (2015)	46,989	209,186	71,043	532,297
Household Income				
Median Household Income	\$47,858	\$48,577	\$51,401	\$50,125
% of Households Earning <\$25,000	25%	25%	23%	24%
% of Households Earning >\$150,000	4%	7%	8%	7%
Education¹				
Less than High School Graduate	32%	19%	19%	23%
High School Graduate	30%	28%	27%	28%
Bachelor’s Degree or Higher	9%	19%	24%	17%
Race and Ethnicity				
Hispanic or Latino (of any race)	60.7%	37.5%	37.9%	46.3%
White (Not Hispanic or Latino)	28.5%	47.6%	49.9%	44.7%
Black or African American (Not Hispanic or Latino)	1.7%	3.4%	2.1%	2.4%
Asian (Not Hispanic or Latino)	5.5%	7.2%	6.1%	5.2%
Other (Not Hispanic or Latino)	3.6%	4.3%	4.0%	1.4%

Note:

1. For population 25 years or over.

Sources: California Department of Finance; 2011-2015 American Community Survey 5-Year Estimates.



Agriculture and related industries are central to Ceres' economy.

CURRENT AND POTENTIAL EMPLOYMENT

For the most part, Ceres' job profile is dominated by population-serving sectors, or jobs that support services and industries within the local economy. According to the 2015 Q2 California Employment Development Department (EDD), the largest industry sector in Ceres was Local Government and Schools (25 percent of total employment). As seen in Table 7-2, the top two employers in the City of Ceres in 2016 were Stanislaus County followed by the Ceres Unified School District. Following Local Government and Schools, the next largest job sectors were Retail Trade (16 percent), Construction (12 percent), and Accommodation and Food Services (11 percent). Three of the top 10 job generators, including Walmart, Home Depot, and K-Mart, are retailers.

Table 7-2: City of Ceres Top 10 Job Generators (2016)

<i>Top 10 Job Generators, July 2016</i>	<i>Type</i>	<i>Number of Jobs</i>
In City of Ceres		
Stanislaus County	County Government	1,668
Ceres Unified School District	School District	1,300
G-3 Enterprises Campus	Bottling and Distribution	570
M.A. Garcia Agrilabor	Labor Contractor	481
WinCo Foods	Distribution Center	369
Wal-Mart	Retailer	350
City of Ceres	City Government	202
Home Depot	Retailer	200
United Parcel Service (UPS)	Regional Distribution	165
K-Mart	Retailer	110
Kingspan Insulated Panels	Buildings Systems	101
Near City of Ceres		
Bronco Wine	Winery	350

Source: City of Ceres, July 2016.

According to a range of different public and private forecasting sources, jobs in the city of Ceres are projected to increase anywhere from 21 to 41 percent between 2015 and 2035. Even the lowest estimated employment increase of 21 percent is much higher than if Ceres’ historical growth rate of just 2 percent from 2005-2015 was carried forward through 2035. Table 7-3 shows job projections for the city, using data from several sources. Projections of future jobs (in 2035) range from nearly 11,400 to approximately 15,700.

According to the buildout analysis as discussed in Chapter 2: Land Use and Community Design Element, the amount of land in the General Plan designated for employment uses has the capacity to support more than 20,800 new jobs in Ceres. Therefore, the General Plan designates more than enough industrial and commercial land to accommodate the projected increase in jobs.

Commercial

Given the amount of land designated for commercial uses, the General Plan has the capacity to accommodate a large amount of job growth in the commercial services sector. The most significant increase in commercial jobs is expected to occur as part of new development near Service and Mitchell Roads. Walmart owns and plans to develop a 189,000-square foot Super Walmart, along with another 110,000 square feet of retail and restaurant space, as part of the 26-acre Mitchell Ranch Center Project. In addition, two opportunity sites along the highway could attract large-scale, regional-serving national chain retailers. Furthermore, infill opportunities Downtown and along the Hatch and Mitchell Road corridors could attract smaller businesses, providing additional job opportunities in Ceres.

Table 7-3: Projected Job Growth by Job Type

	<i>Number of Jobs in 2015</i>	<i>Number of Jobs in 2035</i>	<i>Expected Increase in Number of Jobs</i>
Commercial	4,553 – 6,311 ¹	5,973 – 8,241	1,420 – 1,931
Industrial	1,800 – 2,494 ¹	2,361 – 3,258	561 - 762
Total	8,666 – 12,012	11,369 – 15,687	2,703 – 3,675

Notes:

1. Across each of the data sources, there is significant variation in the 2015 job estimates.

Sources: CA Employment Development Department 2012-2022 Industry Employment Projections (2015); Caltrans Forecast Data (2015); StanCOG 2040 Demographic Forecast (2016); Woods & Poole Employment Projections (2016); Economic & Planning Systems, Inc.



Ceres is focusing on attracting region-serving development to leverage the planned transportation improvements for the SR 99 interchange.



Ceres is working to accommodate the demand for industrial development with “shovel-ready” parcels of 5 to 20 acres in size.

Industrial

Industrial job growth is a focus of this General Plan. Market data suggest new demand for industrial space will likely continue to increase in the region over the near term, and Ceres is well-positioned to capture some of this demand going forward. Because companies in the industrial sector tend to operate in the regional and national economies, attracting industrial companies to Ceres would increase the city’s economic competitiveness and support local economic growth. Ceres can attract additional warehousing and industrial jobs by providing sites of adequate size in proximity to SR 99 and the Union Pacific railroad that are entitled and serviced with public utilities. Although Ceres has a supply of land designated for industrial use with good accessibility, the majority of requests from potential industrial developers has been for parcels of five to 20 acres. Ceres is unable to accommodate this demand, as most of the industrial parcels in the city are smaller, ranging in size from one-half to two acres. The General Plan aims to support efforts to assemble land and provide “shovel-ready” industrial properties to attract new industrial uses.

Office

Currently, Ceres has a limited inventory of office space, which is not surprising given the limited industry sectors occupying office space in Ceres. However, as of 2015, there is virtually no office vacancy in Ceres, suggesting that there may be demand for additional space.³ The total number of office jobs in 2035 is expected to increase. The opportunity sites on the east end of Hatch Road and in the West Landing Specific Plan area could accommodate major companies in large office parks and campuses, which could help position Ceres to play a larger role in the regional and national economy. Additionally, Downtown provides an ideal location for small professional offices, and it will likely become an even more attractive location for new office space with the development of the ACE train stop.

³Economic & Planning Systems, Inc. “Demographic, Economic, and Fiscal Conditions in the City of Ceres.” August 2016.

Other Jobs

The category “other jobs” refers to other job categories not encompassed by the commercial, office, and industrial labels. In Ceres, this category predominantly refers to jobs in the government sector. Most people in the “other” sector are employed by government agencies, including Stanislaus County, the City of Ceres, and the Ceres Unified School District. Although the total number of “other jobs” is expected to grow as Ceres develops new schools and facilities to serve the growing population, potential job growth in the office, commercial, and industrial sectors will decrease the predominance of these other job sectors in the Ceres economy and result in an improved balance of employment by industry over time.

JOBS/HOUSING BALANCE

Calculating Ceres’ jobs-to-housing ratio is a useful exercise for examining issues related to the local economy, commuting, vehicle miles traveled, and sustainable community design. It is especially useful for exploring whether the city is providing enough jobs for its residents. The jobs-to-housing ratio examines the relationship between the number of jobs and the number of dwelling units within a specified area or region. Because most households have more than one wage earner, a desirable jobs-to-housing ratio is often defined as a ratio greater than 1.0 but less than 2.0. Ratios below 1.0 suggest that residents are required to commute to jobs outside of their area of residence, and ratios greater than 2.0 suggest that companies are not able to house their workers within the jurisdiction, requiring workers to commute into the area. Theoretically, a balanced jobs-to-housing ratio would reduce the need for people to commute in or out of town for work. In reality, the match of education, skills, and interests is not always accommodated within the boundaries of one community, and regional interdependencies often result in inter-city commuting. Table 7-4 shows the existing and projected 2035 jobs-to-housing ratios for Ceres. In 2015, the jobs to housing ratio was 0.63, and it has the potential to increase to 1.32 by 2035.

Table 7-4: Jobs to Housing Unit Ratio

	2015¹	2035²
Jobs³	8,700	30,800
Housing Units³	13,800	23,400
Jobs to Housing Unit Ratio	0.63	1.32

- Note:
- 1. Includes jobs and housing units within Ceres city limits.
 - 2. Includes existing and potential new jobs and housing units within the entire Planning Area.
 - 3. Numbers rounded to the nearest hundred.

Source: 2015 Q2 California Employment Development Department (EDD); 2015 California Department of Finance; Dyett & Bhatia, 2017; Stanislaus County Assessor, 2014.



Ceres' Economic Development Strategic Plan focuses on business retention, expansion, and growth.

BUSINESS RETENTION AND ATTRACTION

Ceres has many assets that make it an ideal location for businesses, including freeway access, a government supportive of business growth, and strong public infrastructure and services. Though job growth is in large part dictated by the private market, the City of Ceres can encourage business growth and retention by establishing policies that make it an even more attractive environment for business.

In 2014, the City of Ceres adopted an Economic Development Strategic Plan (Strategic Plan) for the years 2013 through 2020 in order to define strategic initiatives and actions to achieve economic development. Three objectives and corresponding implementation actions are identified in the Strategic Plan: fund an Economic Development Program, implement recommended strategies, and focus on business retention, expansion, and attraction. Each of the objectives is associated with actions and identifies parties responsible for implementation. By February of 2017, 95 of the 123 specific actions and strategies identified in the Strategic Plan are in some stage of implementation. In addition, the Strategic Plan includes economic indicators of success, such as a targeted number of new city business licenses and total annual sales tax revenue. Continually updating the Strategic Plan and reviewing its progress annually will help the City ensure it achieves the plan's desired outcomes.

This General Plan establishes policies pertaining to local business support and retention that supplement the strategies of the Strategic Plan. Marketing the city's amenities and amiable business environment will help the city attract and retain businesses. The policies of this General Plan will help streamline the business permitting process, make City procedures easier and more understandable for businesses, and incentivize businesses to locate in Ceres, in turn generating economic growth beneficial to residents, businesses, and the City.

GOALS AND POLICIES

Goal 7.A Support a wide range of economic activity in Ceres that capitalizes on the city's location, strengthens the City's tax base, and supports and enhances quality of life.

- 7.A.1 Strategic Economic Development.** Implement the Ceres Economic Development Strategic Plan and update it every five years.
- 7.A.2 Economic Development Staff.** Continue to maintain a position in the City Manager's office devoted to economic development.
- 7.A.3 Long-term Revenues.** Focus economic development efforts on projects and programs that will maximize long-term net revenues to the City and diversify the City's economic base.
- 7.A.4 Additional Funding.** Identify, pursue, and capture federal, State, and other grants for economic development, including marketing, workforce training, and incentives to retain existing businesses and to recruit new businesses.
- 7.A.5 Marketing.** Market Ceres as a desirable place to live, do business, and raise a family.
- 7.A.6 Attractive Public Realm.** Support the maintenance, upkeep, and attractive physical design of public facilities and private properties along major corridors and in Downtown Ceres.

Goal 7.B Promote economic development that benefits the entire Ceres community through strategic investments and the expansion, attraction, and formation of jobs in Ceres across diverse economic sectors.

- 7.B.1 Good Jobs.** Support the development of primary wage-earner jobs opportunities to provide Ceres residents an alternative to commuting outside Ceres.
- 7.B.2 Workforce Development.** Strive to cultivate a skilled and educated workforce by increasing educational attainment and the relevant job skill levels in order to appeal to existing and future businesses.
- 7.B.3 Jobs/Housing Balance.** Strive to achieve a jobs-to-housing ratio between 1.0 and 2.0 to increase local employment opportunities and reduce the need for Ceres residents to commute out of the city for work.
- 7.B.4 Attract Executives.** Plan for a greater variety of housing choices, including higher-end “executive” housing to appeal to business executives and senior management.

Goal 7.C Attract and retain a mixture of businesses and employment-generating uses that are beneficial for the community and provide a strong economic base.

- 7.C.1 Support Local Business.** Continue to support Ceres’ local businesses and recognize their valued contributions to the local economy and community.
- 7.C.2 Consistent Business Environment.** Support a predictable and welcoming business environment in Ceres by improving, streamlining, and consistently applying regulatory and permit processes, and striving to keep regulatory and permit costs as low as financially feasible.
- 7.C.3 Streamlined Processes.** Continue to examine ways to streamline regulatory and permit processes to facilitate business expansion and new business development in Ceres.

- 7.C.4 Monitor Industrial Trends.** Monitor regional, state, and national economic trends in order to identify new and emerging industries suitable for Ceres.
- 7.C.5 Shovel-Ready Industrial Land.** Encourage industrial users to locate in Ceres by providing land designated for industrial use with development entitlements and serviced by utilities, including roads, wastewater, and water.
- 7.C.6 Land Assembly.** Continue to encourage landowners of small parcels to assemble their properties to better facilitate commercial or industrial development.
- 7.C.7 Advertise Available Land.** Continue to market the availability of development sites, including both large industrial parcels, as well as smaller office or retail sites in commercial corridors and Downtown.
- 7.C.8 Promote Potential Industrial and Regional Commercial Sites.** Develop and implement a marketing strategy aimed at potential large industrial, research and development, and business park employers in order to attract more development and jobs to the areas designated for industrial and regional commercial development.
- 7.C.9 Targeted Incentive Program.** Develop a package of incentives, such as City loans, expedited permit review and approval, and floor area bonuses, to consider offering to targeted industries and businesses that locate in Ceres. Ensure that the long-term benefits accrued to the City ultimately exceed the value of the incentive package provided.
- 7.C.10 Home Businesses.** Encourage home-based businesses compatible with surrounding neighborhoods, in accordance with the Zoning Ordinance, and support opportunities for alternative employment forms and incubators for small businesses.
- 7.C.11 Innovation.** Improve the long-term resiliency of the Ceres economy by attracting new technology and innovative businesses and industries, such as autonomous vehicle manufacturing.

Goal 7.D Foster strong working relationships and continue to partner with businesses and employers, nonprofit and private sector organizations, higher education and training institutions, and other public agencies in Ceres and in the region on economic development efforts.

- 7.D.1 Consult with Business Community.** Actively and regularly solicit the views of the business community in matters affecting Ceres' economic climate and development.
- 7.D.2 Regional Coordination.** As feasible and appropriate, coordinate economic development efforts with the efforts of the Chamber of Commerce, Stanislaus County, Opportunity Stanislaus, other Stanislaus County cities, and other economic development organizations.
- 7.D.3 Industry-Education Partnerships.** Facilitate partnerships between area businesses and educational and training institutions to provide training programs that will enable the labor force to meet the needs of business and industry and to improve the match between emerging job opportunities and training programs.
- 7.D.4 K-12 Education.** Support Ceres Unified School District and its efforts to provide the highest quality educational facilities and programming, and market these successes as part of the City's business recruitment program.

7.2 FISCAL HEALTH

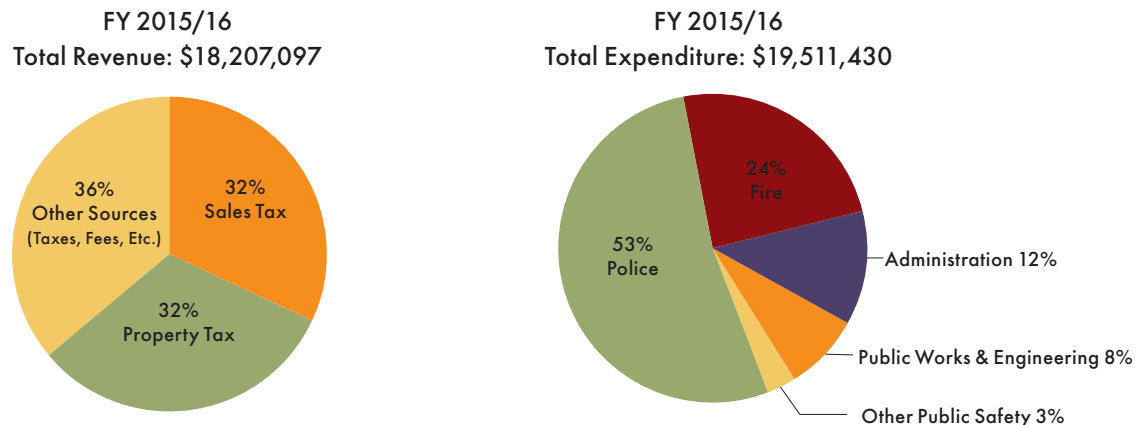
The fiscal sustainability of the City of Ceres depends on the relationship between the costs of providing public services and maintaining public facilities with the amount of revenue available to cover these expenditures. The General Plan impacts the City's fiscal health in several ways. For example, the location of new development impacts both potential expenditure and revenue. Infill development within developed areas of the city limits typically costs less than development along the city's urban edge (greenfield development), because it can be served by existing infrastructure. In terms of revenue, development within the existing city limits is expected to generate a higher share of property tax revenue than development on land that requires annexation. The balance between different types of uses also has fiscal implications. Residential uses often require more public services and generate less revenue than non-residential uses.

As shown in Figure 7-1: City of Ceres General Fund Revenue and Expenditure (FY 2015/16), the total General Fund revenues in the adopted budget for Fiscal Year 2015/16 totaled approximately \$18,200,000. The two largest sources of revenue for the City's General Fund are from property tax and sales tax, accounting for approximately \$5,800,000 each.³ The total General Fund expenditures in Fiscal Year 2015/2016 totaled approximately \$19,500,000. Administration accounts for approximately \$2,400,000, Public Safety accounts for \$15,500,000, and Public Works and Engineering accounts for \$1,600,000.



The City invests in maintenance and improvements to public infrastructure.

Figure 7-1: City of Ceres General Fund Revenue and Expenditure (FY 2015/16)



³City of Ceres 2015/16 Adopted Budget; California Department of Finance; Economic & Planning Systems, Inc.

The City's fiscal health also depends on the health of the overall economy. General Fund revenues peaked in Fiscal Year 2007/2008, before falling nearly 20 percent during the Great Recession. Fiscal Year 2015/16 revenues are still below Fiscal Year 2007/08 revenue levels in constant dollar terms.⁴ In comparison, the City's General Fund expenditures peaked in Fiscal Year 2007/08, before the Great Recession required a tightening of the City's budget, and the City's expenditures remain below Fiscal Year 2007/08 levels both in nominal and constant dollar terms.

Land use decisions have implications on fiscal trends in several ways. Based on analysis of current fiscal conditions, the greatest challenges and opportunities relate to annexation agreements and the balance between different land uses, as explained below:

- Due to existing tax sharing agreements between Stanislaus County and its incorporated cities, the County's allocation of property tax revenue to the City is very low, challenging the City's ability to fund the public services needed to serve current and future residents and employees. The low allocation of property tax revenue is exacerbated when unincorporated land is annexed into the city. Under present agreements, when unincorporated territory is annexed into the city, the County retains 100 percent of their share of the existing property tax and 70 percent of all new property taxes that result from new development and the related increased assessed value.
- Fiscal expenditures related to providing public safety services (fire and police) account for 80 percent of the City's General Fund expenditures each year. Given that the fiscal effects of growth generally affect Public Safety more than other departments, the amount and geographic proximity of the new development to existing core services will be an important consideration to ensuring fiscal sustainability.
- The annual fiscal impact of residential development can be positive or negative depending on a number of factors, including home value (and associated household incomes) and the marginal cost of providing public services. This means that a home priced 10 percent higher than another is likely to generate more than 10 percent in additional annual tax revenue. Public service costs required by new residential development will also affect the fiscal impact of the development, particularly if the development occurs in an area of the city requiring a geographic expansion of services or if the amount of new development triggers demand for new public facilities (e.g., new fire station or new police beats).

⁴Constant dollar value, or real dollar value, is used to account for changes in the purchasing power of a dollar over time due to inflation. It is used to compare dollar values from one year to another.

- Between Fiscal Year 2007/2008 and 2015/2016, the city's population increased by 9 percent (more than the increase in the number of housing units), while median household incomes decreased by nearly 10 percent. The effect on sales tax revenues in the city is mixed, with sales tax revenues increasing just 2 percent (in constant 2015 dollars) during this nine-year period. New retail development can have a significantly positive General Fund impact through the generation of additional sales tax. However, if current retail demand is largely being met by existing businesses or by retail options in neighboring cities, any new retail development that occurs in the city will need to increase sales capture, so that the associated sales tax revenue does not simply represent a shift of sales from existing businesses.
- With the dissolution of Redevelopment statewide in 2012, the process of paying off outstanding obligations is underway in the City. As soon as the obligations (currently estimated at \$58.6 million) have been satisfied, the property tax increment that is currently going to fund these obligations will go to the City's General Fund instead, and the City will see an increase in property tax revenue.

GOALS AND POLICIES

Goal 7.E Achieve fiscal sustainability while providing core public services and maintaining public facilities and infrastructure.

- 7.E.1 Public Service Standards.** Strive to achieve and maintain levels of service and development standards for necessary public infrastructure to be built and maintained with funding through the Capital Improvement Program and General Fund revenues.
- 7.E.2 Efficiency of Public Services.** Ensure that public services, including utilities and fire and police services, are provided to businesses as efficiently as possible.
- 7.E.3 Fair Payments.** Require new development to pay its fair share of needed public facilities and infrastructure improvements through impact fees, assessment districts, and other mechanisms.
- 7.E.4 Budget for Maintenance.** Balance 1) ongoing operating costs, minimizing internal debt, and building reserves with 2) the need to plan and pay for regular maintenance and replacement of public equipment, infrastructure, and property.
- 7.E.5 Annexation Agreements.** Periodically reexamine the tax sharing agreements with Stanislaus County, to ensure the City of Ceres will receive the necessary revenues to support the services and infrastructure maintenance needs of the development proposed on lands to be annexed.

7.3 COMMUNITY DEVELOPMENT

Ceres residents are proud of their city, including its agricultural heritage and strong schools. Annual events such as the Ceres Street Faire and Concerts in the Park help build community and foster civic pride. However, residents are also concerned about the erosion of civic pride and have expressed the desire for the Downtown to be restored as the heart of the town once more.

Downtown was the center of economic activity in Ceres as recently as the 1990s. However, disinvestment and economic stagnation has resulted in vacancies and lack of activity. Downtown Ceres is a focus for economic revitalization in the Economic Development Strategic Plan, and the City adopted a Downtown Specific Plan in 2011 aimed at bringing new investment to the area. Findings from the General Plan community engagement process confirm ongoing support for investing in and encouraging development Downtown. One of the Guiding Principles relates to investing in Downtown.

Downtown Ceres is located adjacent to SR 99, a main thoroughfare for the state of California. This location provides great potential to attract visitors to Ceres for short breaks in their travel or as a final destination in itself. Community members have expressed the desire for Ceres to be a destination for travelers on SR 99, contributing to economic development and civic pride.

In order to help ensure that the City's economic development efforts are responsive to the community and yield equitable outcomes, the City is committed to community engagement. Proactive outreach helps foster trust between neighbors and the City, and helps support the success of new policies, programs, and investments.



The City-sponsored Concerts in the Park series builds community and civic pride.



Ceres' accessibility from SR 99 provides great potential to attract new business, as well as tourists.

GOALS AND POLICIES

Goal 7.F Celebrate Ceres' heritage and foster civic pride through community events and well-maintained public spaces.

- 7.F.1 Community Events.** Continue to support citywide events that integrate family, school, and community that serve Ceres residents of all demographics, including different cultures, ages, and abilities.
- 7.F.2 Partnerships.** Partner with civic, neighborhood, cultural, and philanthropic organizations involved in physical improvements to the community.
- 7.F.3 Agricultural Heritage Events.** Support public community events celebrating the agricultural history of Ceres.
- 7.F.4 Display Agricultural History.** Develop a display celebrating Ceres' agricultural history, such as an interpretive exhibit, mural, or display of historic equipment.
- 7.F.5 Maintenance.** Promote civic pride through the enforcement of City nuisance and fire safety ordinances to prevent properties that are poorly maintained, visually run down, and/or present health and safety concerns.

Goal 7.G Promote tourism as part of Ceres' economic base.

- 7.G.1 Comprehensive Tourism Management Program.** Develop and maintain a comprehensive tourism and visitor attraction program to define the city's target market, and identify and implement strategies to promote tourism in Ceres.
- 7.G.2 Special Facilities.** Develop and expand tourism in Ceres by attracting, developing, and expanding public and private recreational and entertainment venues and facilities for visitors of all ages, including youth, by building on Ceres' existing historical facilities, such as the Daniel Whitmore Home and the Whitmore Mansion.

- 7.G.3 Provide Overnight Accommodations.** Encourage provision of quality hotel facilities in Ceres in visitor-serving areas, such as Downtown, and work with owners of motels to upgrade existing facilities in the right locations, and at a scale appropriate to the city's character, to enhance the quality of visitor-serving areas.
- 7.G.4 Special Events.** Encourage, sponsor, and increase the number and quality of special events and recreational programs that are attractive to both visitors and residents.
- 7.G.5 Marketing and Programming Coordination.** Work with owners, managers, and employers of retail, entertainment, dining, hotel, and recreation businesses in developing a cooperative marketing and programming approach.
- 7.G.6 Agricultural Tourism.** Promote the city's agricultural heritage by supporting agricultural attractions and working with local farmers or producers who wish to participate in "agri-tourism" activities.

Goal 7.H Develop a vibrant environment in Downtown Ceres to attract businesses, workers, and residents to the community. Invest in and maintain Downtown infrastructure, and support Downtown businesses.

See Goal 2.D and accompanying policies related to Downtown Ceres.

- 7.H.1 Promote Downtown.** Promote Downtown Ceres as a place to live, visit, enjoy, and do business in.
- 7.H.2 Activities and Attractions.** Encourage festivals, events, and other uses to contribute to the sense of community Downtown.
- 7.H.3 Serve a Broad Range.** Promote a balance of themes and activities in Downtown events to serve a broad range of Ceres' residents, such as food trucks and mobile vending, farmers' markets, and youth and family activities.
- 7.H.4 Maintenance and Upkeep.** Encourage property owners in Downtown Ceres to help maintain and improve the appearance of Downtown through upkeep of building facades; landscaping; screening; use of signs with the Downtown logo or other seasonal themes; and murals.

Goal 7.I In order to better serve the public, actively engage the community, especially disadvantaged communities and people who have been historically underrepresented.

- 7.I.1 Community Input.** Continue to encourage and solicit public input on land use, development, public services, and other issues through the use of community meetings and public workshops.
- 7.I.2 Engage Everybody.** Work to engage all community members in the public decision-making process, especially those that have historically been underrepresented and who reside in disadvantaged communities per SB 1000 (Leyva, 2015).
- 7.I.3 Spanish Translation of Documents.** Provide upon request Spanish translations of all documents and presentations prepared by the City.
- 7.I.4 Spanish Translation Services.** Provide translation and interpretation services at public meetings on issues affecting populations whose primary language is not English. Translation time should not be taken from the person's time limit for comments.
- 7.I.5 Child-Friendly Public Process.** Provide child-related activities and childcare where possible at public meetings and workshops.
- 7.I.6 Culturally Appropriate Public Process.** Utilize culturally appropriate approaches to public participation and involvement.
- 7.I.7 Accessible Public Process.** Schedule public meetings on key issues affecting disadvantaged communities at times and locations most convenient to residents of those communities.
- 7.I.8 Equal Representation.** Encourage a cross-section of the community in the appointment of Commissions and other appointed and advisory bodies.



A

Appendix A: Implementation

The General Plan provides policy guidance for implementation of plan concepts in each of the General Plan elements and establishes a basis for action. This chapter describes in general terms the responsibilities and schedule for implementation.

A.I OVERVIEW

The implementation plan outlines specific implementation actions that will be initiated after adoption of the General Plan. The major implementation process for the land use proposals will be administration of the Zoning Ordinance through the Zoning Map. The Zoning Ordinance and Zoning Map will need to be amended to be consistent with the General Plan's policies.

In many areas, General Plan implementation will depend on actions of other public agencies and of the private sector that will fund a large portion of the development expected to occur. The General Plan will serve a coordinating function for private-sector decisions. It provides a basis for action on individual development applications, which must be found to be consistent with the General Plan if they are to be approved.

The matrix that follows lists implementation actions related to one or more General Plan policy. For each implementation action, the responsible parties—which are described further in Section A-2—and a schedule for implementation are identified. Each implementation action is assigned one of the following timeframes for implementation, resulting in a general prioritization of actions: Ongoing, Annually, 1 to 3 years, 3 to 5 years, and 5 to 20 years.

A.2 RESPONSIBILITIES

Implementing the General Plan will involve the City Council, the Planning Commission, other City boards and commissions, and City departments. The City also will need to consult with Stanislaus County departments, adjacent cities, and other public agencies about implementation proposals that affect their respective areas of jurisdiction. The principal responsibilities that City officials and staff have for Plan implementation are briefly summarized below; details on their powers and duties are documented in the Ceres Municipal Code.

CITY OF CERES

City Council

The City Council is responsible for the overall management of municipal affairs; it acts as the legislative body and is responsible for adoption of the General Plan and any amendments to it. The City Council also appoints the Planning Commission and other boards and commissions established under the Municipal Code.

The City Council's role in implementing the General Plan will be to set implementation priorities; approve Zoning Map amendments and the updated Zoning Ordinance consistent with the General Plan; and adopt a budget to carry out the Plan. The Council also approves certain development projects consistent with the General Plan.

Planning Commission

The Planning Commission is responsible for preparing and recommending adoption or amendment of the General Plan, zoning and subdivision ordinances and other regulations, and programs and legislation needed to implement the General Plan. The Planning Commission may also prepare and recommend adoption of specific plans or master plans, as needed for Plan implementation. The Planning Commission also approves most major development projects requiring use permits and design review.

City Manager

The City Manager is the administrative head of the municipal government. The City Manager sets goals and provides administrative direction for all City departments in accordance with the policies established by the City Council. The City Manager ensures that the City's vision and

mission are accomplished. The City Manager is the Chief Administrative Officer of the City and is responsible for carrying out City Council policy and managing the day-to-day operation of the City. The City Manager is hired by the City Council and is responsible for preparation of the City budget for Council consideration; recruiting, hiring, and supervising the City's staff; and serving as the Council's chief advisor. The City Manager also serves as the Economic Development Director.

Community Development Department

The Community Development Department has primary responsibility for administering the laws, regulations, and requirements that pertain to the physical development of the city. Tasks include administering planning and building permit procedures; providing public information; performing building and code enforcement inspections; maintaining complete public records on planning and building projects; and issuing necessary permits, certificates, approvals, and enforcement citations.

Specific duties related to General Plan implementation include preparing zoning and subdivision ordinance amendments; preparing design guidelines; reviewing development applications; and conducting investigations and making reports and recommendations on planning and land use, zoning, subdivisions, design review, development plans, and environmental controls. The Community Development Department will have a lead role in implementing most General Plan policies.

Finance Department

The Finance Department is responsible for managing all financial aspects of City operations. The department handles all accounting; oversees the annual audit; tracks and accounts for all revenues received by the City; bills regularly for Business License and Utility Service accounts; and processes purchasing, accounts payable, and payroll. The department is responsible for preparation and management of the Annual Budget and Annual Financial Report. The department also complies with a host of State and federal requirements involving filing of reports and information regarding City finances. The department manages all of the City's cash, handles investments under the investment policy adopted by the City, and handles bond financing and assessment district financial management.

Police and Fire Departments

Within the city, responsibility for public safety is assigned to the Police and Fire departments. The Police Department is responsible for preventing crime and maintaining law and order. The Ceres Fire Department aims to educate the public, prevent fires, and respond to all emergencies in the city. These departments are responsible for implementing public safety policies.

Public Works Department

The Public Works Department consists of six divisions: Fleet, Facilities, Landscape, Streets, Wastewater, and Water. The department is responsible for designing, inspecting, and managing the projects related to the City's Capital Improvement Program (CIP), including the City's parks, sidewalk and street reconstructions/constructions, street lights, traffic signals, storm drains, and sanitary sewer. The department will take the lead in the implementation of many of the General Plan's transportation initiatives, in addition to other policies.

Recreation Department

The Recreation Department is responsible for managing the City's parks and recreation programs. In addition, the department plans and conducts communitywide events and collaborates with local groups, including the Ceres Community Foundation and Ceres Unified School District.

Engineering Division

The primary function of the Engineering Division is to promote the orderly development of the City by providing general engineering services to regulate the construction of municipal structures, city streets, sewage disposal, water supply and storm drainage facilities. The Engineering Division is responsible for issuing encroachment and water/sewer connection permits, maintaining the City's maps, preparing the plans and specifications for most of the City's major projects, and providing drawings to help other departments. The Engineering Division provides design and inspection services for most of the City's capital improvement projects. The division also reviews and inspects all improvements to the City's infrastructure, including all new subdivisions. Drawing and mapping services are also provided for other departments of the City. The Engineering Division also oversees traffic safety, solid waste and recycling services, and public transportation services.

City Clerk

The City Clerk is appointed by the City Manager. The City Clerk is the local Elections Official who administers democratic processes such as elections, access to City records, and all legislative actions, ensuring transparency to the public. The City Clerk acts as a compliance officer for federal, State, and local statutes, including the Political Reform Act, the Brown Act, and the Public Records Act. The City Clerk serves as the City's Filing Officer for campaign statements and economic interest statements as required by the Fair Political Practices Commission.

A.3 THE GENERAL PLAN AND THE REGULATORY SYSTEM

The City will use a variety of regulatory mechanisms and administrative procedures to implement the General Plan. Under California law, Ceres is required to have the Zoning Ordinance be consistent with the General Plan. In fact, the consistency requirement is the keystone of General Plan implementation. Other regulatory mechanisms, including subdivision approvals, building and housing codes, capital improvement programs, and environmental review procedures also will be used to implement Plan policies. All project approvals must be found to be consistent with the General Plan.

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
Chapter 2: Land Use and Community Design Element				
2.1	<p>Update the Zoning Ordinance and Zoning Map to implement the goals and policies of this General Plan, including:</p> <ul style="list-style-type: none"> • To include new or changed land use designations and development standards; • To allow accessory dwelling units in all residential zones in order to add to the city's affordable housing stock and provide housing opportunities for extended families, senior citizens, those with special needs, and other household types; • To allow highway-oriented commercial signage; • To right-size the required number of parking spaces in Downtown Ceres to encourage a vibrant, walkable environment and to allow for parking management strategies, such as shared parking and parking pricing, to ensure efficient use of parking spaces; • To specify bicycle parking requirements for new developments and site renovations; • To reevaluate the adequacy and appropriateness of parking requirements and consider provisions to allow for shared parking and reduced parking requirements; • To specify electric vehicle parking requirements for new developments and site renovations; • To ensure implementation of the provisions of the County's Right-to-Farm Ordinance; and • To allow community gardens as a permitted use in appropriate districts. 	2.A.1; 2.A.6; 2.C.1; 2.E.1; 3.D.1; 3.D.2; 3.D.3; 4.A.6; 5.C.4	City Council, Community Development, Planning Commission	1-3 years
2.2	<p>Update the public facilities fiscal model and the Public Facility Fee program based on the updated General Plan, including:</p> <ul style="list-style-type: none"> • To encourage the development of affordable, special needs, and senior housing; and • To incentivize infill. <p>During the update, examine the potential for including costs related to improving the appearance of the SR 99 corridor in the Public Facility Fee program.</p>	2.A.1; 2.A.6; 2.D.1; 2.E.6; 2.Q.3	City Council, Community Development, Planning Commission, Engineering, Finance, Public Works	1-3 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
2.3	Monitor projected annual housing growth as part of the City's annual report on meeting regional housing needs.	2.A.6	Community Development	Annually
2.4	Establish incentives, potentially including, but not limited to, density bonuses, increased height limits, reduced parking requirements, expedited review, and development fee waivers or deferrals, to encourage the development of affordable, special needs, and senior housing.	2.A.6	City Council, Planning Commission, Community Development	1-3 years
2.5	Seek funding through federal and State grants and other available programs for the rehabilitation of single- and multi-family housing in the Planning Area	2.A.13	City Council, Planning Commission, Community Development	Ongoing
2.6	Providing reciprocal agreements are reached with the City of Hughson and Stanislaus County, establish a permanent urban growth boundary on the eastern boundary of the Planning Area to permanently limit urban development and preserve agricultural lands east of the city. The permanent urban growth boundary should include buffers to minimize the impacts of urban development on the immediately adjacent agricultural lands.	2.B.3	Community Development, Planning Commission, City Council, City Manager	3-5 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
2.7	<p>To ensure the permanence of a greenbelt between Ceres and Hughson and buffering between urban and agricultural uses, analyze and pursue, as appropriate, the use of various policy strategies, including, but not limited to, the following:</p> <ul style="list-style-type: none"> • Large ranchette lots on the periphery (e.g., to 2-5 acre lots) with setbacks to buffer agricultural uses. • Public or private recreational uses (e.g., parks, golf courses) on the periphery to buffer agricultural uses. • Sizing of infrastructure (e.g., water and sewer mains) to accommodate only limited, low-density growth on the eastern border of the Sphere of Influence, to make future expansion more difficult. • Design of circulation system to make eastward extension more difficult. • Special provisions (i.e., a “supermajority” – four-fifths of the City Council) to allow any amendments to the boundary. 	2.B.3	Community Development	1-3 years
2.8	Commission or conduct a study addressing the location, design, and funding of gateway elements. The study should include, but not be limited to, signs, landscaping, lighting, and maintenance. The study may be incorporated into studies for proposed interchange improvements.	2.B.4	City Council, Planning Commission, Community Development	3-5 years
2.9	Update the Downtown Specific Plan to incorporate and leverage the planned ACE train stop located Downtown.	2.C.1	Economic Development, City Council, Planning Commission, Community Development	1-3 years
2.10	Meet with the Ceres Downtown Revitalization Area Board and continue to support its improvements to and maintenance of Downtown.	2.C.4	Economic Development, Community Development	1-3 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
2.11	Research and pursue the potential relocation of Whitmore Park, to allow for public and private investment and development on the existing park site near the potential ACE Train stop, while ensuring adequate parkland and public gathering spaces Downtown.	2.C.8	Economic Development, City Council, Planning Commission, Community Development	1-3 years
2.12	Amend the Mitchell Road Corridor Specific Plan consistent with the updated General Plan.	2.E.4	City Council, Planning Commission, Community Development	1-3 years
2.13	Support the implementation of the Stanislaus Council of Government's SR 99 Corridor Enhancement Plan.	2.E.6	Engineering, Community Development	Ongoing
2.14	Working with property owners, develop a strategy for landscaping and beautifying the west side of SR 99 and railroad frontage properties.	2.E.6	City Council, Planning Commission, Community Development, Public Works, Engineering	3-5 years
2.15	Promote the use of grid and modified grid street patterns in new residential, commercial, or mixed-use developments that propose to construct new streets. Modified grids may include combinations of grid and curvilinear streets.	2.N.4	City Council, Planning Commission, Community Development, Public Works, Engineering	Ongoing
2.16	Discourage block lengths in residential and mixed-use neighborhoods greater than 600 feet.	2.N.4	Planning Commission, Community Development	Ongoing
2.17	Discourage cul-de-sacs that have no pedestrian and bicycle connections.	2.N.4	Planning Commission, Community Development	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
2.18	Provide a pedestrian-scaled environment with streets and sidewalks sized and designed to promote outdoor use and walking.	2.N.5	City Council, Planning commission, community Development, Public Works, Engineering	Ongoing
2.19	Provide sidewalks along all streets, public and private, except along alleys.	2.N.5	City Council, Planning Commission, Community Development, Public Works, Engineering	Ongoing
2.20	Strongly discourage gated communities where such new residential developments can be integrated with the existing residential developments.	2.N.6	Planning Commission, Community Development	Ongoing
2.21	Analyze the costs and benefits of a Street Tree Master Plan.	2.N.7	Planning Commission, Community Development, Finance, Engineering	3-5 years
2.22	Adopt Residential Design Guidelines.	2.V.1	Community Development	3-5 years
2.23	Monitor Census data and other relevant information to determine the location and boundaries of disadvantaged unincorporated communities in Ceres.	2.X.1	Community Development	Annually

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
Chapter 3: Transportation and Circulation Element				
3.1	Periodically update the Engineering Improvement Standards for all roadway cross-sections to ensure bicycles, pedestrians, and transit vehicles are accommodated within the standard plans. This review will also consider circumstances under which street widths within the existing right-of-way may be reduced to accommodate the addition of pedestrian or bicycle facilities to meet other city goals.	3.A.1	Engineering, City Council, Community Development, Police and Fire, Public Works	1-3 years, update every 3-5 years
3.2	Develop transportation impact study guidelines that specify the analysis requirements for specific development types based on their location within the city, the expected level of vehicle trip generation, and the expected effect on vehicle miles of travel. The guidelines should consider final guidance from the Office of Planning and Research related to the evaluation of vehicle miles of travel.	3.A.3	Engineering, City Council, Community Development, Public Works	1-3 years, update every 3-5 years
3.3	As part of developing transportation impact analysis guidelines (Implementation Action 3.2), develop a vehicle miles of travel threshold that reflects the final CEQA guidelines under SB 743. In the interim period, VMT analysis shall be conducted for informational purposes for any project requiring a transportation impact study.	3.A.4	Engineering, City Council, Community Development, Public Works	1-3 years, update every 3-5 years
3.4	Continue to participate in efforts to implement the expressway system in the Modesto-Ceres urban area, including identifying and securing funding and protecting rights-of-way for identified expressways.	3.A.7	Engineering, Community Development, Public Works	Ongoing
3.5	Coordinate with the Stanislaus Council of Governments, Caltrans, Stanislaus County, City of Modesto, and the county's other cities to develop a plan, including financing, for capacity improvements to SR 99 and other regional facilities needed to accommodate projected traffic volumes and to relieve traffic congestion.	3.A.8	Engineering, Community Development, Public Works	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
3.6	Include information related to the evaluation of transportation impacts on residential neighborhoods in the transportation impact study guidelines (per Implementation Action 3.2)	3.C.1	Engineering, City Council, Community Development, Public Works	1-3 years, update every 3-5 years
3.7	Develop a Neighborhood Transportation Management Program to address concerns about safety, noise, and quality of life related to excessive through vehicle traffic on neighborhood streets.	3.C.1	Engineering, City Council, Public Works	Ongoing
3.8	Periodically prepare a short range transit plan.	3.E.2	Engineering, Community Development, Finance, Public Works	3-5 years
3.9	Update the Downtown Specific Plan to incorporate the new ACE train stop, train stop design plans, multi-modal train stop access guidelines, parking policies, and transit-supportive uses.	3.E.8	Economic Development, City Council, Community Development, Public Works, Engineering	1-3 years, review after start of ACE Train service in Ceres
3.10	In conjunction with the development of an ACE train stop, review CAT routes and adjust to serve ACE train if cost effective and/or consistent with other Goals and Policies in this section.	3.E.8	Engineering, Community Development, Finance, Public Works	6 months prior and 1 year after opening of ACE Stop
3.11	Prepare an Active Transportation Plan that at a minimum conforms to Caltrans Requirements, including community outreach, existing conditions, network development, implementation and funding.	3.F.1	Engineering, City Council, Planning Commission, Community Development, Public Works	1-3 years, update every 3-5 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
3.12	Work with the Ceres Unified School District to plan, design, and construct infrastructure-related projects that will improve the ability of students to walk and bicycle to school.	3.F.1	Engineering, Community Development, Public Works	Ongoing
3.13	As part of the Active Transportation Plan, identify gaps in the sidewalk network, prioritize gap closure projects, and develop design guidelines.	3.F.8	Engineering, City Council, Planning Commission, Community Development, Public Works	3-5 years
3.14	As new roadway connections are developed, reevaluate truck route designations in consultation with Stanislaus County and Caltrans.	3.G.2	Engineering, City Council, Planning Commission, Public Works	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
Chapter 4: Agriculture and Natural Resources Element				
4.1	Develop design guidelines to advise developers of best practices for siting, designing, and buffering new development from agricultural operations.	4.A.5	City Council, Planning Commission, Community Development	3-5 years
4.2	Inventory open space resources in the Planning Area and identify gaps and opportunity areas where open space can be set aside for recreational, resource conservation, groundwater recharge, or flood management purposes, as well as connected to create greenways for the enjoyment of residents, and/or corridors for wildlife movement.	4.C.1	City Council, Planning Commission, Community Development	3-5 years
4.3	Develop a list of preferred and prohibited plant species as guidance for property owners and developers as part of the Ceres Water Efficient Guidelines and Standards.	4.E.4	Community Development, Public Works	1-3 years
4.4	Establish goals for the development of the city's tree canopy and steps for monitoring its status over time.	4.F.2	Public Works	3-5 years
4.5	Develop a list of recommended and preferred species for planting in various settings and conditions, emphasizing native and drought-tolerant species and species of local significance, as well as a list of prohibited or undesirable species to be avoided, including invasive species, as guidance for property owners and developers.	4.F.2	Public Works, Community Development	1-3 years
4.6	Establish planting requirements for all settings to apply to future development.	4.F.2	Public Works, Community Development	1-3 years
4.7	Explore the potential to partner with other agencies and organizations to test and monitor water quality in the river and explore opportunities for ecosystem restoration and enhancement, and passive recreation.	4.G.1	Public Works, Community Development	3-5 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
4.8	Participate in the West Turlock Groundwater Sustainability Agency effort to develop a Groundwater Sustainability Plan for the Turlock subbasin.	4.G.2	Engineering, City Council, Planning Commission, Community Development	Ongoing
4.9	Review and update City improvement standards to improve the capture of runoff and stormwater management through innovative green and blue infrastructure solutions such as the use of permeable surfaces, vegetation areas, swales, BMPs, and other methods to promote recharge of the groundwater basin.	4.G.6	Engineering, Public Works	3-5 years
4.10	Research, and if appropriate, apply an historic overlay zone to locally-important historic buildings or areas within the Downtown with concentrations of locally-important historic buildings.	4.I.2	City Council, Planning Commission, Community Development	3-5 years
4.11	Develop guidelines for the preservation, maintenance, and adaptive reuse of existing historic buildings.	4.I.2	City Council, Planning Commission, Community Development	3-5 years
4.12	Provide guidelines for the proper relocation of historic resources as a means of historic preservation.	4.I.4	City Council, Planning Commission, Community Development	3-5 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
Chapter 5: Health and Safety Element				
5.1	Conduct an assessment of City policies and operations to determine opportunities to positively impact environmental health, active lifestyles, healthy food, and community strength. Work with community stakeholders and City staff to revise policies and operations to promote public health.	5.A.1	City Council, Planning Commission, Community Development	Annually
5.2	Participate in the necessary assessments to determine improvements to implement Safe Routes to School, and prioritize identified infrastructure improvements in annual transportation improvements budgets.	5.B.2	Engineering, City Council, Planning Commission, Community Development, Finance	Annually
5.3	Pursue State and/or federal funding through the California Active Transportation Program and the federal Safe Routes to School program (as of 2015, under the Surface Transportation Program) to implement prioritized infrastructure improvements.	5.B.2	Engineering	Annually
5.4	Work with interested community members and organizations to plan and develop an exercise circuit (per recommendations in the Parks Master Plan) that takes advantage of existing parks and pedestrian infrastructure. The course should be clearly marked, and contain simple stations and diagrams for self-guided training.	5.B.3	Recreation, Engineering	3-5 years
5.5	Identify potential sites for community gardens within public parks or near public facilities.	5.C.4	City Council, Planning Commission, Community Development	1-3 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
5.6	<p>Encourage residential efficiency retrofits with the goal of a 50-percent energy reduction compared to baseline in 30 percent of the total homes in the city by 2035 (7,020 homes out of a total of 23,401) through the following activities:</p> <ul style="list-style-type: none">• Publicize available incentive and rebate programs, such as Turlock Irrigation District’s (TID’s) Energy Efficiency Rebates program and Pacific Gas and Electric’s (PG&E’s) energy savings programs—such as Home Upgrade options, the Energy Savings Assistance Program, and the Smart Thermostat Rebate—on the City’s website and by other means;• Create a citywide “Energy Challenge,” similar to the Department of Energy’s Better Buildings Challenge, to promote cost-effective energy improvements, while having residents and building owners commit to reducing energy consumption; and• Adopt a residential energy conservation ordinance, which requires residential property owners to conduct and disclose an energy audit at the time of major renovations (as defined by the ordinance), to ensure that homes and residential developments meet specified low cost energy efficiency measures, such as requisite ceiling insulation, insulated pipes, water heater blankets, and exterior door weather stripping.	5.E.3	City Council, Planning Commission, Community Development	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
5.7	<p>Encourage commercial and industrial efficiency retrofits with the goal of a 25-percent energy reduction compared to baseline in 30 percent of the total non-residential square footage in the city by 2035 through the following activities:</p> <ul style="list-style-type: none"> Publicize available incentive and rebate programs, such as TID's Commercial Refrigeration Rebate, Advanced Power Strip Program, and Agricultural Irrigation Pump Rebate, and PG&E's Commercial HVAC Optimization Program, Heavy Industry Energy Efficiency Program, Retrocommissioning Program, on the City's website and by other means; Create a citywide "Energy Challenge," similar to the Department of Energy's Better Buildings Challenge, to promote cost-effective energy improvements, while having residents and building owners commit to reducing energy consumption; and Adopt a non-residential energy conservation ordinance, which requires property owners to ensure that commercial and industrial buildings meet specified energy efficiency measures, such as requisite heating, ventilation, and air conditioning improvements, service water system requirements, and improved refrigeration equipment, at the time of conducting major renovations (as defined by the ordinance). 	5.E.3	City Council, Planning Commission, Community Development	Ongoing
5.8	<p>Promote the replacement of 50 percent of incandescent and halogen light bulbs in residential and commercial buildings with LED or similarly efficient lighting by 2035 through the following activities:</p> <ul style="list-style-type: none"> Promote the use of LED or other energy efficient lamps by publicizing rebate programs and information from PG&E on the benefits of the use of LED or other energy efficient lighting on the City's webpage; and Evaluate the feasibility of adopting a minimum natural lighting and ventilation standard, developed based on local conditions. Demonstrate natural lighting and ventilation features in future renovations or new construction. 	5.E.5	Community Development	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
5.9	<p>Promote installation of residential photovoltaic (PV) systems to increase solar capacity by 20.0 megawatts (MW) per year, or the equivalent of 15 percent of projected residential electricity supplied by TID, by 2035 through the following activities:</p> <ul style="list-style-type: none"> • On a continuing basis, ensure that regulatory provisions—such as complying with regulations for zoning, structure height, permit submittal and review, etc.—do not hinder residential PV system installation; and • Evaluate the feasibility of adopting an ordinance that requires all new homes to install PV panels to offset a portion of their energy use. 	5.E.8	City Council, Planning Commission, Community Development	3-5 years
5.10	<p>Promote installation of commercial and industrial PV systems to produce an additional 37.4 MW per year, or 15 percent of projected commercial and industrial electricity supplied by TID, by 2035 through the following activities:</p> <ul style="list-style-type: none"> • Adopt a commercial energy conservation ordinance requiring all new non-residential developments with more than 50 cars surface parked or on roofs of parking structures to use PV panels over at least half of the surface/roof-parked cars, or provide equivalent energy conservation/generation by other means (over and above other requirements); • On a continuing basis, ensure that regulatory provisions—such as complying with regulations for zoning, structure height, permit submittal and review, etc.—do not hinder commercial and industrial PV system installation; and • Adopt an ordinance requiring existing and new non-residential developments to install PV panels to offset a portion of their energy use. 	5.E.8	City Council, Planning Commission, Community Development	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
5.11	<p>Promote an increase in the proportion of zero-emission vehicle (ZEV) passenger vehicle miles traveled from a projected 14 percent to 25 percent of total vehicle miles traveled by 2035 through the following measures:</p> <ul style="list-style-type: none"> • Working with industry partners, construct a “PV to EV” pilot project to install a photovoltaic charging station at a City facility (such as City Hall), to charge electric vehicles (EVs). The purpose of the pilot project would be to evaluate the feasibility of incorporating more ZEVs into the city’s fleet. • Prepare a community-wide charging station siting plan, which evaluates site visibility and exposure, EV driving ranges, high volume destinations, locations with high ownership or interest in EVs, and cost of construction. • Construct ZEV charging stations based on the community-wide charging station siting plan described above. The ZEV charging stations will be funded by grant funds when available, and the City will post signage directing ZEVs to charging stations described above. • Offer dedicated ZEV parking, and provide charging stations adjacent to ZEV parking as identified in the community-wide charging station siting plan. • Adopt requirements for ZEV parking for certain new developments. • Adopt a residential energy conservation ordinance requiring the installation of EV chargers or pre-wiring in new residential construction and major renovations. 	5.E.9	City Council, Planning Commission, Community Development	Ongoing
5.12	Undertake a review of critical facilities, including, but not limited to: water and wastewater facilities, energy stations, hospitals, and public safety facilities, and identify potential vulnerabilities and any necessary upgrades required to reduce risk.	5.G.7	Public Works, Community Development	1-3 years
5.13	Establish standards and requirements for a permitting program for the temporary amplification of sound during special events, and revise the City’s noise ordinance as required. Standards should specify the classes of events that would require a permit.	5.L.9	City Council, Planning Commission, Community Development	1-3 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
5.14	Update the Ceres Emergency Operations Plan as needed to reflect changes in the Planning Area and in emergency management techniques, including specific local hazards that may not be included in the Plan.	5.M.1	Fire Department, City Manager, Community Development Department	3-5 years
5.15	Continue to work with the County and neighboring jurisdictions regarding coordinating emergency preparedness, response, recovery, and mitigation activities with Stanislaus County, special districts, service agencies, voluntary organizations, other cities within the county, and State and federal agencies.	5.M.2	Fire Department, City Manager, Community Development Department	Ongoing
5.16	Adopt a Ceres Local Hazard Mitigation Plan, consistent with the adopted Stanislaus County Local Hazard Mitigation Plan, for coordinated emergency response and hazard mitigation consistent with the County and neighboring jurisdictions. The plan should include up-to-date information and best practices for identifying local hazard risks and vulnerabilities including hazards due to or exacerbated by climate change, identifying and prioritizing mitigation actions, encouraging the development of local mitigation, and providing technical support for these efforts.	5.M.1	Fire Department, City Manager, Community Development Department	3-5 years
5.17	The Fire Department should continue working with the Planning and Building Division to ensure that all-weather access for emergency vehicles and services is designed for emergency access.	5.M.3	Fire Department, City Manager, Community Development Department	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
Chapter 6: Public Facilities and Services Element				
6.1	Establish priorities for use of in lieu fees to achieve and maintain the citywide parkland standard, based on needs and priorities identified in the updated Parks and Recreation Master Plan.	6.C.4	Planning Commission, Community Development, Public Works, Engineering	1-3 years
6.2	Create focused marketing and community outreach materials for parks and recreational programs in English and Spanish.	6.C.18	Recreation, Engineering	Annually
6.3	Update the Parks and Recreation Master Plan to identify locations of major parks and recreational facilities, specify criteria and standards for the development of sports and recreational facilities, and identify funding sources for the development and maintenance of parks and open space resources.	6.C.25	City Council, Engineering, Recreation, Public Works	Every 5 to 7 years
6.4	Continue to work with the Stanislaus Regional Water Authority on the development of a Regional Surface Water Supply Project (RSWSP), which will include improvements within the City of Ceres to pump water from the Tuolumne River, treat it to drinking water standards, then deliver it to the City of Ceres.	6.D.1	City Council, Public Works, Engineering	Ongoing
6.5	<p>Update the City of Ceres Urban Water Management Plan (UWMP) to address future water supply, treatment, and distribution needs. Develop and maintain the UWMP to be consistent with the East Stanislaus Integrated Regional Water Management Plan. The UWMP should explore:</p> <ul style="list-style-type: none"> • Water supply alternatives; • Treatment alternatives, including wellhead and centralized treatment; • Alternatives for reuse of grey water; and • Water conservation programs. 	6.D.1	Public Works, Engineering	Every 5 to 7 years

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
6.6	Continue to implement the Urban Water Management Plan and Water Efficient Landscape Guidelines and Standards and update as necessary and required by law.	6.D.1	Public Works	Ongoing
6.7	Encourage residents and property owners to conserve water by providing information about water-conserving devices and practices in pamphlets and on the City website, through information sessions, and during the permitting and development process.	6.D.2	Public Works	Ongoing
6.8	Update the Sewer System Master Plan to identify future wastewater flows and plan for adequate wastewater treatment and disposal to comply with current and future regulations.	6.E.1	Public Works	Every 5 to 7 years
6.9	Update the Storm Drainage Master Plan.	6.F.1	Public Works, Engineering	Every 5 to 7 years
6.10	Provide a public outreach program to educate residents and local businesses about best practices to reduce stormwater pollution.	6.F.9	Public Works	1-3 years
6.11	Continue to foster the development of a “public utility” infrastructure to provide high-speed network access throughout the community and to make the community attractive to information and technology-based businesses.	6.I.1	Community Development, Public Works, Engineering	Ongoing
6.12	Monitor response times and patrol time to review staffing requirements necessary to maintain established levels of service.	6.J.1	Police and Fire	Annually

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
Chapter 7: Economic and Community Development Element				
7.1	Evaluate the progress, accomplishments, and challenges to implementing the Economic Development Strategic Plan.	7.A.1	Economic Development, Community Development, City Manager	Annually
7.2	Working with the Ceres Chamber of Commerce, create a “branding campaign” for Ceres to attract new businesses and residents.	7.A.5	Economic Development, Community Development, City Manager	3-5 years
7.3	Meet with members of the local business community, including the Ceres Chamber of Commerce, Downtown businesses, and industry representatives, to identify the challenges they face and ways in which the City can support their continued growth and operation.	7.C.1	Economic Development, Community Development, City Manager	Ongoing
7.4	Promote patronage of local businesses through “buy local” campaigns and similar activities.	7.C.1	Economic Development, Community Development, City Manager	3-5 years
7.5	Facilitate coordination between local businesses and local schools, including those in the Ceres Unified School District and vocational/trade schools, to better position the local workforce to take advantage of job opportunities and meet employers’ needs.	7.C.1	Community Development, City Manager, Economic Development	Ongoing
7.6	Create guides for prospective property owners, developers, and businesses to encourage them to locate in Ceres, such as a “Doing Business in Ceres” guide or a “Guide to Permitting”.	7.C.2	Community Development, City Manager, Economic Development	1-3 years
7.7	Implement strategies to encourage land assembly, including conducting informational meetings at the City, providing information in pamphlets or on the City website, contacting property owners directly, and developing financial incentives for land assembly.	7.C.6	Community Development, City Manager, Economic Development	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
7.8	Continue to use available websites and other tools to support the marketing of available development sites.	7.C.7	Economic Development, Community Development, City Manager	Ongoing
7.9	Conduct and maintain an updated cost/benefit analysis of potential incentives to ensure that the incentives in the targeted incentive program are fiscally positive and achieve the City's intended objectives.	7.C.9	Economic Development, Community Development, Finance, City Manager	Ongoing
7.10	Research potential strategies for attracting new technology and innovative businesses and industries to locate in Ceres, such as autonomous vehicle manufacturing.	7.C.11	Economic Development, Community Development, City Manager	3-5 years
7.11	Develop and adopt a Downtown Ceres marketing strategy, potentially with the support of a consulting marketing team, that includes a logo for Downtown Ceres.	7.H.1	Economic Development, Community Development, City Manager	1-3 years
7.12	Install attractive signage with the Downtown Ceres logo within Downtown and on wayfinding signage navigating towards Downtown.	7.H.1	Economic Development, Community Development, City Manager	1-3 years
7.13	Develop an advertising program to identify and direct travelers on SR 99 to Downtown Ceres.	7.H.1	Economic Development, Community Development, City Manager	3-5 years
7.14	Work with the Chamber of Commerce and other organizations to continue to sponsor programming of regular and special events in Downtown Ceres, such as the Ceres Street Faire and Concerts in the Park.	7.H.2	Economic Development, Community Development, City Manager	Ongoing

IMPLEMENTATION MATRIX

#	Implementation Action	Corresponding General Plan Policies	Responsible Party	Timeframe
7.15	Establish incentives, or grant funding if available, for owners to maintain their properties in Downtown Ceres.	7.H.3	Economic Development, Community Development, City Manager	3-5 years
7.16	Continue to support the Ceres Downtown Revitalization Area Board in the maintenance and upkeep of the public spaces and public facilities in Downtown Ceres.	7.H.3	Economic Development, Community Development, City Manager	Ongoing
7.17	Meet with community-based organizations to develop and improve strategies for engaging low-income residents, limited English-speaking residents, residents of color, and residents of disadvantaged communities per SB 1000 (Leyva, 2015) in the public planning process.	7.I.2	Community Development, City Manager	Ongoing

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