



Ceres General Plan Update



Land Use Alternatives
Community Workshop
January 25, 2017

Meeting Agenda

1. Welcome!
2. Update on General Plan Process
3. Where We Are in the Process
4. What We Have Heard From You
5. Three Alternative Land Use Diagrams
 1. Introduction to Land Use Diagrams
 2. Summary of Each Alternative
 3. Comparison of Alternatives
6. Small Group Discussion
7. Wrap-Up

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Update On General Plan Process

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What is a General Plan?

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

CITY OF CERES GENERAL PLAN



POLICY DOCUMENT

ADOPTED FEBRUARY 24, 1997

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Who is Involved in Creating the General Plan?

- You! And the whole Ceres community
- City Staff
- Planning Commission
- City Council
- Consultant team:

Dyett & Bhatia, Urban and Regional Planners

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General Plan Update Planning Area



Where Are We in the Process?

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Project Timeline & Work Completed

- ✓ 1. Issue Identification & Visioning
- ✓ 2. Background Studies
- 3. Alternatives & Evaluation
- 4. Draft General Plan
- 5. Environmental Review
- 6. Adoption

- Completed Issue Identification & Visioning
 - Stakeholder interviews
 - Community Workshop
 - Newsletter #1
 - Community-wide Survey
 - Vision Statement and Guiding Principles
- Completed Background Studies
 - Existing Conditions Report
 - Demographic, Economic, & Fiscal Conditions Report
 - Newsletter #2
- Alternatives
 - Drafted Alternatives
 - Analyzed Alternatives
 - Need your feedback!

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What Have We Heard from You?

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General Plan Guiding Principles

- Neighborly Character
- Safe, Family-Friendly Hometown
- Agricultural Identity
- Health and Sustainability
- Complete Community
- Strong Downtown
- Attractive Destination
- Economic Development
- Revitalization
- Balanced Circulation Network

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General Plan Vision Statement

In 2035, Ceres has:

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

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

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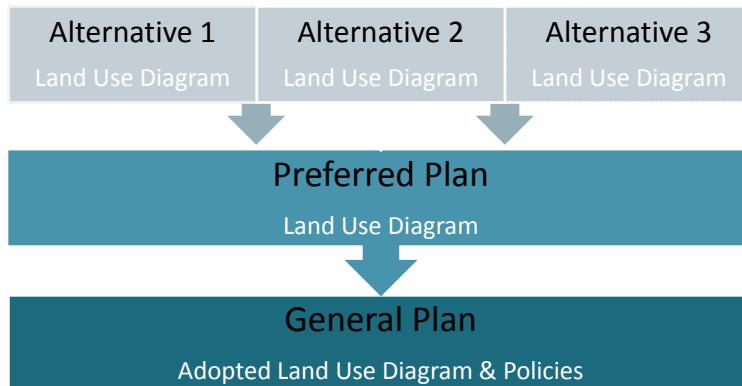
Introduction to Alternative Land Use Diagrams

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Purpose of Alternative Land Use Diagrams

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



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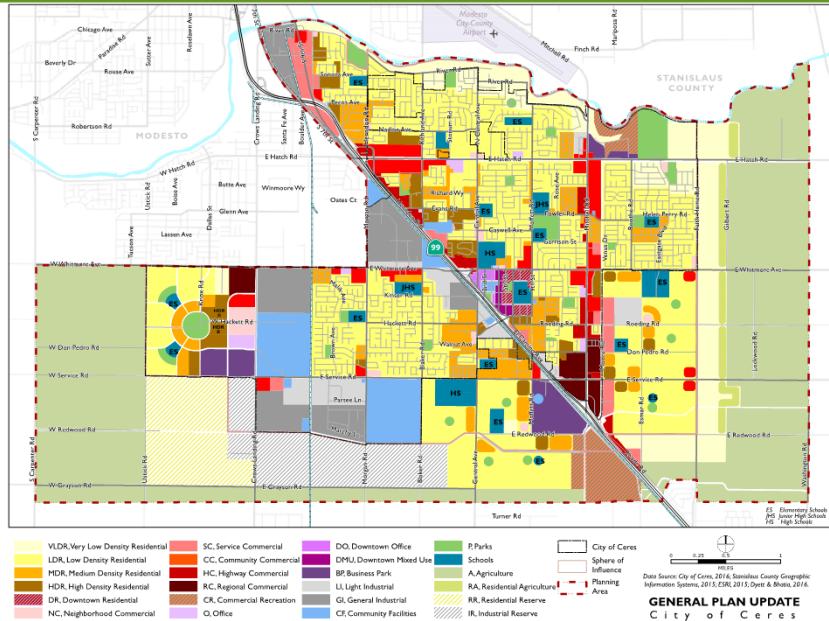
Land Use Diagrams

- Show where certain types of development is planned to occur
- Types of development are regulated by land use designations
- Land use designations:
 - Establish the intended uses and density of development
 - Examples of land use designations: Low Density Residential, Regional Commercial, Parks, etc.

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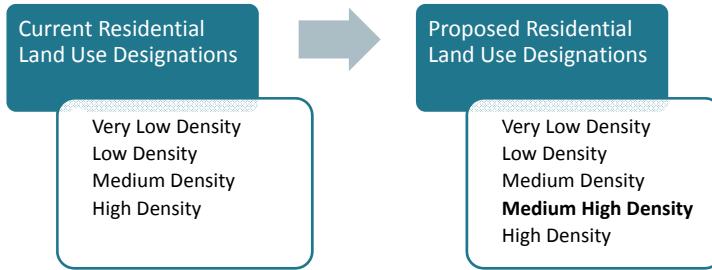


Current General Plan Land Use Diagram



Proposed Changes Common to all Three Alternatives

- New and Redefined Residential Land Use Designations

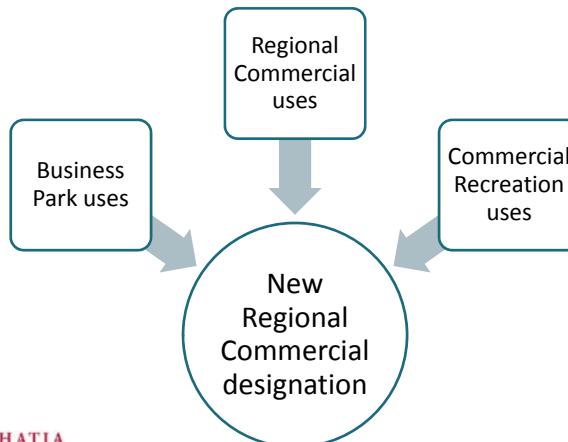


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Proposed Changes Common to all Three Alternatives

- Consolidation of Land Use Designations near Planned Service Road Interchange



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Land Use Designations

Residential

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

Commercial

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

Office & Mixed Use

Office
Downtown Office
Downtown Mixed Use
Business Park

Other

Community Facilities
Parks
Agriculture
Residential Agriculture
Residential Reserve
Industrial Reserve

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

Industrial

Light Industrial
General Industrial

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Summary of Ceres Alternatives 1, 2, and 3

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Summary of Alternative 1

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

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Summary of Alternative 2

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

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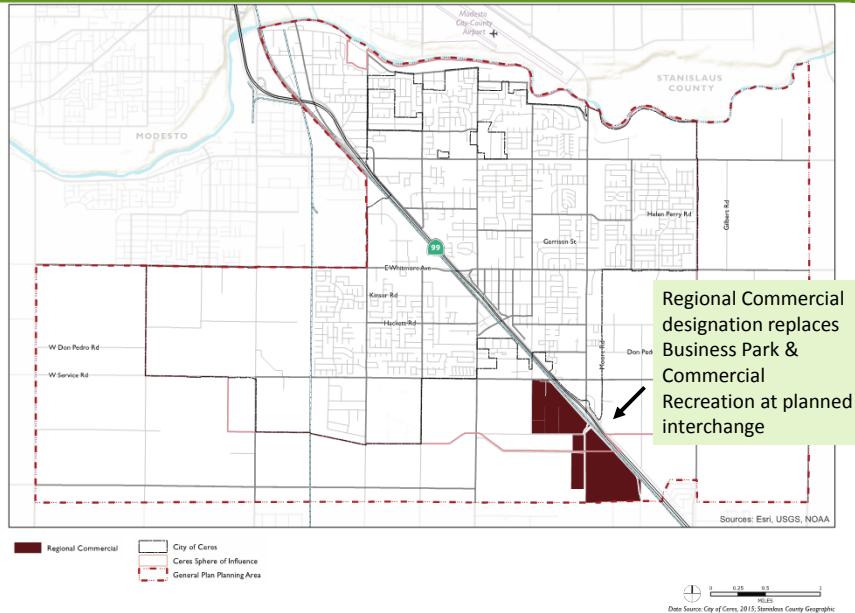
Summary of Alternative 3

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

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Alternative 1: Modified Existing General Plan Change Areas



Alternative 1: Modified Existing General Plan Land Use Diagram

