



COMMUNITY WORKSHOPS ALTERNATIVES

February 2017



C ★ E ★ R ★ E ★ S
**GENERAL
PLAN UPDATE**

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I Introduction

The City of Ceres is currently in the process of updating its General Plan adopted in 1997. The updated General Plan will articulate a long-term vision for Ceres and outline policies and programs to realize this vision. For more information on the General Plan Update process, please visit: www.CeresGeneralPlanUpdate.com.

A variety of outreach activities have been completed and will continue throughout the General Plan Update process to ensure that the General Plan Update reflects the community's most important values and priorities. The initial phase of outreach included stakeholder interviews, a community workshop, a community-wide survey, presentations to community groups/service clubs and newsletter, and the General Plan 2035 project website. Concurrent with community outreach, the consultant team researched existing conditions to prepare an Existing Conditions Report on key planning issues.

The second phase of the General Plan Update includes the development and analysis of three alternative land use diagrams (Alternatives). The Alternatives represent a spectrum of potential growth patterns in Ceres all informed by the initial community outreach and technical research. The Alternatives were analyzed for their potential impacts on population, jobs, transportation, fiscal health, and utility infrastructure. This analysis provides insight into the potential impacts of different future growth scenarios. Analysis of the Alternatives, as well as feedback from community members on the Alternatives, will inform the formulation of a Preferred Plan (selected by the City Council), which will in turn serve as the foundation of the new General Plan and its Environmental Impact Report. The Preferred Plan may be one or another of the Alternatives discussed in this report, or it may combine aspects of each. New ideas generated during public discussions may also be incorporated.

This report summarizes input from two community workshops: one held in English and the other in Spanish. Both workshops focused on exploring community members' responses to the three Alternatives.

1.1 Workshops: Format and Organization

The English-language community workshop on the Alternatives was held on January 25, 2017 from 6:00 to 8:30 p.m. at the Ceres Community Center. The objectives of the workshop were to:

- Inform community members of Alternatives and their projected impacts; and

- Obtain feedback from community members about what Alternative—or aspects of each Alternative—they preferred, which impacts they believed were most important to consider, and any other input related to the Alternatives they wanted to be considered for the Preferred Plan.

Around 55 community members attended the workshop, along with members of the City Council and Planning Commission who attended without participating. The City, in conjunction with the Ceres Partnership for Healthy Children, provided Spanish language assistance, which several participants used.

The Spanish-language workshop regarding the Alternatives was held on February 1, 2017 from 9:00 to 11:00 a.m. at the Ceres Community Center. The objectives of the workshop and the materials presented were the same as those of the English-language workshop. Around 34 community members attended this workshop.

WELCOME AND INTRODUCTION

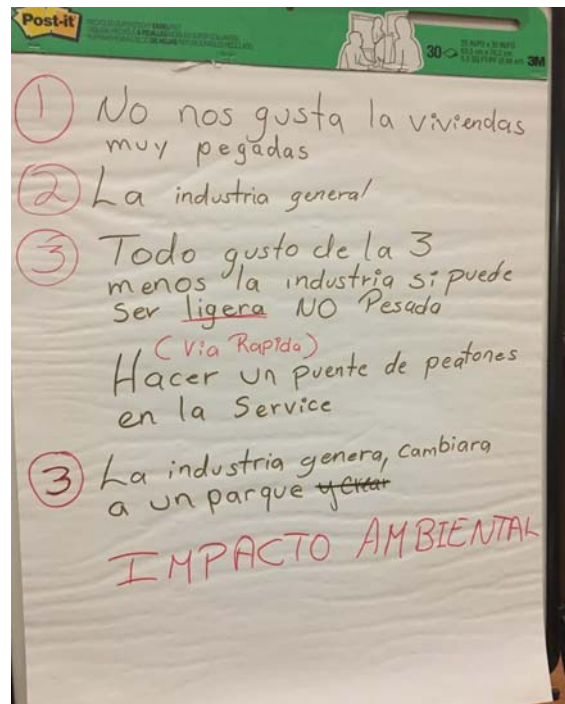
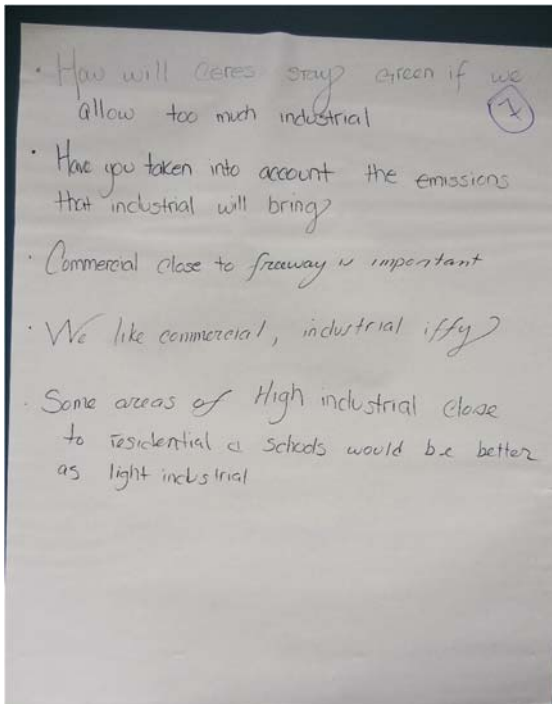
Both workshops began with a welcome from Ceres Director of Community Development Tom Westbrook. At the January 25 workshop, consulting planner Sophie Martin followed with a presentation on the General Plan Update process; progress achieved so far; and the Alternatives and their respective projected impacts. At the February 1 workshop, Lourdes Perez from the Ceres Partnership for Healthy Children gave the presentation in Spanish using the same slides that had been translated into Spanish as those presented on January 25. The slides from the presentation are included in Appendix A. At both workshops, the presenters answered questions after the presentations.

SMALL GROUP DISCUSSION

At the end of the presentations, the following discussion questions were presented:

- What do you like and what do you have reservations about?
- What do you think about the amount of growth shown in each Alternative? Consider both population and jobs.
- What do you think about the *location or direction* of growth in each Alternative?
- Which impacts are the most significant for each Alternative?
- What impacts of development do you think should be weighted most heavily in evaluating the Alternatives?

At both workshops, participants sat in small groups of approximately six to eight to discuss their thoughts about each of the Alternatives. At each table were maps of the three Alternatives, as well as a Summary Sheet of key projected impacts of each Alternative, including projected new resident population, new housing units, and new jobs. The Summary Sheet is provided in Appendix B. Participants discussed the Alternatives, and a facilitator at each table took notes of the small group discussion on a large flipchart.



The City's notes from the January 25 workshop are provided in Appendix C; the consultant's notes from the January 25 workshop are given in Appendix D; and the City's notes from the February 1 workshop are given in Appendix E. In addition, there were comment cards on the tables at the January 25 workshop for individual participants to write down their thoughts about the Alternatives. Scanned copies of comment cards are included in Appendix F.

REPORT-OUT

A representative from each group reported to the audience at large on the themes from their small group discussion. Comments from each table are included in the notes presented in Appendices C, D, and E as explained above.



WRAP-UP

Consulting planner Sophie Martin concluded the January 25 workshop and Community Development Director Tom Westbrook concluded the February 1 workshop, thanking participants for their input.

2 Community Feedback on Alternatives

Themes and highlights from the small group discussions from both workshops are summarized below. It is important to note that although all community members of Ceres were invited to attend the workshops, participation was voluntary and those in attendance may not have been statistically representative of the city’s population. As the General Plan Update process continues, members of the Ceres community will continue to be invited to participate in additional workshops and through other means. As discussed below, a few common themes emerged from the workshops, but there was also a diversity of opinions shared, some of which conflicted with each other.

2.1 Common Themes

INFILL DEVELOPMENT AND FOCUS ON DOWNTOWN

Many participants at both workshops emphasized the need to focus on revitalization of the Downtown. Strong community support for focusing on new investment in the Downtown and existing corridors in the city has been consistent throughout the General Plan Update process. The Alternatives only include land use diagrams—they do not include any policy options. The City did not propose any changes to land use designations Downtown or along existing corridors, therefore there was no difference between the Alternatives regarding infill. Instead, the Alternatives focused on potential new growth. One participant criticized the Alternatives for being too “sprawl” oriented, and another participant explained that the City should focus on improving what already exists in Ceres. Comment cards stated “Build up! Not outward!”¹

AGRICULTURAL LAND: CONSERVATION AND INCOMPATIBLE USES

Another theme common to more than one small group discussion and expressed on a few comment cards was concern about farmland conservation. One participant argued that supporting Ceres’s agricultural identity is a principle of the General Plan Update process, and thus the Alternatives should not include conversion of farmland to urban uses. In addition to concern about the direct loss of farmland from potential industrial development along Faith Home Road, several participants shared concern about incompatible uses—when non-farm uses are developed in close proximity to agricultural land, and farming operations, such as spraying, may be impacted. One small group discussed the need for Ceres to adopt an agricultural buffer

¹ It should be noted that the Alternatives presented propose varying degrees of change to the City’s existing (1997) General Plan Land Use Diagram. Beyond the areas that are proposed for land use changes, the balance of the alternative land use diagrams is consistent with the 1997 General Plan and current zoning. For more detail on the Alternatives proposed, please refer to the Alternatives Evaluation Report and its accompanying technical memoranda, available on the Ceres General Plan Update website (www.ceresgeneralplanupdate.com).

policy to protect agricultural land when development of sensitive land uses are proposed, and another small group discussed how industrial development along the east side of Faith Home Road would indirectly impact all neighboring agricultural land. Specifically, one participant asked whether there would be a wall behind the Walmart to buffer it from agricultural uses.

INFRASTRUCTURE AND PUBLIC SERVICES COSTS

Several participants discussed concern regarding the costs of building the new development that could be accommodated by the Alternatives. One participant specifically asked if the costs would add taxes or fees for Ceres residents. In particular, some participants were concerned about the cost of building new infrastructure in the northeast portion of the Planning Area and along Faith Home Road when infrastructure to support industrial uses already exists in the southwest portion of the Planning Area. On the topic of efficient infrastructure spending, one participant supported how the City seems to be planning to leverage the new infrastructure that Walmart is building to support other commercial development. In addition to infrastructure, one small group discussed the cost of providing fire protection services to the northeast area of the Planning Area, which is currently served by a small, volunteer fire department from Hughson.

JOB GROWTH

Several small groups discussed the need for more jobs in Ceres. Participants expressed the desire for more opportunities to work and spend money in Ceres, rather than having to travel to Turlock. For this reason, some small groups at the February 1 workshop supported Alternative 2, which they thought appropriately planned for new businesses and commerce. This small group also discussed the potential job growth in Alternative 3, but was concerned about the health impacts of locating industry near residential areas. One small group discussed their support for focusing new growth on commercial and industrial uses, rather than residential. Another group noted that industrial jobs pay better than commercial jobs.

HEALTH AND SAFETY

Several small groups discussed the health and safety concerns of locating industrial development near residential uses and schools. A few groups expressed concern that air pollution from industrial uses was not being considered, and one recommended that commercial and industrial uses be located as near to SR-99 as possible and as far from residential uses as possible.

In addition, a few participants expressed concern about the safety of school children walking to and from La Rosa Elementary along Moore Road, where the traffic moves fast. Similarly, one participant expressed concern about the safety of expanding Service Road, which runs adjacent to Central Valley High School.

Several small groups discussed the need for more parkland. One small group recommended that the parcel west of Faith Home Road in the northeast be designated “Regional Park” to add to the existing River Bluff Regional Park, which is directly to the west.

ALTERNATIVE 3 CONCERNS

Participants at the January 25 workshop had the strongest reactions to Alternative 3. Some participants supported the idea of leveraging the potential transportation investments in Faith Home Road to support new, good jobs in Ceres and to divert truck traffic from Mitchell Road. This same group added, however, that if the bridge over the Tuolumne River is not built, they would prefer a greenbelt between Hughson and Ceres. Another group discussed their support for industrial development along Faith Home Road rather than in the proposed location of Alternative 2.

Other participants voiced strong opposition to Alternative 3, including on the written comment cards. A few participants argued that Alternative 3 only makes sense if Faith Home Road becomes an expressway and a bridge is built over the Tuolumne River, and that instead, the City should not be planning for Ceres's future based on assumptions but rather based on the assets that already exist, such as SR-99 access. A few participants suggested that the City plan for a cluster of industrial development rather than plan for industrial uses in different areas of the city and along the whole Faith Home Road corridor. In addition, a participant voiced concern about the potential Faith Home expressway, explaining that 1) she believed the owners of the Beard Industrial Park do not want an expressway running through their property, and 2) there is no easy access to SR-99 northward from Faith Home Road. One small group proposed removing the proposed Industrial Reserve designation along Faith Home Road, but designating a large area at the north end of Faith Home Road on the east side as Industrial (and as Regional Park on the west side of Faith Home Road).²

2.2 Additional Feedback

TRANSPORTATION

Participants voiced concern about traffic, including along Hatch and Moore Roads. In particular, participants shared concern about the amount of truck traffic in the city. Several participants expressed concern about different proposed roadway improvements, including that the proposed improvements to Service Road would be more beneficial on Grayson Road which connects to I-5. One participant recommended transportation improvements on Mitchell Road, including covering the canals that run along Mitchell Road and building truck-only lanes.

² Regarding the bridge over the Tuolumne River, it should be noted that Stanislaus County signed a contract at the end of 2016 with a consulting firm to begin work analyzing and planning for a bridge across the Tuolumne River. This proposal would connect Garner Road in the north to Faith Home Road in the south. Preliminary estimates indicate that construction of the bridge may commence as soon as the year 2025—within the planning horizon of this General Plan update. Over the next two to three years, there will be planning efforts and community outreach for this facility. Stanislaus County, the cities of Modesto and Ceres, StanGOG, and Beard Industrial Park are all part of this planning effort, which began in January of 2017.

COMMUNITY OUTREACH

One small group discussed their concern about residents living in the Planning Area, outside of the city limits, not being adequately notified of the General Plan Update process and the proposed land use designation changes. Recommendations were made to send notifications by mail to everyone in the Planning Area, since the Ceres Courier is not delivered outside of city limits.³

ENVIRONMENTAL REVIEW

A few participants asked about the environmental review process and emphasized the importance of integrating environmental review into the planning process.

2.3 Summary

Between both workshops, there were common themes including support for Downtown revitalization and infill; agricultural conservation and buffering; and job growth, as well as concern regarding the cost of new development and public health in terms of air quality and pedestrian safety. The preferences of each small group, organized by table, for each of the three Alternatives are listed below. In summary, there was mixed support for Alternatives 2 and 3, although there was strong concern voiced about Alternative 3 in the January 25 workshop. There were no small groups that expressly preferred Alternative 1.

January 25th Workshop⁴

- Table 1: No clear preference for an Alternative expressed; focus on infill development and farmland preservation
- Table 2: Slight preference for Alternative 3, if Faith Home Road is improved
- Table 4: Very strongly against Alternative 3; liked industrial near SR-99 rather than high school, but concerned about costs of moving utilities infrastructure to serve industry
- Table 5: Slight preference for Alternative 3, with some modifications and continued concern for farmland compatibility
- Table 6: Preference for Alternative 3
- Table 7: Preference for Alternative 2, with some modifications to better protect residential areas from industrial uses

³ Letters were sent to every property owner whose land would be affected by land use changes proposed in any of the three Alternatives. This notification process was conducted twice, on November 28, 2016 and via the Workshop #2 flyer sent on January 13, 2017.

⁴ Tables were labeled with numbers, and #3 was not used.


February 1st Workshop

- Table 1: Disliked Alternative 1, preference for Alternative 2 and the location of commercial uses
- Table 2: Slight preference for Alternative 3 but also supported Alternative 2; expressed concern about location of industrial uses near residences
- Table 3: Preference for Alternative 2


This community feedback, as well as the technical analyses of the development and land use, transportation, fiscal, and wet utilities impacts of the Alternatives, will inform City staff, the Planning Commission, and the City Council in the crafting and selection of a Preferred Alternative.

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Appendix A: Presentation Slides



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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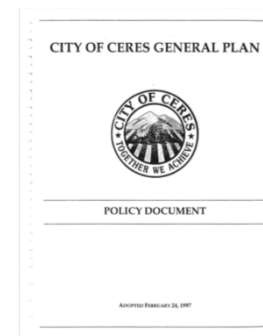
Update On General Plan Process

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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



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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



GENERAL PLAN UPDATE
CITY OF CERES

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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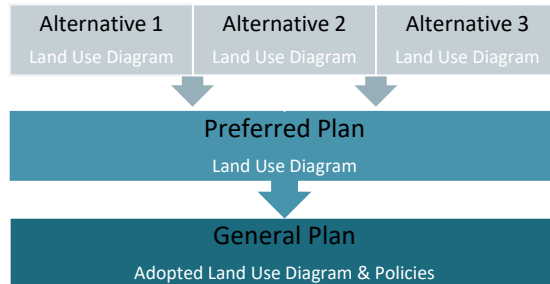
Introduction to Alternative Land Use Diagrams

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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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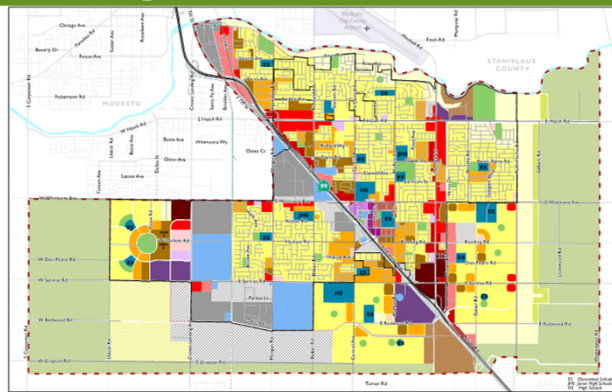
Land Use Diagrams

- 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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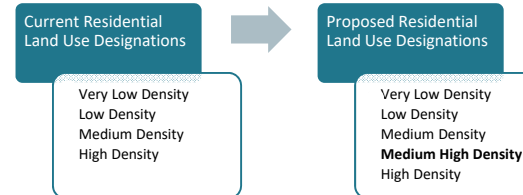


Current General Plan Land Use Diagram



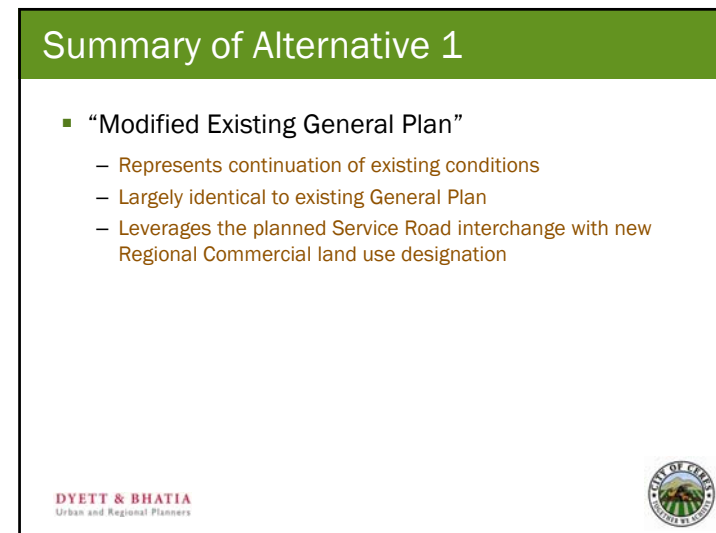
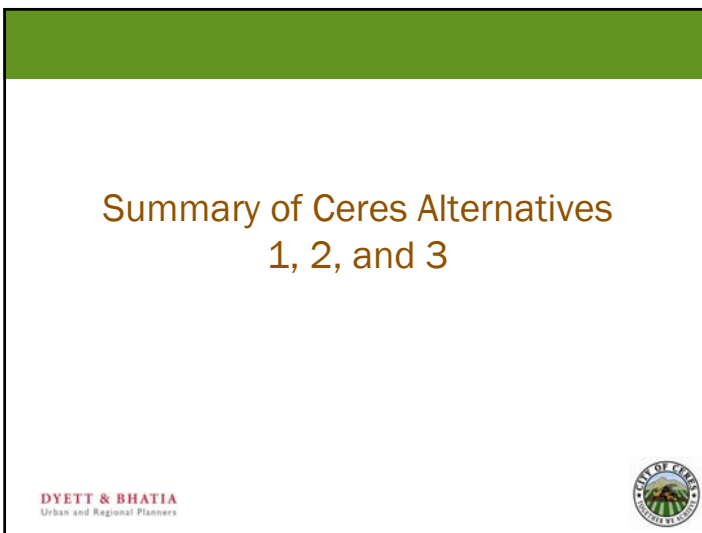
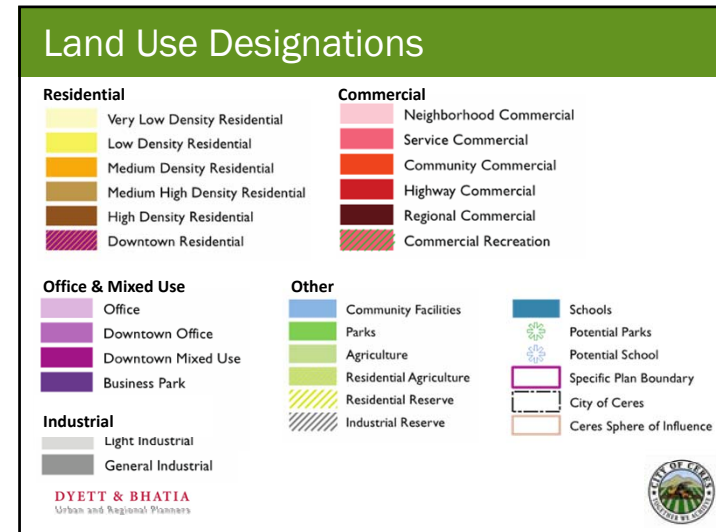
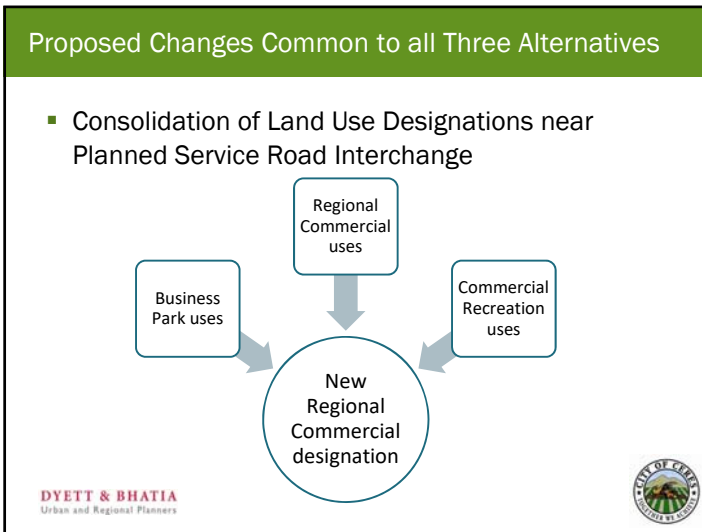
Proposed Changes Common to all Three Alternatives

- New and Redefined Residential Land Use Designations



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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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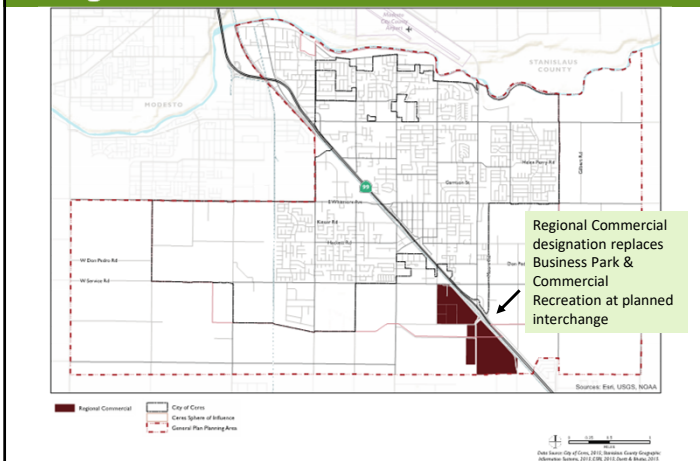
Summary of Alternative 3

- “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

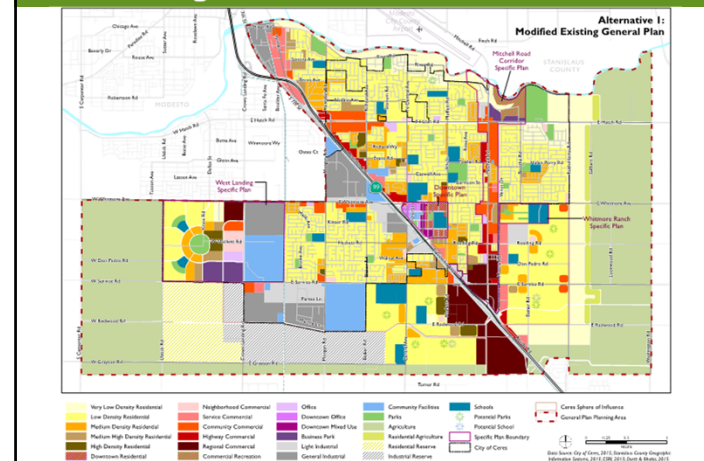
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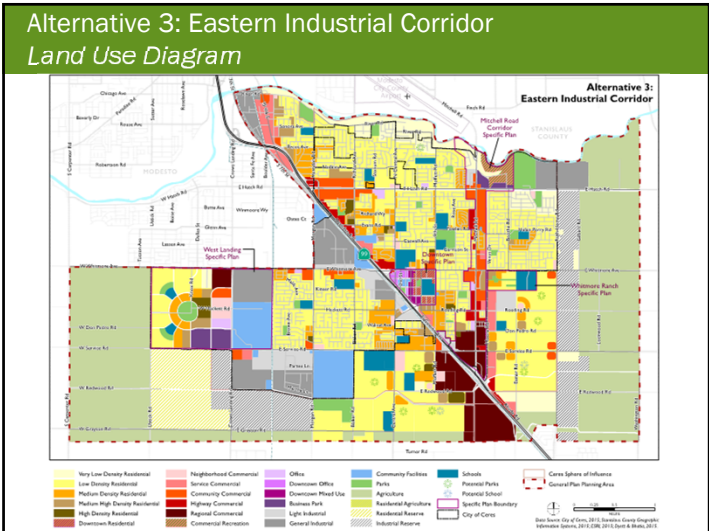
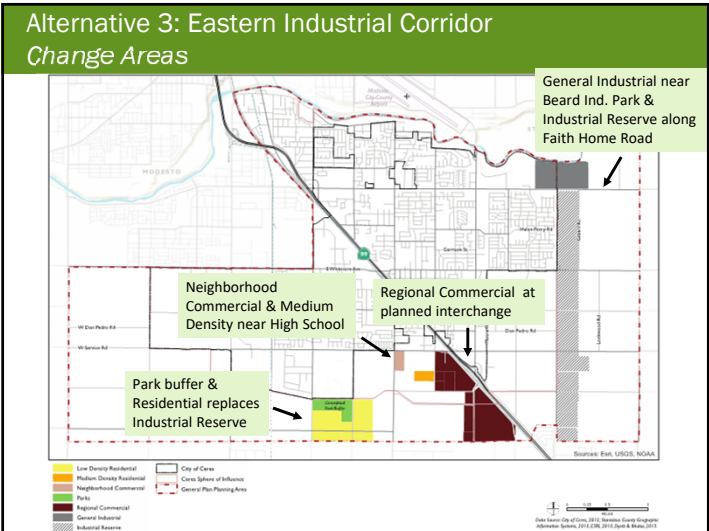
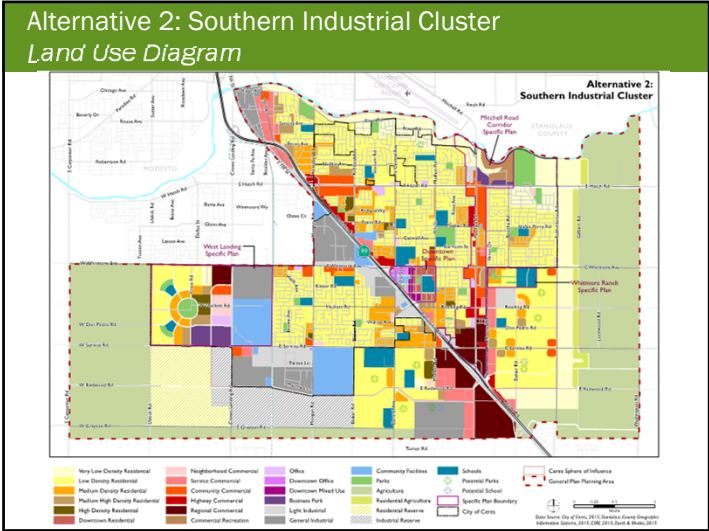
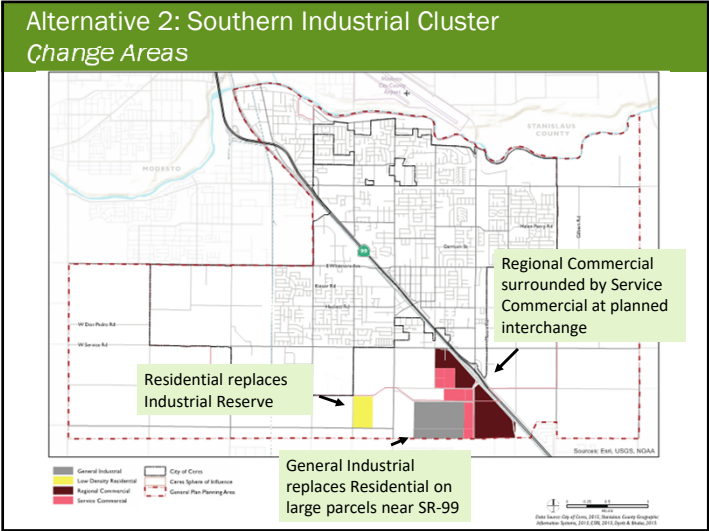


Alternative 1: Modified Existing General Plan Change Areas



Alternative 1: Modified Existing General Plan Land Use Diagram





Comparison of Alternatives

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Alternatives Comparison- Potential Development

	Alt 1	Alt 2	Alt 3
New Housing Units	6,690	6,450	6,460
New Non-Residential Development (sq ft)	12,227,440	14,716,960	14,903,300
Office (sq ft)	833,190	833,190	833,190
Commercial (sq ft)	7,069,810	7,629,850	7,090,640
Industrial (sq ft)	4,324,440	6,253,920	6,979,470
New Parks (acres)	73	73	129

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Alternatives Comparison- Population & Jobs

	Alt 1	Alt 2	Alt 3
New Residents	20,060	19,340	19,380
New Jobs	26,530	26,920	33,750
Office	2,080	2,080	2,080
Commercial	11,620	11,370	11,650
Industrial	11,770	12,410	18,970
Other	1,060	1,060	1,060
Total Jobs/Housing Ratio	1.7	1.8	2.1

Transportation Impacts

	Alt 1	Alt 2	Alt 3
Daily VMT per Service Population (Residents + Workers)	15.5	15.5	15.1
Percent of major roads operating worse than the City's standard (more congested)	5%	5%	6%

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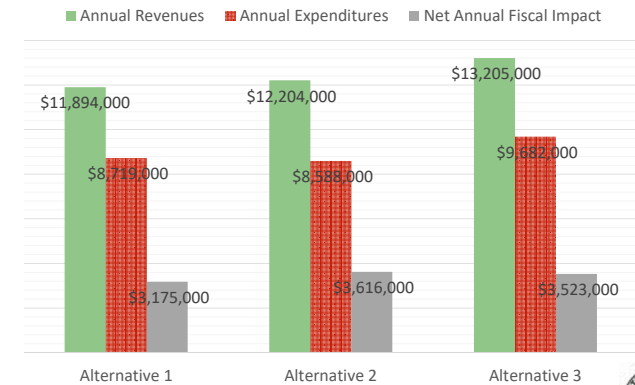
Fiscal Impacts

- All three Alternatives are projected to result in a General Fund surplus (revenues will be greater than expenditure)
 - Increase in job generating land uses
 - Economies of scale in providing public services
 - Expiration of City's Redevelopment obligations
- Alternatives 2 and 3 are more fiscally advantageous than Alternative 1 due to focus on commercial uses
- Each Alternative accomplishes certain policy objectives
 - Improved resident to employment balance
 - Broader array of housing types

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Fiscal Impacts



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Your Feedback on Alternatives

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Discussion Questions

1. What do you like and what do you have reservations about?
2. What do you think about the amount of potential growth shown in each Alternative? Consider both population and jobs.
3. What do you think about the *location* or *direction* of growth in each Alternative?
4. Which impacts are the most significant for each Alternative?
5. What impacts of development do you think should be weighted most heavily in evaluating the Alternatives?

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Ground Rules for Small Groups

- Speak one at a time
- Listen for understanding
- Suspend snap judgments
- Be conscious of time – keep comments concise, avoid repetition
- Each member of the group is equal, all comments matter
- Participate!

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Next Steps

1. Consultant team prepares report summarizing feedback from this workshop
2. Planning Commission and City Council review Alternatives and community feedback and make recommendations for Preferred Plan
3. Consultant team drafts Preferred Plan
4. Community Workshop on Preferred Plan

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THANK YOU

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Appendix B: Ceres Alternatives Summary Sheet

Ceres Alternatives Summary Sheet- January 25, 2017

Alternative 1 (Modified Existing General Plan) represents a continuation of existing conditions with Regional Commercial uses at the planned Service Road interchange.

Alternative 2 (Southern Industrial Cluster) plans for Regional Commercial, Service Commercial, and Industrial uses near the planned Service Road interchange.

Alternative 3 (Eastern Industrial Corridor) plans for Regional Commercial uses at the planned Service Road interchange, as well as Industrial uses along the eastern side of Faith Home Road.

	Existing (2015)	Alternative 1 (2035)	Alternative 2 (2035)	Alternative 3 (2035)
Population and Jobs				
Residents	47,000	67,000	66,300	66,400
Housing Units	13,800	20,400	20,200	20,200
Total Jobs	8,540	35,080	35,470	42,310
Office Jobs	2,020	4,110	4,110	4,110
Commercial Jobs	2,380	14,000	13,750	14,030
Industrial Jobs	1,740	13,510	14,150	20,710
Other Jobs	2,400	3,460	3,460	3,460
Total Jobs/Housing ratio	0.6	1.7	1.8	2.1
Fiscal Impacts				
Projected Average Annual Revenues	N/A	\$ 11,894,000	\$ 12,204,000	\$ 13,205,000
Projected Average Annual Expenditures	N/A	\$ 8,719,000	\$ 8,588,000	\$ 9,682,000
Projected Average Net Annual Fiscal Impact	N/A	\$ 3,175,000	\$ 3,616,000	\$ 3,523,000
Farmland Impacts				
Acres of Agriculture Re-designated for Urban Uses	N/A	-	59	106
Transportation Impacts				
Daily VMT per Service Population (Residents + Workers)	17.5	15.5	15.5	15.1
% of Major Roads Operating Worse than City's Standard (more congested)	3%	5%	5%	6%
Infrastructure Impacts				
Stormwater Infrastructure Capital Cost (million)	N/A	\$38.6	\$45.4	\$37.2
Water Infrastructure Capital Cost (million)	N/A	\$111.0	\$112.1	\$114.0

Appendix C: City of Ceres's Notes from January 25, 2017 Community Workshop

Meeting Notes
General Plan Update Community Workshop #2
Ceres Community Center, Small Assembly
Wednesday, January 25, 2017, 6:00 P.M.

1. Welcome and Introduction

Director of Community Development, Tom Westbrook welcomed everyone to the Second General Plan Update Community Workshop. He introduced Sophie Martin, Consultant with Dyett & Bhatia.

2. Presentation by Sophie Martin, Dyett & Bhatia

Ms. Martin thanked all for attending this evening. She gave a PowerPoint presentation, providing an update on the General Plan process, the progress achieved so far and the three Land Use Alternatives and their expected results.

Questions:

- You've shown the three different ideas, how do you plan on paying for it?

Ms. Martin remarked, that is a very good question. Generally speaking, when new development occurs, the City imposes fees on development that are proportional to the amount of impact that development has. So if development is projected to have a certain amount of impact on the roadway system for example, or require a major upgrade to a utility system, they are expected to pay into that. There are also certain projects that the City pays for on its own. It does maintenance of roadways on an ongoing basis, for example and has a small Capital Improvement Plan that's updated every 5 years or so that outlines what the City's priorities are. But generally speaking, impacts that are associated with a particular development are generally paid for by that General Fund.

- Question about Environmental Impact Report – study that?

Ms. Martin stated that is also a great question. That is part of our scope of work and we will be doing a full EIR, not just on the plan that we choose, but the EIR will also exact the same alternatives as it evaluates the environmental impact. And, we will probably be getting to that in the next six months or so. The decision makers will have that information.

- (Not audible)

Ms. Martin explained that she thinks that's part of the reason why we're trying to hear from so many people this evening. She also wants to make clear that it's not the intention of the City to displace people. Whether some properties develop over time

will be at the discretion of the private property owners. And that's something really important for people to consider, absolutely when those decisions are being made about certain development projects.

- He's asked this question three times and hasn't gotten an answer on this. What has been done to contact all the people that you have, that you're going to impact with this whole area that's not in the City limits, because most people don't get the Courier, most people are not really interested in checking to see what the City of Ceres is doing when we live out there outside the City limits? We know a lot of people out there that who have gotten nothing; have no idea this meeting is going on. He lives inside the City limits and he got something a while back, about a year ago. But there are a lot of people that own land, farms, rural people that have no idea this meeting is going on.

Mr. Westbrook explained that the publications that we do are in the Ceres Courier; we've been doing outreach with an email list; and for the land uses that specifically changed with some of these maps, folks were given a direct mailer, where there's going to be a potential change. (The property that you have, Mr. Caulkins, there is no change.) We did send a number of mailers out; we tried to reach as many people as we can.

- In Stanislaus County, as far as road alternatives are, you talk briefly about Service Road interchange area, and what's planned for Mitchell & Grayson, connection to I-5; you don't see any of that on any of these maps. Are those roadway improvements part of the Alternatives?

Ms. Martin responded, yes they are. She is going to defer to Kathrin Tellez of Fehr & Peers to provide some of those details. You're right, that you're not seeing a lot of these improvements on the maps. As she did mention, we did build them into the modeling that was done, but in terms of discussion materials that were provided here, you don't actually see those, but they are built in.

Ms. Tellez explained that the modeling that we did does take into account a lot of the regional roadway improvements that are planned by the County. A lot of them are built into the model. So, the modeling that we did includes a lot of the regional transportation improvements within the City limits for this area and for Ceres that will include the Faith Home Road Expressway, the Service/Mitchell Interchange improvements, and two of the other connectors. The roadway improvements that will be necessary to accommodate development will also be looked at, as we get a little further along in the alternatives and the development process.

- That didn't really answer the question, did it? Connection to I-5?

City Manager, Toby Wells explained the specific question was in a previous General Plan in 1997, where Mitchell would go south and connect to 5, over the freeway to Grayson Road and then out. Unfortunately, that alternative has been eliminated

through the process with Cal Trans. That connection with Grayson is not viable today; however, the Mitchell/Service Interchange will fix that connection by using Service Road. Service Road would be the expressway that would connect the east/west connection within the City.

- What's concerning is the fact that you're looking at Alternative 3 with Industrial on Faith Home. You look at this map and it's such a hodgepodge – industry here and here and here. Beard Industrial doesn't want a road to go through their property. It has to be elevated and they're not allowing roadway access. There is no northbound exit to the freeway out of Modesto. There's nothing there. You can't go through Gallo; 132 winds around. There's no way to get to 99. The industrial area needs to be encompassed within an area.

Ms. Martin remarked, that's an excellent point and exactly the type of thing she'd like everyone to discuss amongst their groups and then share with us. She asked if there are any more technical questions about the information before we go onto the discussion questions.

- (Not audible)

Ms. Martin explained there are some assumptions about the percentage of development that would occur, but it is modeled since the first day we saw it.

- Would like someone to explain the rationale of having the industrial over on the east side over near the railroad tracks. Why don't you just have one industrial park, with all the infrastructure; water, power, roads and eliminate that traffic in the other areas for agricultural reasons or just people that don't want access.

Ms. Martin explained both Alternative 1 and Alternative 2 reflect what you're talking about. Alternative 3 is the only one that splits the industrial in different parts of the City. So, if you have a preference for Alternative 1 or 2 for that reason, that's what you should share.

- Would also like someone to explain the rationale.

Ms. Martin explained, the rationale is because of this alternative cluster of industrial development in that part of Modesto, that Beard Industrial Park. There is some interest in possibly improving Faith Home Road, it would open up some opportunity in a different part of the city. Also, one of the trade-offs that is made by putting industrial in a different part of the city and different land uses, as in this case, residential in the south, is because there are already some investments in that part of City that are supportive for residential development such as several schools. So by putting more residential development near where there are spaces for schools, parks and so and moving the industrial, is a different way of looking at it. But you're right; there are absolutely trade-offs between one or another.

- Does the industrial development on the east side defer truck traffic off Mitchell?

Ms. Martin responded, it would be more the improvements of Faith Home Road that would defer trucks off of Mitchell, not just the industrial development in and of itself.

- Service Road is a nightmare. The little country road that she grew up on had no more than two cars coming down it during the day. Now it's like a darn racetrack. Every morning people are taking their kids to school; it's insane! And Service Road, certain times of the day, you can't get onto it or off of it there at Moffet Road. So, you talk about this Mitchell interchange, and you're going to do Service to go out to connect to I-5. Service doesn't go through to I-5, Grayson Road does. And what is going to be done to beef Service Road up? Traffic; you're talking about even more; this is crazy.
- If we don't have access to the 99 highway, by going north on Faith Home to Yosemite, what are we going to do? Where do we go?

Mr. Wells responded to the first question on Service Road. In the currently existing General Plan, Service Road is planned as a six-lane expressway. So, from Crows Landing to Faith Home, is planned for six-lanes; three-lanes each direction. That's what in the current General Plan for expressway service. Whether that gets built over time, that's a whole different question.

- Is this City of Ceres or is that County?

Mr. Wells explained, that is within the City of Ceres General Plan as of today. Obviously it won't get built all at once. There are pieces of it that are wide enough today. If you look out there and see that curb-to-curb distance is very wide; no question. You might ask, why is it only a two-lane road there when we've got that much roadway? That's what was planned for, for multiple lanes for better east/west traffic. As part of this General Plan, it's all about those improvements that would be necessary.

- And getting it out to I-5?

Mr. Wells explained the plan there was getting to Service. Then, Crows Landing is the other regional expressway that the County is working on and that would be the connectivity at Crows Landing.

- What is the industrial concern on Faith Home Road?

Ms. Martin stated that's a great question. There's a couple different ways of showing Industrial. What's labeled Industrial is what we would anticipate to be developed, types of industrial development in "suro?" term. That's a term that is used to indicate something that might happen much further in the future. It's sort of like a holding

designation. But the likelihood of industrial development happening there, even within the time period of this General Plan is very low.

- Duane Thompson has a couple of questions. One goes with the traffic and is obviously a concern for everybody here. Traffic log said it was going to increase by about 3%. That's based on the City, correct?

Ms. Martin explained the traffic model takes into account not just what happens within the City limits, but what's happening in the region as well. It takes into account the fact that people from Ceres are going elsewhere, and that people from elsewhere are both coming into Ceres and going right through it. So, it accesses the whole picture.

- It doesn't take into account a specific road, so you can have a 3% increase for the City, but you might have a 20% increase say for Mitchell Road. So, there are big factors there when you look at Option 3.

Ms. Martin explained, for this particular high-level analysis, we looked at 80 different roadway segments throughout the City and we assessed how they operate today, and then how they might operate in the future with the different alternatives. So, we found that today, looking on a daily basis, about 3% of the roadways are a little over capacity, and with the different alternatives, then we would have 5% or 6% of the roadway. We're not saying traffic increase; we're saying more roadways will operate under congestive conditions.

- Mr. Thompson stated, right, but you've got a couple roadways in specific that are going to be significantly impacted by this. And Mitchell is already pretty busy as it is. You go and add that giant Industrial Park there, you are going to, and he's obviously assuming, going to widen Faith Home Road, such that you have truckers going through there. I assume you're going to add a light at Faith Home and Hatch. I would imagine we'd have to widen Hatch to allow for that additional traffic as well. And then of course from there to go onto Mitchell. And then of course the people going to and from work, to get to those industrial parks, which is going to increase that traffic. So, it's not just about an increase traffic for the City, it's an increase in traffic for specific roads. For him, that's a concern.

Ms. Martin remarked that's correct and we'll be looking at more details once we hone in on a preferred alternative and we'll be identifying specific details to accommodate that traffic flow.

- Mr. Thompson's next question is in regards to the residential numbers that you have. He was a little confused because Options 1, 2 and 3 showed about 6,500 population increase for residential. But, if he understood the map correctly, only Option 3, (he thinks it was 3), showed the significant residential increase by Service Road, whereas the other two options didn't show any real significant increase. He's

trying to figure out how the map doesn't show an increase for the other two options, but yet the numbers show an increase. How is that possible?

Ms. Martin explained Alternative 2 does show an increase in residential development, but in a different place. Think about in Alternatives 2 and 3, the locations of the residential versus the Industrial are more or less swapped. And, in the Alternative 1, which really represents the existing General Plan, there is actually already a fair amount of space for new residential development that we just left the same. She can put the numbers back up, but they're also at the tables, you do see that Alternative 1 does actually have fewer residential units than the other two.

Ms. Martin asked if there are any more final technical questions rather than commentary. She would love to save our commentary for discussion at our small groups.

- Is it your plan to actually put in the infrastructure first before you build?

Ms. Martin remarked that's a great question. She thinks it goes back to one of the earlier questions about how does this all get paid for, right? Cities can on one hand; in some instances, put some infrastructure in, before development. For example, you're trying to create a circumstance where you're trying to attract a certain type of development or trying to attract jobs of a certain sort. But then say well gosh, our water waste treatment plant is just about at capacity, and we want to have food processors that create a lot of waste-water, they need to be able to discharge that waste-water. That's something that makes sense to the City and owners to invest in ahead of time. On the other hand, if the City puts in a fair amount of development of infrastructure before development occurs, a) it's very difficult for a city to do that, and b), if that development doesn't come, or the economy slows down, the City is still on the hook for having to operate and maintain infrastructure that isn't getting used. So, to the greatest extent possible, we try to have infrastructure be put in at the same time development occurs. However, there are some certain bigger ticket items that make more sense to kind of pursue separately from development. Things like roadway interchanges, major upgrades to utility infrastructure, and so on.

- Is it actually the goal and desire of the City of Ceres to actually increase the population?

Ms. Martin commented that's a great question. She thinks what's important to understand is that Ceres is going to continue to grow no matter what decisions we make this evening and what decisions the City Council makes in the end. There's already a General Plan in place, there's already zoning in place. People could walk in tomorrow and propose new development that's consistent with what's on the books right now. Ceres has grown. There has been a slow down because of the economy, but those that have lived here a long time have seen Ceres grow, the same way the rest of the valley and the rest of California. So, what a planning process like this does, is allows the City to shape that growth and guide it the way that it wants it to

occur, so that when development does come, it's happening in a way that matches what the City wants to see it. It's dangerous to think that the City has the ability to completely stop growing altogether, because even if City Council decided that you're not going to allow a single other additional home to be built in Ceres, people will still move here. They will move in with family members that already have; they will commute in. Growth still occurs. It is best interest of the City to make sure you are planning for that.

- Woman expressed concern with infrastructure, lack of quality businesses. She knows we're a bedroom community. There are other cities in the state that we have been to recently that have the same population as we have, and are lovely towns. Chico; we have nothing. Turlock has infrastructure that doesn't stop. They do an incredibly fine job. They're just sitting there waiting for the businesses to come, and rightfully so. We haven't had the draw of quality businesses. How many dollar stores do we need? We're just looking at industrial? You come down 99 and say wow, this is Ceres? We had a hospital once, we had a theater once; it's all gone. Instead of just spreading and moving and growing, let's fix what we have.

Ms. Martin remarked she thinks that's a great point and it's one that we heard echoed as we reached out to people earlier on this process. She thinks this is something that the General Plan can help address to the extent that new development may be able to pay for some of those deficiencies. That's something we should try to leverage.

- Woman stated she completely agrees. There isn't anything here to attract the kind of businesses you're talking about. She grew up here; attended Ceres High School. She doesn't want her kids attending a school that's walled in like a prison.

Ms. Martin announced we'll have one more question before we move to the group discussion session.

- Gene Yeakley stated that he doesn't have a question, but a comment. These two ladies have spoken about the issues we're concerned about and the best person to address them would be Toby Wells.

Mr. Wells explained; very relevant to your point. He was the Project Manager and Engineer for the design of the Downtown in Turlock. He was also in the City of Turlock when they were in the same status. He uses this example all the time. In the early '90's Turlock was at the same crossroads that Ceres is today. They were a population of about 50,000 and they were having a significant problem with their downtown, and wanting to know what the regional growth looked like for commercial. They were at the same crossroads where Ceres is today. They did a General Plan Update; they made a conscious decision on two things. They wanted to focus on their downtown and they wanted to focus on a regional commercial center at Monte Vista Crossings. They focused on those two items to the point where Turlock made a very difficult decision. Target wanted to locate across the street from the college at the northeast corner of Monte Vista and Geer. If you're familiar with the

college, you know that land is still vacant. Turlock made a difficult decision on a 3/2 vote; they voted against that property because it was inconsistent with their General Plan. They thought Target would be better suited by the freeway, where it is today. Target told them that day, you'll never see us again. Fast forward ten years, the plan is still in place. The infrastructure that was mentioned here was put in place. That facilitated that commercial growth. At the same time, they were working on the downtown. So, you can get there, you just have to be patient. This process that we're going through right now is what sets some framework, the stage for getting all this accomplished.

- Doesn't Turlock pretty much have all it's industrial in one area?

Mr. Wells explained, actually they don't. They have focused on one area which is called the WISP, West Industrial Specific Plan, which they focused and the property owners there put a tremendous amount of money in the ground to make that viable. But they did focus their efforts in one area, but again, it's land specific.

3. Small Group Discussion

Each table was given maps of the Alternatives and a summary sheet that detailed each Alternatives' impacts, key issues and considerations. The groups were asked to discuss the following questions:

- **What do you like and what do you have reservations about?**
- **What do you think about the amount of potential growth shown in each Alternative? Consider both population and jobs.**
- **What do you think about the *location or direction* of growth in each Alternative?**
- **Which impacts are the most significant for each Alternative?**
- **What impacts of development do you think should be weighted most heavily in evaluating the Alternatives?**

Representatives from each table reported on the discussion at their table:

Table 1 - Paul

- We'd like to see development. He has worked with a lot of cities, and he always recommends in-fill first.
- Preserve existing agriculture land. Don't like to see houses as buffers between Ag, as it poses a problem when they have to spray.
- Encourage City to have some type of Ag policy.
- Making sure some type of infrastructure is in place. (Make the developer pay the public facility fees.)
- One area at Crows Landing/Grayson – there's already a 7-11 there. You guys designated that as Residential Reserve; maybe you shouldn't have.

Expressed his thanks for the opportunity.

Table 2 – Judy

- We'd like residential in all the alternatives, to try to keep it more Agricultural.
- We kind of leaned more Alternative 3 with Industrial on the Faith Home side.
- If we're going to try to make Faith Home that thoroughfare, with a bridge to cross into that Industrial area, over on Garner and Claus, it would make sense to have that there.
- At the same time, we like the idea of keeping that "Green Belt" - we're all pretty much in favor of that.
- The logical thing was getting traffic off of Mitchell Road and onto Faith Home Road, especially the truck traffic. Faith Home is a natural, in terms of nexus. We need to get that traffic off of Mitchell and onto Faith Home, leading to that Industrial Area where they're heading. It's kind of a natural thing, if we do make that and they start taking Faith Home. They think it's going to be very hard to maintain a "Green Belt" area over there.
- We'd like to see more recreational opportunities in Ceres. For those of us who have been here a long time, we miss the drive-in. Suggested family entertainment areas/places. G-Rated – family interactive activities.
- Regional Commercial at Service/Mitchell – The other alternative in plan 1, keeping it Industrial over there. We talked about trying to get that Grayson Road thing back and putting the freeway off ramp interchange on Grayson because Grayson is the obvious route to go straight through to the I-5 bridge.

Table 6 – Jason

- On Alternative 2, our table felt that the location of the Industrial Area just didn't have a place there. It doesn't really fit.
- Regional Commercial at Service and Mitchell.
- Focus on the Industrial at Faith Home
- Connect to Beard Industrial Park
- Our priority – job/housing ratio
- We had concerns about Ag Mitigation and had questions about that
- Ensure quality and job creation

Table 5 – Chris

- Discussed what the real services would be focused on.
- Concerns would be: loss of agricultural
- We talked about those two where the other industrial areas are. Her husband and she talked about there are industrial businesses going up Service Road towards Crows Landing, so those are the issues that we talked about.
- We worry about viable employment.
- Parks – we talked about Plan 3 where the property ends at Faith Home at the River. There's a regional park already and you could make it all Industrial. But if you could make it all the way to the Park, so it would be the northwest. If you could merge that to a Regional Park. If we have a chance to designate an area and expand that - that's already there, would be an advantage to the community.

Table 4 – Alyssa

- There's a huge concern with safety and all the practicality.
- It doesn't make sense to have north and southbound entry way for 5, whereas Service Road doesn't.
- Also, for Alternative 3, for that Industrial Strip on Faith Home – concern for us.
- Someone brought up the idea of, it's better having that as a thoroughfare, building ranchettes, residential, semi-residential, build-out in the country to agricultural land.
- That Industrial area/way ultimately makes sense because that would be the assumption that there would be that bridge to Modesto and there will also be that onramp/off-ramp in Keyes. That bridge has been thought of for years. That bridge would be there when this Industrial strip is built in 30 years or 40 years. We can't assume that.
- Why weren't property owners contacted on some of these plans? Turn it into Industrial or residential, but the landowners weren't contacted. So for her, it means the City annexed that. A few people at this table were very concerned about that. They're in the Sphere of Influence, so contact with them is important. We've been here for 50 + years, so all of this is very important and very personal.
- Alternative 3 – the utilities in the southwest. If you have that Industrial strip over in the east, where is that connection made?
- We have this recommendation –Don't' make Faith Home an expressway. It's right along a train track, and yes, it is rural throughout.
- Inquired about that Industrial Area, who covers that? Is it Hughson Fire Department? Cross over jurisdiction and safety for an industrial area is a huge concern.
- We want to know the costs of the alternatives, so we can compare. Who's paying for what? Is the State helping? Do you have a Bond? Is it coming from our tax dollars? Where is this all coming from?
- Walmart infrastructure? Walmart already paid for.
- Recommendation to start building out there east on Mitchell and turn that into a truck-only lane so that would alleviate the traffic on Mitchell Road.
- We do like, on Alternative 2 where Industrial is moved away from Central Valley High School, and it's moved closer to the freeway and that train track. That seems to make a little more sense so you don't feel like you're right next to a high school.
- Recommend that we use access to 99 access that we already have. And like Table 1, we're wondering why there's so much in-fill. There's a little too much sprawling for us, especially when this is to protect Ag land, why are you wanting to continue to sprawl?
- It's also okay to stay small. It's also okay to grow, if we can plan accordingly and grow slowly.
- Woman commented, years ago she worked at StanCOG. They're a meeting of the minds of our County people. We were concerned about the expressway at Faith Home – 6 lanes is what they're considering. There are parts of I-5 (it runs from the Canadian border to the Mexican border), that have 4 lanes. She doesn't know why Ceres needs six, but this is what they're planning. She wants everyone to really keep

in mind, the expressway, even if the bridge is built, Beard Industrial does not want it to go through their property. It has to be an elevated expressway over their property.

- Then, she wants everyone, in your mind, maybe you don't have an answer for me, she doesn't know the extent of that, if you're at Beard Industrial on Yosemite, and you want to go to Sacramento, where do you go? How do you get there? There's no expedient way to get through to 99. It's an important factor. Really think about this. She also doesn't think a little volunteer Fire Department will want to take on the Beard Industrial area. How long have they been putting a 4-lane road out on Maze? How long has the 120 bypass been going through Oakdale? So, how long is going to be before we get a bridge? Let's work with the area that we have; we have easy access on and off to 99 with an Industrial area either to the south or to the southeast, going the other direction on 99, on the Mitchell area. Let's keep it tight; let's not have any sprawl.

Table 7 – Lourdes

- We're learning towards Alternative 2, with some concerns or alterations
- What their conversation was about was really how can we keep Ceres green, not allow too much Industrial, with considerations about what Industrial will bring for our community.
- We would also like to keep Commercial and Industrial as close as possible to freeway for access.
- We were concerned about Residential being too close to the Industrial Zone.
- Alternative 3, with concerns about the Residential area being so close to the Industrial area being proposed.
- In Alternative 2, the changes we would like to propose: down in the southwest area, there's a General Industrial area, we would like to suggest for that to go to "light-industrial" and Residential possibly.
- The General Industrial area further out, all the way out to Grayson and Ustick, so that's further away from residents.

4. Wrap Up & Next Steps

Sophie Martin thanked all very much for attending. She hoped everyone got to hear some perspectives that were different from their own. She thinks they've received a great amount of feedback here. We will be sharing everything with the Planning Commission and the City Council. So, they'll have the benefit of knowing not just what the technical analysis has to say, but what community members have to say. Ultimately, the decision on what preferred Land Use Alternative moves forward does rest with the decision makers. It's our job to give them the best information that we can on what the community has to say about it. This presentation and all the materials that she referenced and the longer reports that she is still working on, are all going to be made available on the City's website, which is a site specific to the General Plan. You can download them and if you don't know what the site is or how to access it or don't have a computer, you can ask Mr. Westbrook and he will be happy to provide those materials.

Ms. Martin announced that the next presentation will be on March 6th, at the Planning

Commission meeting. If any of you would like to come to that meeting and would like to share your opinions again with the decision makers and see what they have to say, she strongly recommends that they do so.

Ms. Martin again thanked everyone for their participation and sharing their evening with us. She announced that we'll have a couple more questions and then we're going to wrap up.

- On March 6th, will Dyett & Bhatia be planning on proposing the final deal?

Ms. Martin explained that on March 6th, we will be presenting the Planning Commission the same information that we presented to this group tonight. We will also be sharing with them what we heard at this Workshop tonight. We're not going to be coming to them with a recommendation; we're going to be letting them have that deliberation themselves.

- What will the timeline be to implement this?

Ms. Martin explained these processes take a little while, as you can see there are many parts to it. Once we have direction from the Planning Commission and the City Council, we'll be able to start working on writing the Plan itself. Somebody asked earlier about whether an Environmental Review was going to be done. It absolutely will. We will be doing a full Environmental Impact Report where we'll be not only looking at the topics that were discussed this evening, but things like air quality impacts, farm land impacts, utilities, biological impacts, cultural; all these things. It takes a little time. We're hoping to have the draft plan and probably most of the environmental document done within the calendar year. And then we would be moving to adoption after that. The Plan won't go into effect until it's adopted. There are some boxes we have to check, but we hope within 12 months.

- How come with this whole General Plan thing, there's nothing mentioned about the Downtown portion?

Ms. Martin mentioned the importance of the Downtown came across loud and clear to us at the first phase of this process that we did. It's a really high priority, and she thinks that no matter which of these alternatives is ultimately chosen, the Downtown is going to remain a central focus. It's not really something that we need to choose to work on because we know that we will.

- Asked about a feasibility study and environmental study?

Ms. Martin explained that we'll be doing an Environmental Impact Report on the whole Plan. There are several different feasibility studies that are done for different topics. So again, we started to look at some of that, but once we have more direction on the actual Land Use Plan, we'll be doing an additional technical piece and some studies afterwards to support it. There are also some additional studies that are done after the Plan is

adopted and implemented. For instance, we talked a lot about development impact fees and how we're going to pay for this kind of thing. Once we know what the Land Use Plan is, the City will probably update its fees to match the Plan. That comes after adoption as well.

- Inquiry about State mandate every 5 years - affordable homes?

Ms. Martin responded that there is what's called a Housing Element, which is a chapter of the General Plan. There's a Land Use Element, a Transportation Element, and there's a Housing Element. Housing Elements are a little bit different from the rest of the General Plan because cities have to update them according to the schedule that's established by the State of California. The General Plan; the rest of them, Cities can do whatever they want to. Because Housing is considered to be an issue of such great importance, for the whole State, Cities and Counties are required to take a close look at their Housing resources and their programming, and it used to be every 4 or 5 years; now we have 8 years. The City actually completed its most recent Housing Element in 2014. So that Housing Element will stay on the books until 2023, and that's when that will be revisited.

- When you do the Environmental Impact Study, how long is it good for?

Ms. Martin explained that it will last the life of the Plan, so long as additions don't change in a particularly rapid fashion. The EIR that's prepared is what's called programmatic document so it looks at the Plan as a whole. Individual development practice makes them have to do their own environmental review, but they continue to manage the work that's done for the Plan. So, if the Plan has already covered something, they don't have to look at it again. So, development that is consistent with the General Plan, has the ability to streamline their environmental review. So we're hopeful that the EIR will be a useful document for the City and for those who wish to develop or redevelop their properties moving forward for a good chunk of time.

Ms. Martin thanked everyone for sharing their evening with us and for sharing their opinions, noting that she will be around for a while longer, if there are additional questions.

The workshop adjourned at 8:29 p.m.

Appendix D: Additional Notes from January 25, 2017 Community Workshop

Alternatives Workshop Notes

QUESTIONS BEFORE SMALL GROUP DISCUSSION

- Who will pay for the infrastructure for all this development?
- Will there be environmental review of this development?
- What about how these Alternatives will displace people?
- Why were landowners, especially those outside of the city, not contacted about these proposed land use designation changes and this workshop?
- Do the Alternatives assume roadway improvements on Grayson Road to connect to Mitchell Road?
- Why would the city propose along Faith Home Road? Beard Industrial Park doesn't want an expressway through it, and there is no way to get to SR-99 north from Faith Home Road.
- Are the projected impacts of each Alternative based on full build-out?
- Industrial development should be clustered together, rather than spread out along Faith Home and throughout the city.
- Would industrial development on Faith Home divert traffic from Mitchell Road?
- Service Rd already has major congestion already
- Service Road should connect I-5
- What is the "Industrial Reserve" land use designation?
- The proposed transportation impacts are generalized for the whole city, but what is the projected traffic along certain roads?
- Is the goal of the city for the population to grow?
- Ceres lacks infrastructure. I've lived here all my life, and the city has gotten worse. There is a lack of good stores—it's all Dollar Generals. There nothing to attract any new stores or investments.
- There's a great need to focus on the Downtown. It's blighted. We should be focusing on that. Let's fix what we already have.
- We were proud of Ceres once.
- Doesn't Turlock cluster all of their industry?

TABLE I

- Would like to see development from "Infill" standpoint first before expanding or encouraging expansion.
- Preserve existing agriculture land base.
- Need an appropriate buffer for the existing agricultural zones (i.e. "Reserve")

- Don't put houses next to ag—the uses are incompatible, especially pesticide use
- Concerned about making sure infrastructure improvements are in place.
- Crow's Landing and Grayson: on NW corner, there is already a 7-11. The map needs to be updated

TABLE 2

- Like Alternative 3 with industrial (land designate agriculture instead of industrial) on Faith Home Road with bridge across river
- Prefer Regional Commercial at Service/Mitchell interchange
- Less residential in all of the Alternatives. Instead, prioritize ag.
- If we make Faith Home an expressway, it makes sense to add industry along Faith Home. But, we like the idea of a greenbelt between Hughson and Ceres. That said, we like the idea of moving trucks from Mitchell to Faith Home. It's natural for industry to move to Faith Home, if there will be a bridge. But, greenbelt is preferred.
- Want to see more family-friendly recreational opportunities—drive-in movie, ice skating rink, a whole entertainment complex
- Want to have Grayson Road improvements. Want interchange at Grayson instead of Service Road. Grayson is more logical and efficient.

TABLE 4

- Why build 6-lane expressway near a school? (service road at Central Valley High School). Improvements on Grayson and Keyes make more sense. Safety!
- Why put Industrial near active agriculture? Incompatible uses.
- Why not contact property owners whose land use designations will change?
 - Recommendation: approach each landowners send mail to everyone in SOI
- Truck access from Beard Industrial to SR-99 is a concern
- Alt 3 assumption of Modesto Bridge and Keyes on-ramp/off-ramp may be flawed
- Concern: Utilities exist already in Southwest. Don't build new utilities for industry on Faith Home Road
 - Recommendation: Don't make Faith Home, but Santa Fe an expressway.
- Industry on Alternative 3 is in Hughson Fire Department – Are they willing to provide?
- Concern: Want to know cost of each Alternative to compare
- Like: Leveraging Walmart infrastructure that Walmart is already paying for
- Recommendation: Cover canals East of Mitchell and add truck-only lanes that are elevated over intersections
- Recommendation: Protect agriculture east of Faith Home with ranchettes, not industry. Industry is incompatible and threatens agriculture.

- Recommendation: Analyze industry regs and agriculture regs and analyze environmental impacts before any further planning (Alternative 3 concern)
- Recommendation: Use SR-99 access that we already have for industry. Don't assume Faith Home expressway
- Like: Industry away from high school nearer to SR-99 but want to know cost of utilities
- Why is there a lack of infill? Lots of sprawling
- It's okay to stay small. Also OK to grow with a plan and slowly
- We don't like Alternative 3
- Alt 3 concern: Industrial reg's and agricultural reg's need to be considered. Ag will be pushed out by the industrial development.
- StanCOG is planning for 6-lane expressway for Faith Home Road. But, Beard Industrial doesn't want the expressway running through their park, so they are going to require it to be elevated above their industrial park. Secondly, there is no way to go northward from Faith Home Rd.

TABLE 5

- Concern around Faith Home development is that it affects farmers ability to spray crops
- Industrial in the south poses a barrier to growth in the south
- Already a fiscal challenge to address water and sewer
- Power, sewer, water systems, garbage – things the city needs for new development
- Prefer a “special purpose area” (keeping like uses together)
- Make sure that funding sources are identified for development and proposed improvements
- Alternative 3 – more synergy between regional commercial nearby residential property values
- Questions about how to encourage redevelopment Downtown
- Interested in more parkland
- Alternative 3 – parkland near industrial growth may not be used
- Industrial area in the north may be better used as a park
- Need more grocery stores in western portion of city
- Decent paying industrial jobs (compared to retail jobs) could bring more income to the city (Alt 3) – this is a significant difference in jobs
- Concern of ag conversion and impacts on nearby ag, especially from Alt 3.
- There is industrial development going up Service Road to Crow's Landing.
- We want more jobs and more people moving here for that work

- Recommend making regional park between Faith Home Road and the existing Regional Park—lovely luxury. The existing Regional Park there is a big advantage

TABLE 6

- Southern industrial parcel not the right location
- Focus on regional commercial at Service/Mitchell
- Focus Industrial/commercial on Faith Home corridor
- Prioritize jobs/housing balance
- Concerns about agriculture mitigation
- Are there low income housing requirements?
- How can we ensure quality jobs creation that yields a living wage
- Did not like location of industrial area in Alternative 2—seems out of place. Not on a thoroughfare.
- Regional Commercial at Service interchange should be the focus.
- Makes more sense to have industrial development on Faith Home.
- Priority impact is jobs to housing ratio
- Concerns about agricultural mitigation
- Question about low-income housing requirements
- Concern about job quality that yields living wage

TABLE 7

- How will Ceres stay green if we allow too much industrial?
- Have you taken into account the emissions that industrial will bring?
- Commercial close to freeway is important
- We like commercial, industrial iffy
- Some areas of High industrial close to residential and schools would be better as light industrial
- Focused on Alternative 2 with some recommendations:
 - Switch General Industrial to Light Industrial or Res
 - Move General Industrial out to Ustick away from residential uses
- Focus was on keeping Ceres green.
- Consider the emissions from industrial use
- Keep commercial and industrial close to highway for access
- Alternative 3 has residential next to industrial which is unhealthy:

FEEDBACK FORMS AND COMMENTS

- We want to keep the orchards on Faith Home Road. The same without change
- Thank you for giving us the opportunity to review our opinions. We wish to study these more before we determine which of the 3 plans we think would be best. James and Loretta
- BUILD UP! NOT OUTWARD. Large condos with balconies BBQ/Play/Swim. Bike lane on Roeding Road east of Mitchell to Hughson Tully Road bike land. Bravo on the N/S canal bike lanes!
- Keep Ceres small. Keep Ceres Rural. Keep Ceres agriculture. Do not develop Faith Home area prime farmland. No alternative #3!
- Please do not turn Faith Home Road into an expressway! Max width: one lane Northbound, one lane turning into driveways, one lane southbound. Alternative 3 no!. This is prime ag soil, please save! Bridge across river, cover canal N/S East of Mitchell. Trucks only elevated over Hatch, Whitmore, Roeding is onto Service. Sound walls on each side.
- Build up – not out. Ceres should stay in present. Stop paving country. Not Faith Home industrial corridor. Leave rural alone. Use land already annexed on westside. “Do you live in Ceres?”

Appendix E: City of Ceres's Notes from February 1, 2017 Community Workshop

Meeting Notes
General Plan Update Community Spanish Workshop #2
Ceres Community Center, Small Assembly
Wednesday, February 1, 2017, 9:00 A.M.

1. Welcome and Introduction

Director of Community Development, Tom Westbrook welcomed everyone to the General Plan Update Community Workshop #2. He introduced Lourdes Perez, from the Ceres Partnership for Healthy Children, Teresa Guerrero, with El Concilio Child Development Center and Ceres Unified School District, Board President, and Couper Condit, Ceres Planning Commissioner.

Mr. Westbrook explained the agenda for today's workshop. There will be a PowerPoint presentation, followed by a small group activity and then reporting out of the group discussions.

2. Power Point Presentation

Ms. Perez gave the PowerPoint presentation, providing an update on the General Plan process, the progress achieved so far, and the Alternatives and their expected impacts.

- Mr. Westbrook noted that we are hopeful that the process to adopt the General Plan will be one year to 15 months from now.
- Mr. Westbrook explained the maps show the current General Plan and what's proposed to be changed with the three Alternatives, stating that it's important to note that the only part that's in color is the only change.
- Mr. Westbrook remarked that the population housing and jobs numbers represent the maximum amount of development. It's very likely that these numbers won't be achieved by the 2035 date. It's important because it sets the stage of what could happen in the future.
- Mr. Westbrook noted that it's very unlikely that Ceres would achieve the 20,000 increase in population that's shown. The existing General Plan (1997) estimated that the population would be 73,000 in 2015. In 2015, Ceres' population was just under 47,000. What we're proposing now is actually less than what we anticipated 20 years ago.

Questions:

Gaby asked if there will be wall behind Walmart to block the agricultural area. She also asked about the traffic from Hatch to the freeway, and who pays for repairs of highway. She also suggested that we think about taxes staying in Ceres. She

encouraged those in attendance not to get scared. The City is planning about City growth. We want to work closer to home and spend our money here, not in Turlock.

Ms. Perez mentioned that we had the meeting where we talked about taxes, employees and citizens staying in Ceres. The Service/Mitchell Interchange is planned for 2020.

Ms. Perez noted that connecting Ceres through Faith Home Road; quicker way to get to town.

Gaby commented that there are lots of trucks in the City, which impact us in a lot of ways; more traffic and damaged roads. We're always paying for fixing the roads in our area.

Gaby mentioned area reserved for industrial – Alternative 3.

Araceli thanked the City for no flooding recently with the rains. She also noted the Service crosswalk; it's very beautiful. She appreciated the City offering the opportunities to share our opinions and comments.

Gentleman inquired about the corridor at Moore & Service; if that area is going to be developed further.

Woman expressed concerned about the fast traffic on Moore Road and would like speed bumps put in or some other measure to control the speed.

Mr. Westbrook responded that may be something that can be considered. The bike path will continue on; we're trying to get funding along the canal that goes south of Roeding Road all the way to Service Road.

Gentleman mentioned the children coming that direction from La Rosa Elementary are walking very close to the road. There are no sidewalks there and vehicles are traveling fast on Moore Road.

Mr. Westbrook explained that there's another planning effort called Whitmore Ranch that would help to develop sidewalks when it is ultimately built. That would improve the portion of the road next to that development, but it wouldn't be all the way to Don Pedro. We're hoping to have that annexed into the city, probably by mid-2018.

3. Small Group Discussion

Each table was given maps of the Alternatives and a summary sheet that details each of the Alternatives' impacts, key issues and considerations. The groups were asked to discuss the following questions:

- What do you think about the amount of potential growth shown in each Alternative? Consider both population and jobs.
- What do you think about the *location or direction* of growth in each Alternative?
- Which impacts are the most significant for each Alternative?
- What impacts of development do you think should be weighted most heavily in evaluating the Alternatives?

4. Report Out

Representatives from each table reported on the discussion at their table:

- Table 1 – Araceli
 - Alternative 1 –
 - The group did not reach any conclusion on Alternative 1. (They didn't like at all.)
 - Alternative 2 -
 - The group would like the City to find a way to lower rent for businesses.
 - They focused on the need to attract businesses to the downtown area to encourage employment.
 - They like the development of commerce that could occur under this alternative.
 - They focused on the need for recreation and entertainment (clubs, bowling alleys, etc.); they want more recreational options, especially locally.
 - They felt that Alternative 2 offered a good plan for businesses and good locations for commerce.
 - Alternative 3 –
 - They did not like the idea of having heaving industrial near residential areas.
 - They think the option might support more jobs, but that more of an emphasis should be placed on hiring locally and keeping production and funds local.
 - Question asked if the City was going to offer an incentive program to encourage local employment. Mr. Westbrook explained that's something that is done by the Alliance. The City doesn't have funding sources to make that happen.

Mr. Westbrook wanted to mention about the Downtown. The City is working on a project, to do the reconstruction of 4th Street, from North Street all the way down to El Camino. That project is supposed to start in May/June of this year to try to get a coffee shop and make more pedestrian friendly. This is something that is already happening, regardless of what happens with the General Plan.

- Table 2 – Adriana
 - Alternative 1 –
 - This group didn't like any of the Alternatives that had higher residential density; didn't like the idea of homes being too close together.
 - Alternative 2 –
 - They liked the industrial component and the location in the context of additional development.
 - Alternative 3 –
 - They seemed to like this alternative the most.
 - They liked the industrial reserve area, but also discussed the need for more parks.
 - They discussed the need for an additional crosswalk on Service Road for students because of the dangers associated with the traffic.
 - This group raised concerns about environmental impacts because of the prevalence of asthma and respiratory problems in the community.

- Table 3 - Stephanie
 - This group liked Alternative 2 the best.
 - They felt it was a good mix between a residential balance and industrial and liked the spacing of the uses.
 - They focused on the employment and safety concerns as a result of increased development.
 - They mentioned traffic concerns on Service Road due to regional commercial development.
 - The group discussed the need of attracting businesses to the downtown area and making it a destination that people would like to go to.
 - They discussed affordable housing and development.
 - Similar to Table 1, they discussed the importance of recreational and entertainment options, including the location of parks.

Mr. Westbrook commented that we are continuing to try to develop the parks. We were able to get some grants, so there are some funding sources that will be developing the River Bluff Regional Park, (the park down by the River, not the soccer fields on the top), probably in the next year to two years. Also, if anyone is interested in starting a business, start with him. He's the one that can help.

Gaby asked if there is going to be a meeting to obtain input and suggestions about the Parks.

Mr. Westbrook explained that the City updated the Parks Master Plan in 2015 where we did solicit input.

5. Conclusion

Mr. Westbrook thanked everyone for attending this morning. The input that we heard is exactly what we wanted. He remarked that after the meeting, if anyone has questions, he will be available to answer them. If you think of questions in the future, you can always come down to the City, and he will be happy to help.

Mr. Westbrook adjourned the meeting at 11:00 A.M. and thanked all for their participation and attending the workshop.

Appendix F: Comment Cards and Annotated Maps from January 25, 2017 Community Workshop



CERES GENERAL PLAN UPDATE

Comments & Feedback

Please let us know if you have any comments or feedback on the workshop or on the project in general, and if you have any other ideas or concerns that you would like to share.

We want to keep the orchards
on faith home road, the same
without change



CERES GENERAL PLAN UPDATE

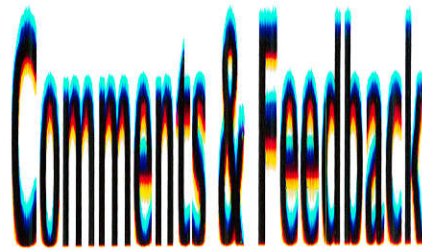
Comments & Feedback

Please let us know if you have any comments or feedback on the workshop or on the project in general, and if you have any other ideas or concerns that you would like to share.

*Thank you for giving us the opportunity to
review our opinions. We wish to study
these more before we determine which
of the 3 plans we think would be best.
James & Loritta Davis*



CERES GENERAL PLAN UPDATE



Please let us know if you have any comments or feedback on the workshop or on the project in general, and if you have any other ideas or concerns that you would like to share.

Build up! not outward!

Large condos w/ balconys BBQ / Play / swim Areas

*Bike lane on Roeding Road east of Mitchell to
Haghsen Tully Rd bike lane*

Bravo on the N/S canal bike lanes!



CERES GENERAL PLAN UPDATE

Comments & Feedback

Please let us know if you have any comments or feedback on the workshop or on the project in general, and if you have any other ideas or concerns that you would like to share.

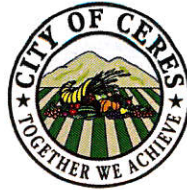
Keep Ceres Small

Keep Ceres Rural

Keep Ceres Agriculture

Do not Develop Faithome area Prime Farm Land

No Alternative #3 !!!



CERES GENERAL PLAN UPDATE Comments & Feedback

Please let us know if you have any comments or feedback on the workshop or on the project in general, and if you have any other ideas or concerns that you would like to share.

Please Do not turn Faith Home Road into an expressway!

one lane North bound
one lane turning into driveways
one lane Southbound

Alternative 3

NO!

This is PRIME ag soil Please!
Please see back side Save!

Mr Cousins
I agree!
538-2875

MAX
width

or
A

flame
Kux

Bridge across river

Cover canal ^{N/S} East of Mitchell Rd,
_{North South}

3 lanes

1 North

1 South

1 Emergency



Trucks only

elevated over

Hatch, Whitmore, Roed's

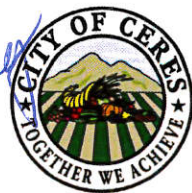
is onto Service

Sound Walls on each side.

#3 WORST!!

causing
2875
209-538

385
Roadrunner



CERES GENERAL PLAN UPDATE

Comments & Feedback

Inform
border people
your plans
to allow
input.

Please let us know if you have any comments or feedback on the workshop or on the project in general, and if you have any other ideas or concerns that you would like to share.

Build up - NOT OUT. ^{ceres} Stay in present
STOP PAVING COUNTRY ^{limits}
No faith home Industrial corridor
Leave rural ALONE.

Use land already annexed on
west side.

"Do you live in Ceres?" means
?? what

Me too!
please
share

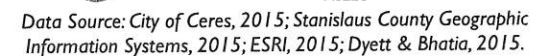
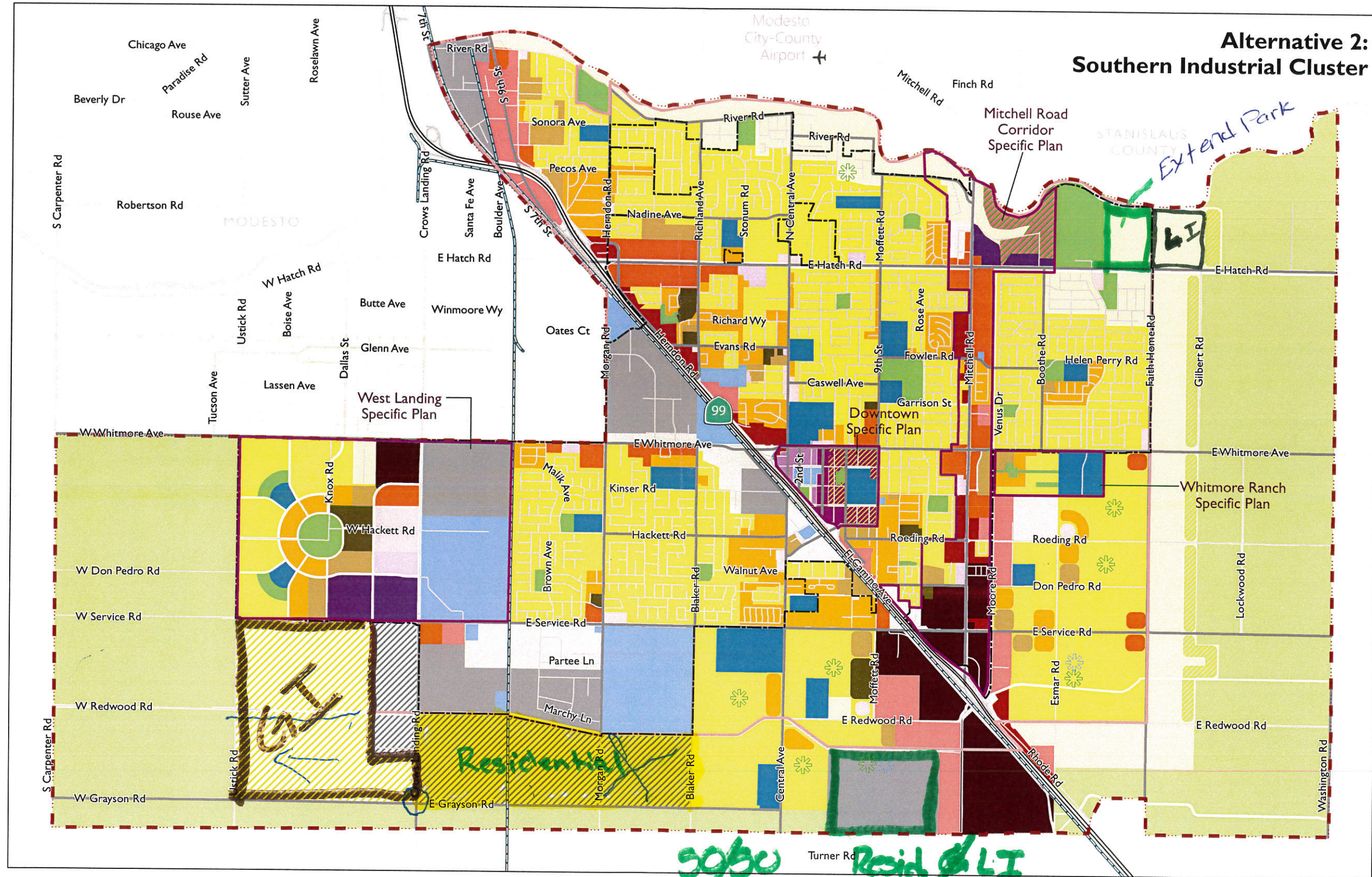


Table 7

Alternative 2: Southern Industrial Cluster



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