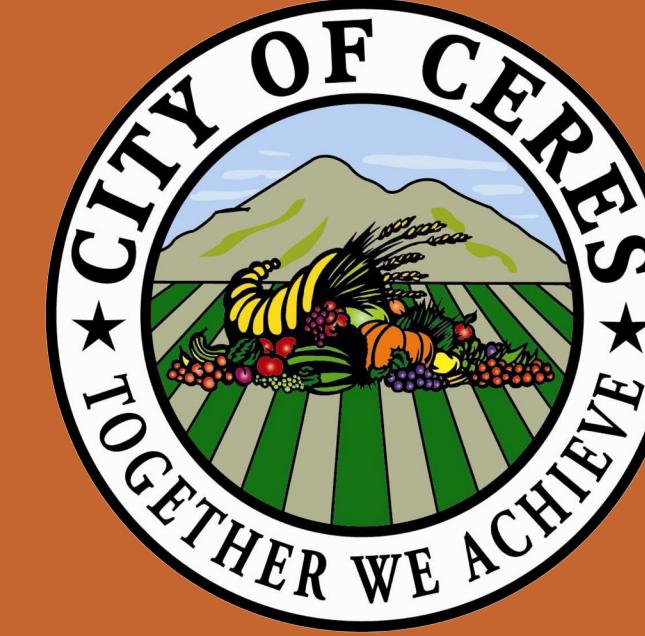


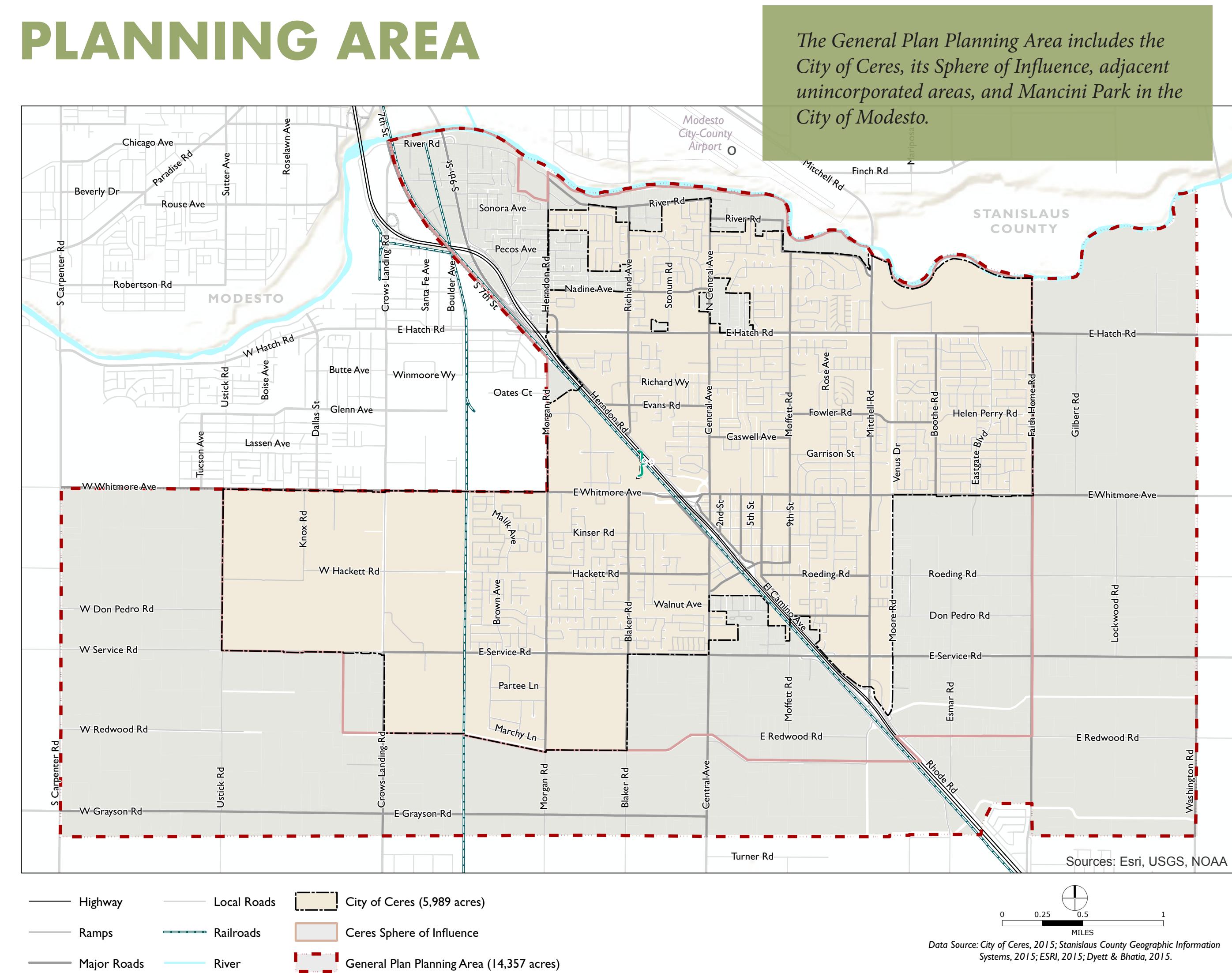
CERES GENERAL PLAN 2035



What is the Ceres General Plan?

The Ceres General Plan can be considered the city's development constitution, containing both a statement of the community's vision of its long-term development as well as the policies to support that vision by guiding the physical growth of the city. The proposed General Plan contains policies to guide decision-making related to development, housing, transportation, environmental quality, public services, parks, and open spaces.

PLANNING AREA



PURPOSE

The General Plan serves the following purposes:

- Establish a long-range vision that reflects the aspirations of the community and outlines steps to achieve this vision;
- Establish long-range development policies that will guide City departments, Planning Commission, and City Council decision-making;
- Provide a basis for judging whether specific development proposals and public projects are in harmony with plan policies;
- Plan in a manner that meets future land needs based on the projected population and job growth;
- Allow City departments, other public agencies, and private developers to design projects that will enhance the character of the community, preserve environmental resources, and minimize hazards; and
- Provide the basis for establishing and setting priorities for detailed plans and implementing programs, such as the zoning ordinance, subdivision regulations, specific and master plans, and the Capital Improvement Program.

HOW TO COMMENT

The Draft General Plan is available to download at the project website (www.CeresGeneralPlanUpdate.com). A printed copy is available for review at City Hall (2220 Magnolia Street).

Comments on the Draft General Plan can be submitted to:

Tom Westbrook, Director of Community Development
City of Ceres Planning Division
2220 Magnolia Street
Ceres, CA 95307
Tom.Westbrook@ci.ceres.ca.us

You can also always send comments through the project website: www.CeresGeneralPlanUpdate.com.

Public hearings for the adoption of the General Plan will begin in late spring 2018.

The Planning Process

The General Plan update began in October 2015 and has taken place over the course of the following two years. Community members were invited to participate in the planning process from the beginning, and were involved in visioning, policy development, drafting of the proposed General Plan, and scoping of the EIR. The major stages of the planning process are described below.

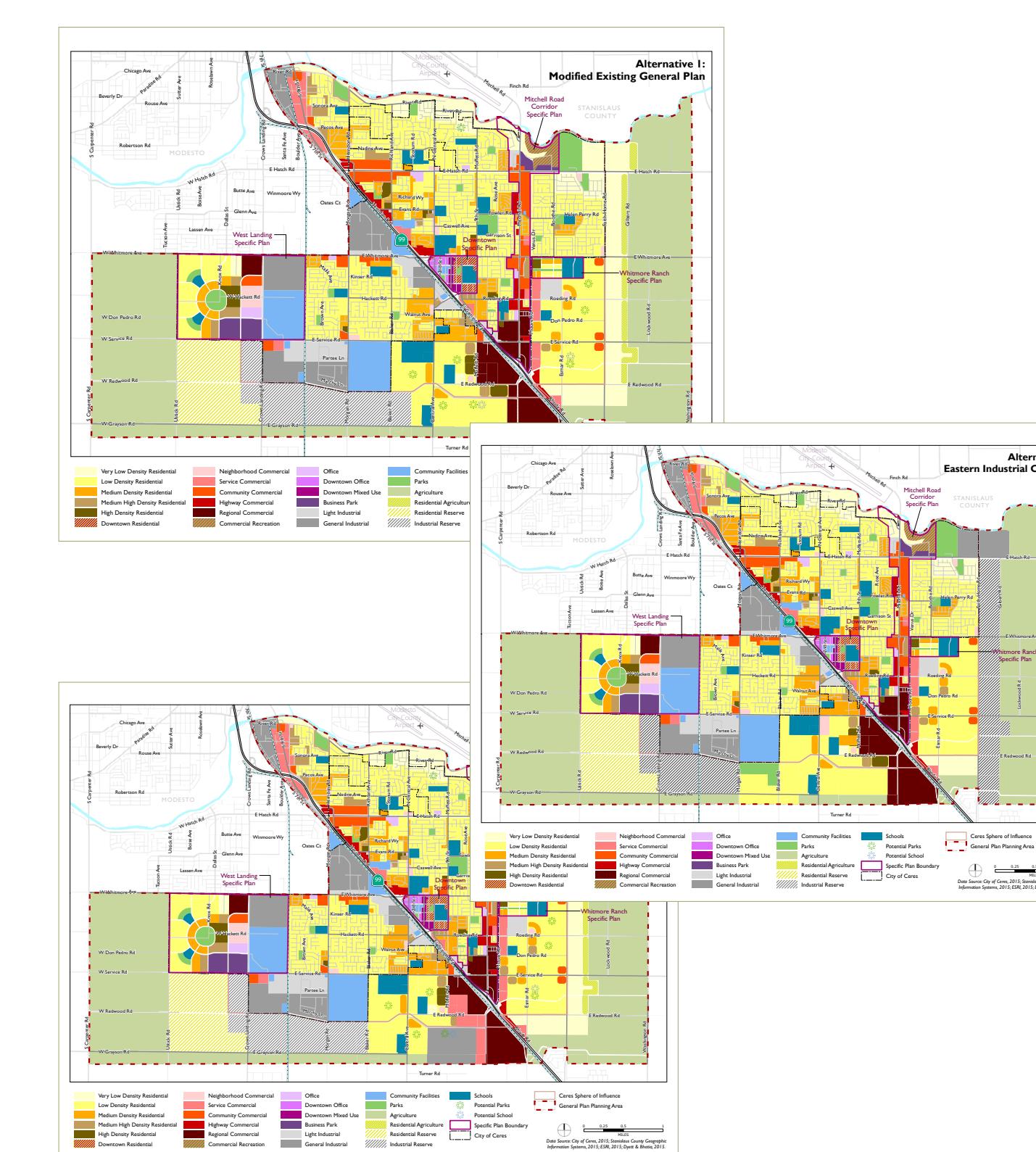
Issue Identification & Visioning

This stage of the General Plan update process included interviews with key stakeholders in Ceres, a community-wide newsletter and mail-in survey, and interactive community workshops held in both English and Spanish.



Alternatives and Evaluation

This stage included the development of three alternative land use plans and analysis of each based on potential development and transportation, fiscal, and infrastructure impacts. The results of the analysis were discussed at two community workshops, one in English and the other in Spanish. Based on community input and the technical analysis, the City Council chose a Preferred Alternative land use plan to form the basis of the rest of the General Plan document.



Existing Conditions, Opportunities, & Challenges

This stage included technical analysis of the existing conditions of the Planning Area (existing land use, fiscal conditions, and public facilities and services). A second community-wide newsletter was distributed by e-mail to update the community on key findings.



General Plan and EIR

This stage of the process is the culmination of the General Plan update process and has included community workshops in English and Spanish to review proposed goals and policies, several Planning Commission and City Council study sessions on the proposed General Plan, and a public EIR scoping meeting. It will also include a public review period for both the General Plan and EIR, and public hearings for the certification of the EIR and adoption of the proposed General Plan.



Vision and Guiding Principles

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

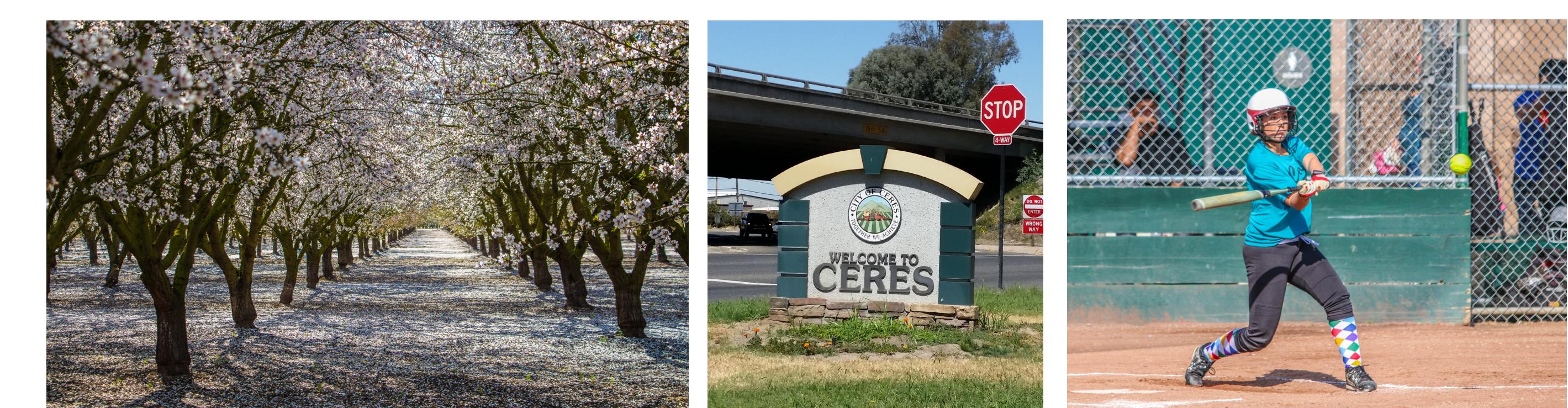
VISION STATEMENT

In 2035, Ceres has a continued connection to its agricultural heritage, a balance of housing and retail choices, ample job opportunities, an attractive Downtown, rich cultural and community events and an abundance of recreational opportunities. Ceres is a place where families want to raise their children and businesses want to locate and flourish. In Ceres, people enjoy a safe and healthy city with first-rate community amenities and a clean and sustainable environment.



GUIDING PRINCIPLES

- Neighorly Character.** Knowing that "Together We Achieve," continue to cultivate a friendly, small town feel, inclusive, and civically engaged community as the population grows and changes.
- Safe, Family-Friendly Hometown.** Promote Ceres strong and high performing school system, and support the City's safe neighborhoods and youth activities so that Ceres continues to be a desirable place for families.
- Agricultural Identity.** Celebrate Ceres agricultural history, support the continued success of the agricultural industry, and consider how to balance the protection of prime agricultural lands with growth and economic development objectives.
- Health and Sustainability.** Provide well-maintained and accessible parks, street trees and landscaping, and healthy food options; and prioritize clean air, clean water, and resource conservation to help keep the community—both the people and the environment—healthy.
- Complete Community.** Support the development of a complete and balanced community where needs can be met locally, with new commercial options, industrial growth, and a diversity of housing options that attracts new business, industry, and associated professionals.
- Strong Downtown.** Encourage and direct public and private investment in Downtown Ceres to restore it as the physical and cultural center of the city. Enhance Downtown so it becomes vibrant, active and a place for people to assemble, dine, and socialize in a mixed-use environment.
- Attractive Destination.** Cultivate Ceres as a unique destination in the Central Valley and for travelers on Highway 99. To the extent possible, ensure that new development visible from Highway 99 offers attractive and unique views from that travel way.
- Economic Development.** Strengthen job opportunities with industrial and commercial growth and promote education and job training. Continue to balance provision of streamlined services and entitlements with fiscal responsibility to support the future needs of the City.
- Revitalization.** Encourage infill development and investment within existing neighborhoods and commercial corridors in order to revitalize areas within the city limits.
- Balanced Circulation Network.** Make it safe and convenient for residents and workers to get where they need to go and for businesses to transport goods by providing well-maintained sidewalks, connected bicycle networks, efficient connections to major transportation corridors, and regional transit connections.



CERES GENERAL PLAN 2035

ENVIRONMENTAL IMPACT REPORT



What is the Ceres General Plan Environmental Impact Report?

The Environmental Impact Report (EIR) analyzes the potential environmental impacts of adopting the proposed Ceres General Plan 2035. It discusses how goals, policies, and implementing actions of the proposed General Plan may affect the environment and identifies potentially significant impacts. It also evaluates the cumulative impacts and potential growth-inducing impacts of the proposed General Plan. The EIR considers the environmental impacts of alternatives to the proposed project, including the “No Project Alternative” (continued implementation of the existing 1997 General Plan), and identifies the environmentally superior alternative. The EIR is required by the California Environmental Quality Act (CEQA) in order to identify the significant effects on the environment of a project and to indicate the manner in which those significant effects can be mitigated or avoided.

The Draft EIR has been prepared according to CEQA requirements, and identifies potential environmental impacts associated with adopting the Draft General Plan. The Draft EIR is intended to inform decision-makers and the public, and to assist City officials in reviewing and adopting the Draft General Plan. If approved, future projects that are consistent with the Draft General Plan could use the EIR to streamline and simplify the development process.

Public Comment and Timeline

The Draft EIR was released on February 7, 2018. Members of the public are invited to submit comments on the Draft EIR during the public comment period, which lasts through 5:00 pm on Monday, March 26, 2018. Following the public comment period, the City will prepare the Final EIR, which will include a formal response to all comments received. Public hearings for the certification of the Final EIR will begin in late spring 2018.

HOW TO COMMENT

Please submit written comments on the Draft EIR by 5:00 pm on Monday, March 26, 2018 to:

Tom Westbrook, Director of Community Development

City of Ceres Planning Division
2220 Magnolia Street
Ceres, CA 95307
Tom.Westbrook@ci.ceres.ca.us

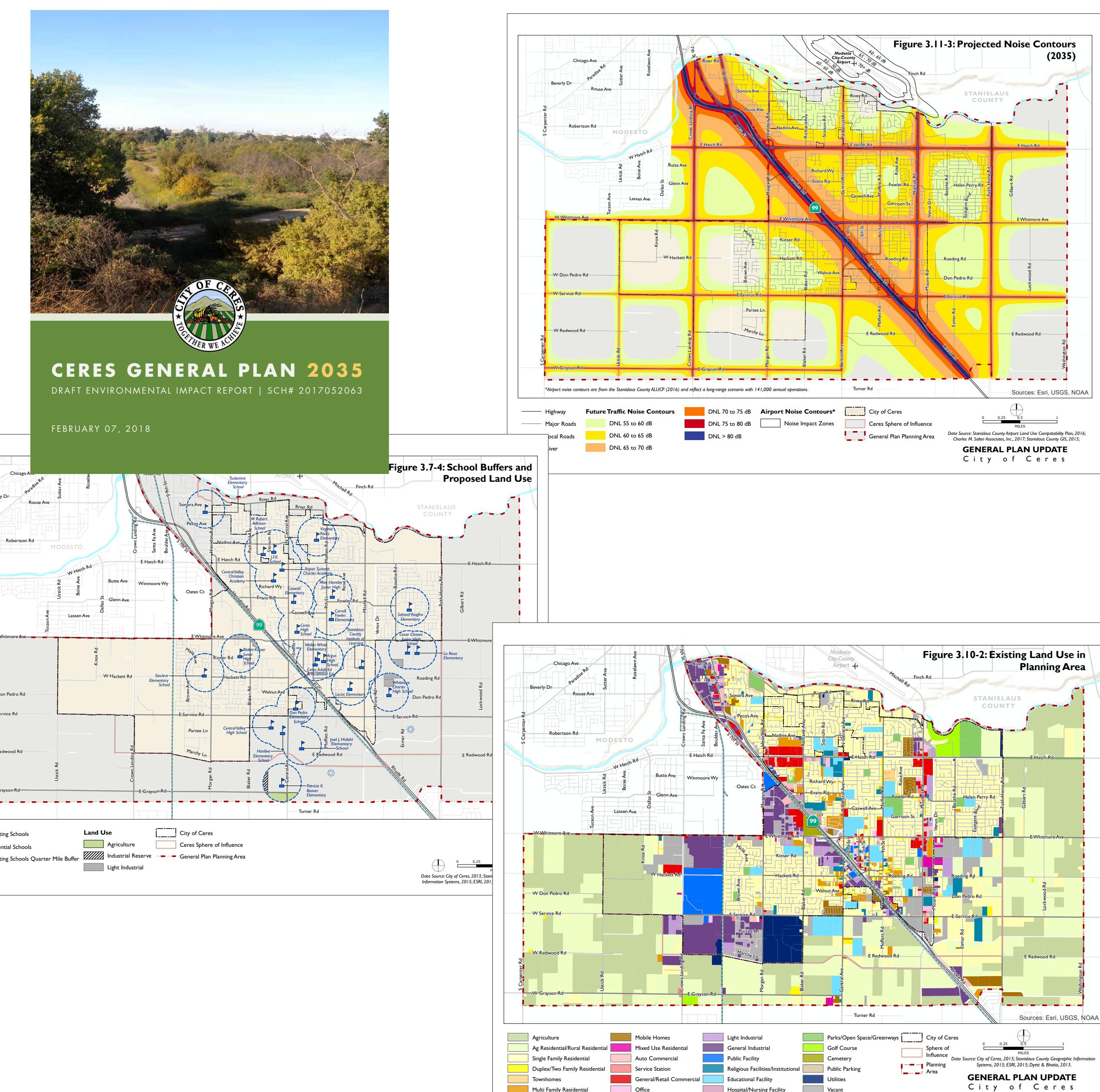
ENVIRONMENTAL ISSUE AREAS

The Draft EIR analyzes following environmental issue areas, based on research and comments received on the Notice of Preparation and at the public EIR Scoping Meeting held on June 5, 2017:

- **Aesthetics**
- **Agricultural Resources**
- **Air Quality**
- **Biological Resources**
- **Energy, Greenhouse Gases, and Climate Change**
- **Geology, Soils, and Seismicity**
- **Hazards and Hazardous Materials**
- **Historic and Cultural Resources**
- **Hydrology and Water Quality**
- **Land Use, Population, and Housing**
- **Noise**
- **Public Services and Recreation**
- **Transportation**
- **Utilities**

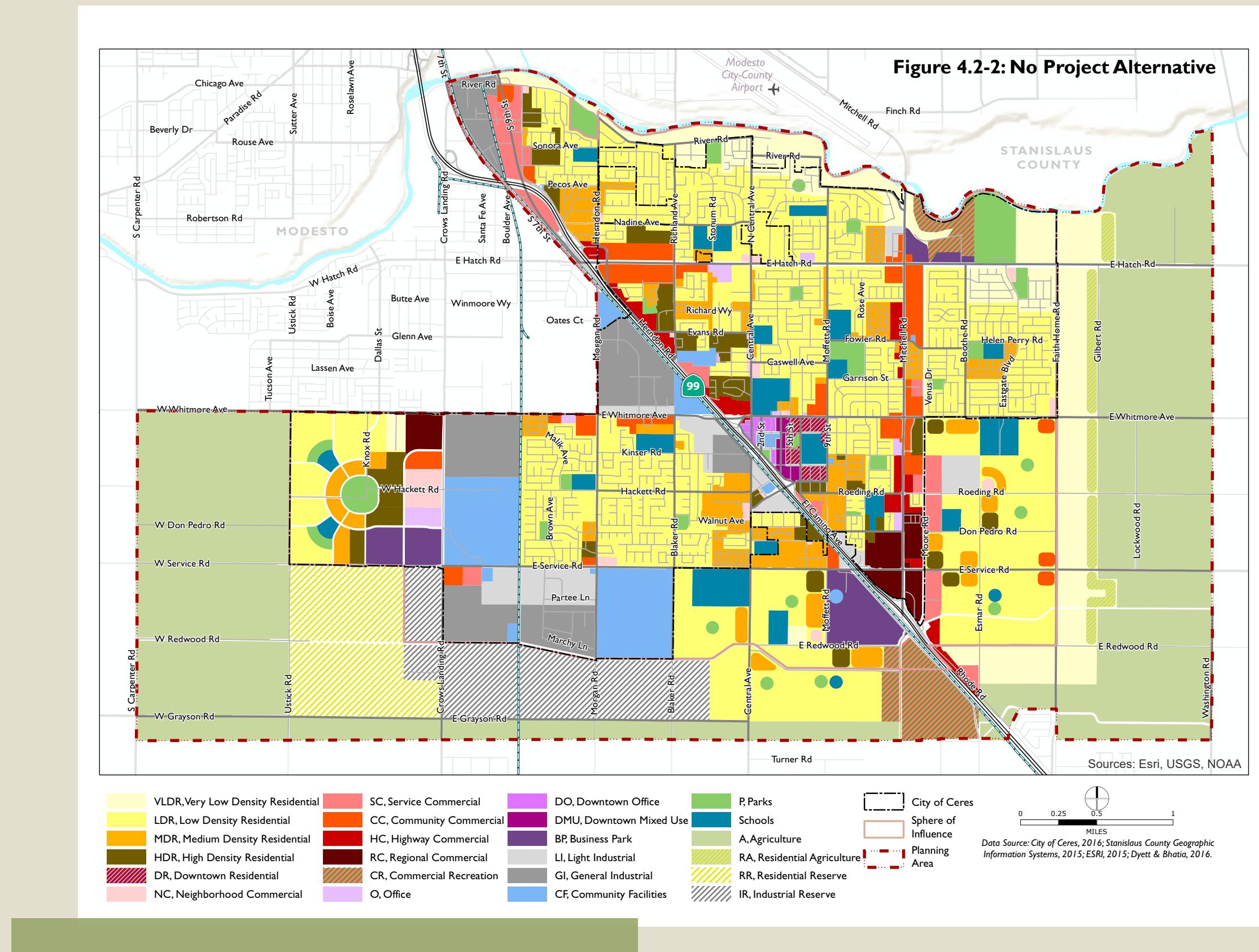
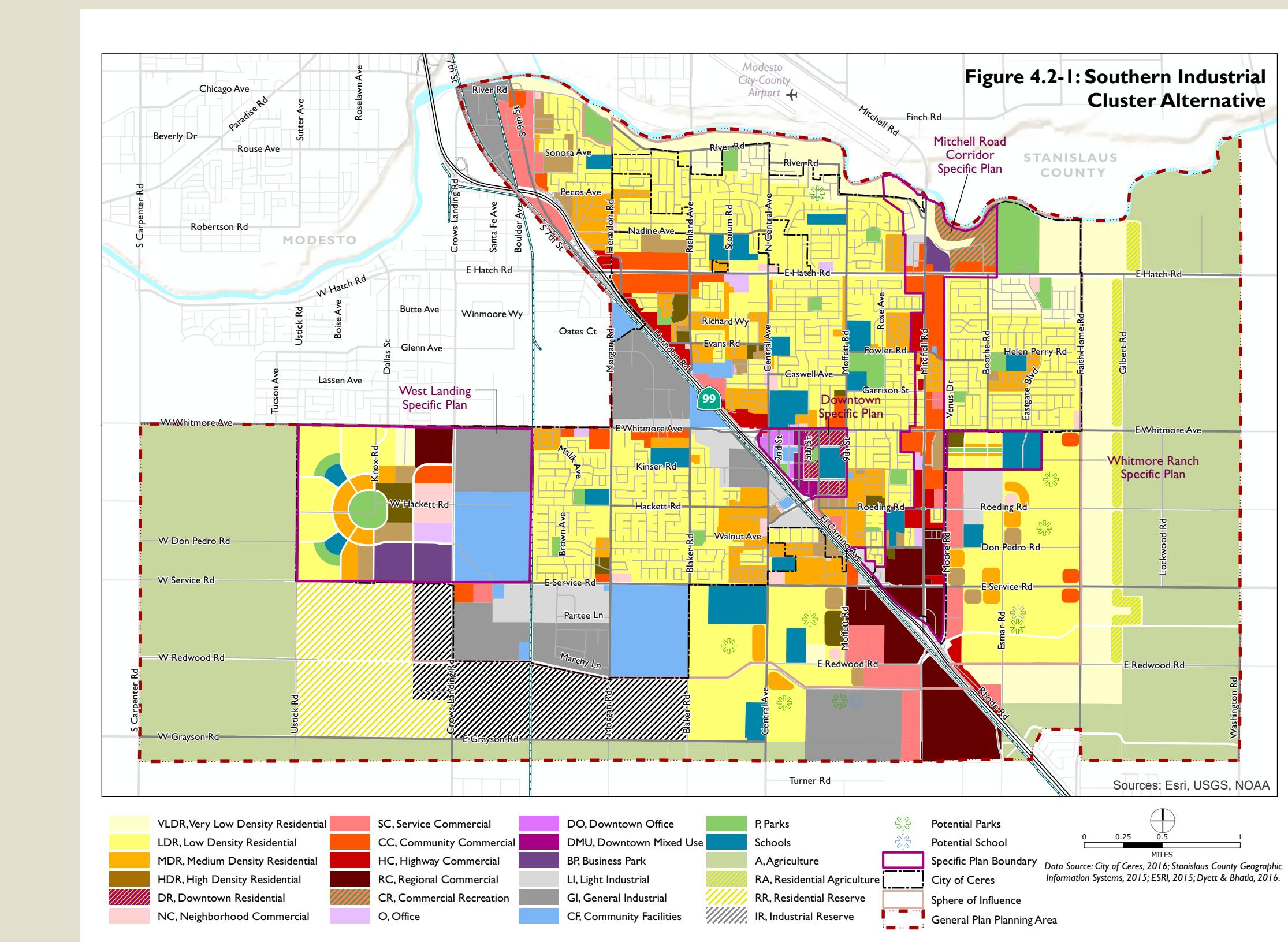
SUMMARY OF FINDINGS

In most issue areas, potential impacts were found to be less than significant, although some impacts related to Agriculture, Air Quality, Hazards and Hazardous Materials, Land Use, Population and Housing, Noise, and Transportation were found to be significant and unavoidable.



ALTERNATIVES

CEQA requires EIRs to evaluate a reasonable range of alternatives to the Proposed Project that could feasibly attain most of the basic project objectives and would avoid or substantially lessen any of the significant environmental impacts. This EIR evaluates two alternatives: The Southern Industrial Cluster Alternative, which seeks to shift Industrial-designated areas onto larger parcels closer to SR-99 in order to create a more attractive environment for industrial developers, and the No Project Alternative, which represents the continuation of the City's currently adopted General Plan.



Land Use and Community Design



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

STATE LAW

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

GOALS

The following goals are included in the Land Use and Community Design Element. Each goal is supported by a number of more detailed policies to further guide decision-making.

COMMUNITY CHARACTER AND GROWTH

- Goal 2.A** Support growth that improves quality of life for all residents and enhances the qualities of Ceres that residents love.
- Goal 2.B** Foster a distinctive city identity to support civic pride and Ceres' appeal.
- Goal 2.C** Promote and support Downtown Ceres as the vibrant heart of the city, as this area was during Ceres' beginnings.
- Goal 2.D** Promote infill development to protect farmland; enhance community character; optimize city investment in infrastructure; provide pedestrian- and bicycle-friendly neighborhoods; and enhance economic vitality.
- Goal 2.E** Balance the function of streets as part of the circulation network with their role as public spaces, elements in the city's landscape, and potential commercial corridors.

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

- Goal 2.F** Support Ceres' neighborly and family-friendly character with complete and well-designed neighborhoods.
- Goal 2.G** Promote development of commercial uses compatible with surrounding land uses to meet the present and future needs of the Ceres market area and to maintain economic vitality.
- Goal 2.H** Promote development of industrial uses to meet the present and future needs of Ceres residents for jobs and to maintain economic vitality.
- Goal 2.I** Ensure new growth areas contribute to Ceres' proud identity and promote community health.
- Goal 2.J** Regulate future development near the airport to provide for protection of public health and safety.
- Goal 2.K** Maintain land as Residential Reserve and Industrial Reserve within the Planning Area to consider for development projected to occur beyond 2035.

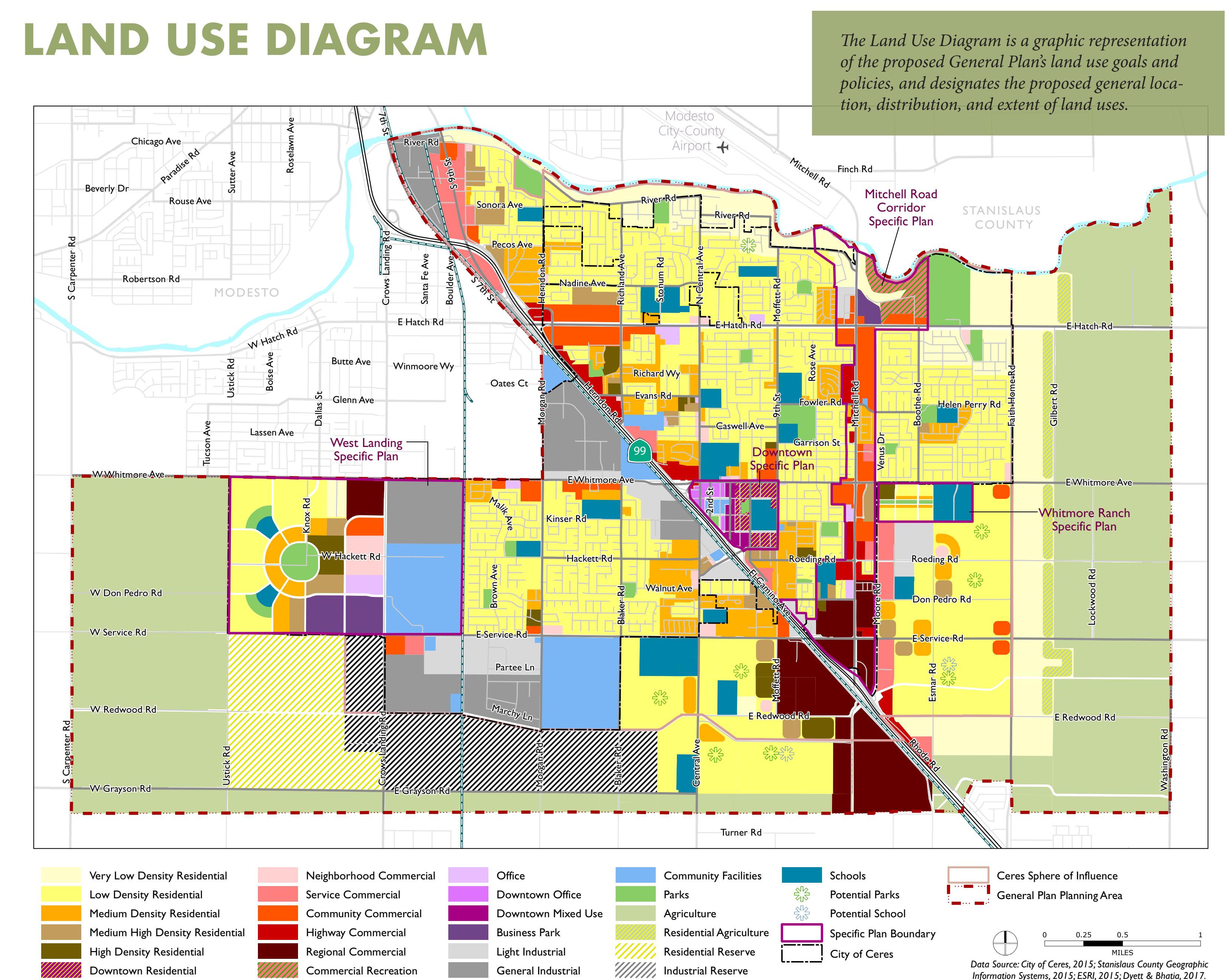
URBAN DESIGN

- Goal 2.L** Ensure quality design that supports the goals of the General Plan.
- Goal 2.M** Minimize impact on the environment and protect quality of life in the face of a changing climate.

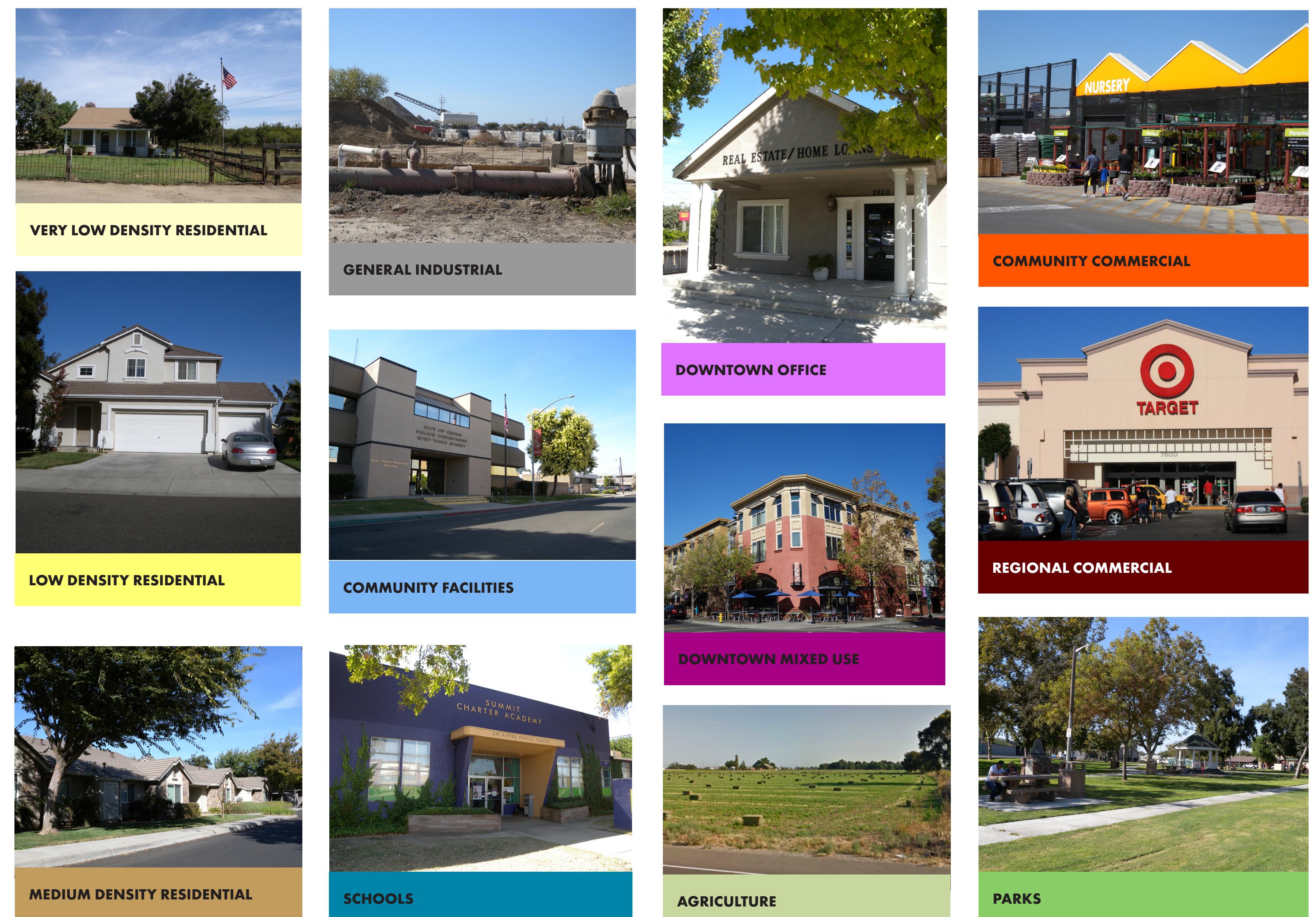
DISADVANTAGED UNINCORPORATED COMMUNITIES

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

LAND USE DIAGRAM



LAND USE DESIGNATION EXAMPLES



Design Guidelines

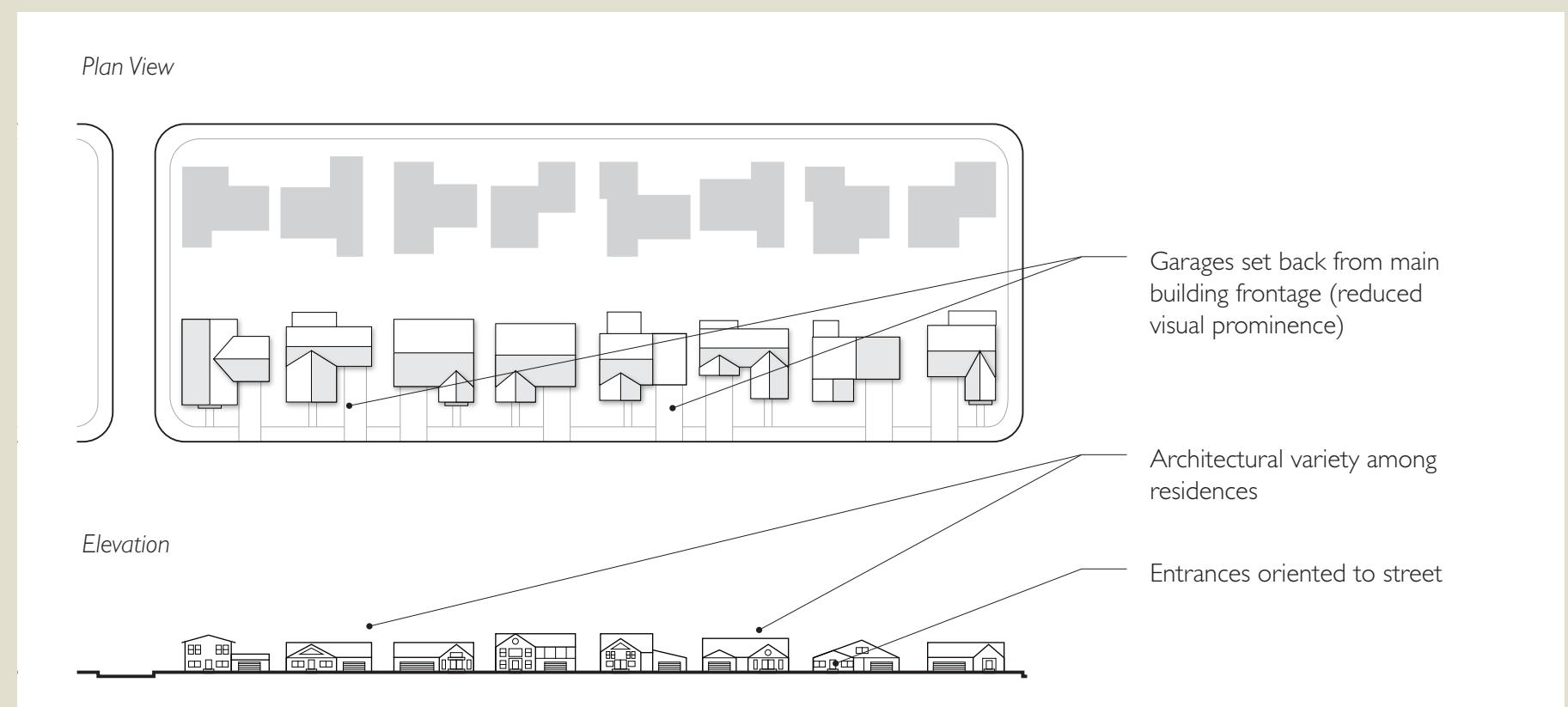
These guidelines show the physical form envisioned by different types of development in Ceres.



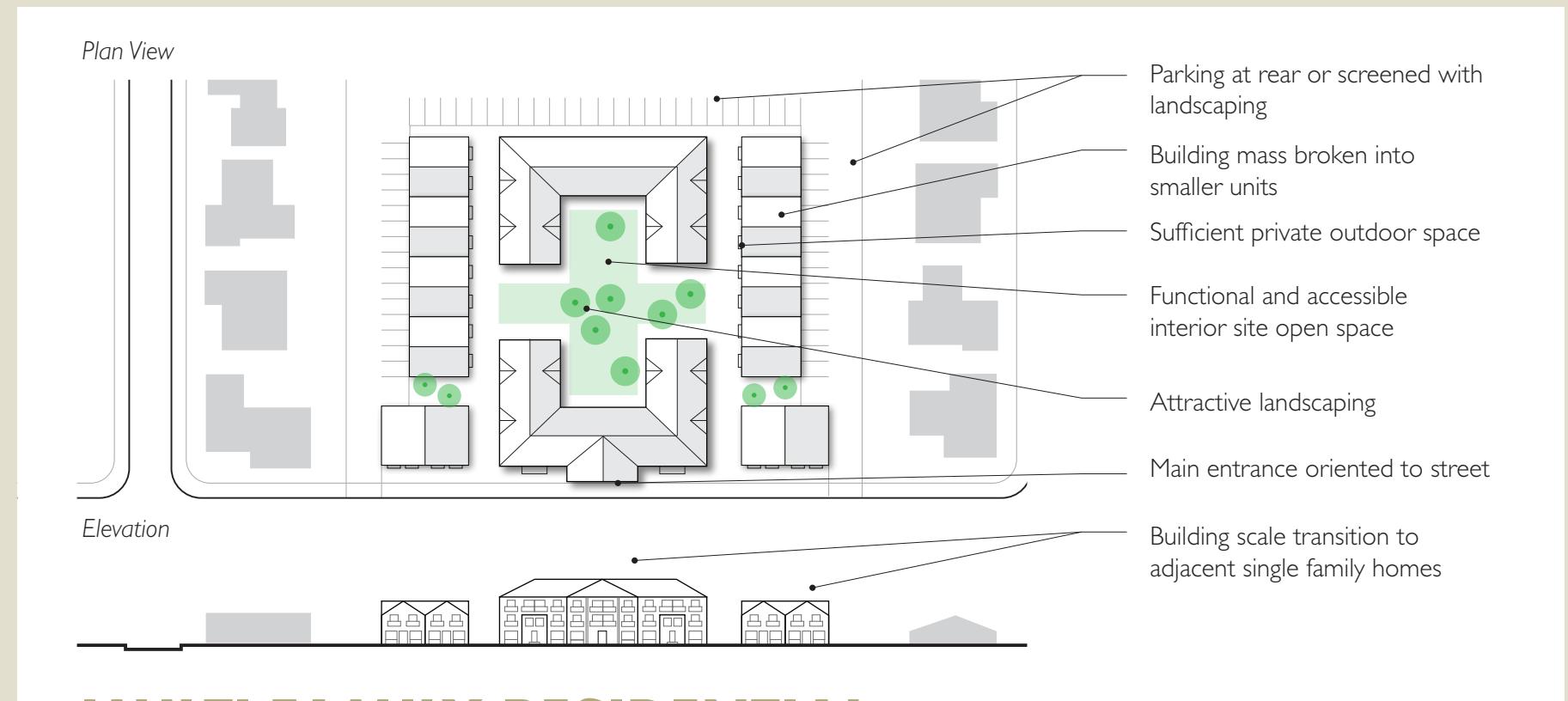
BUSINESS PARK



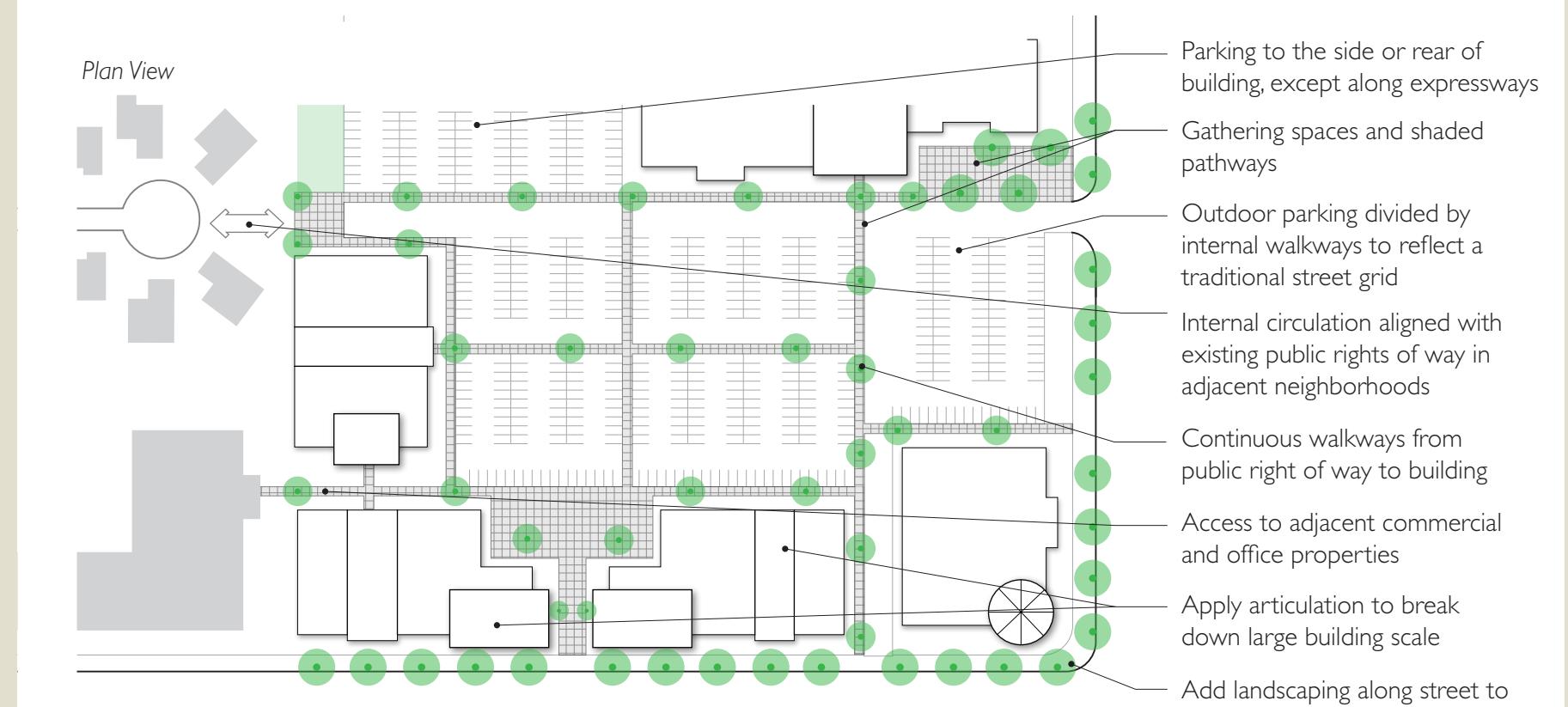
DOWNTOWN MIXED USE



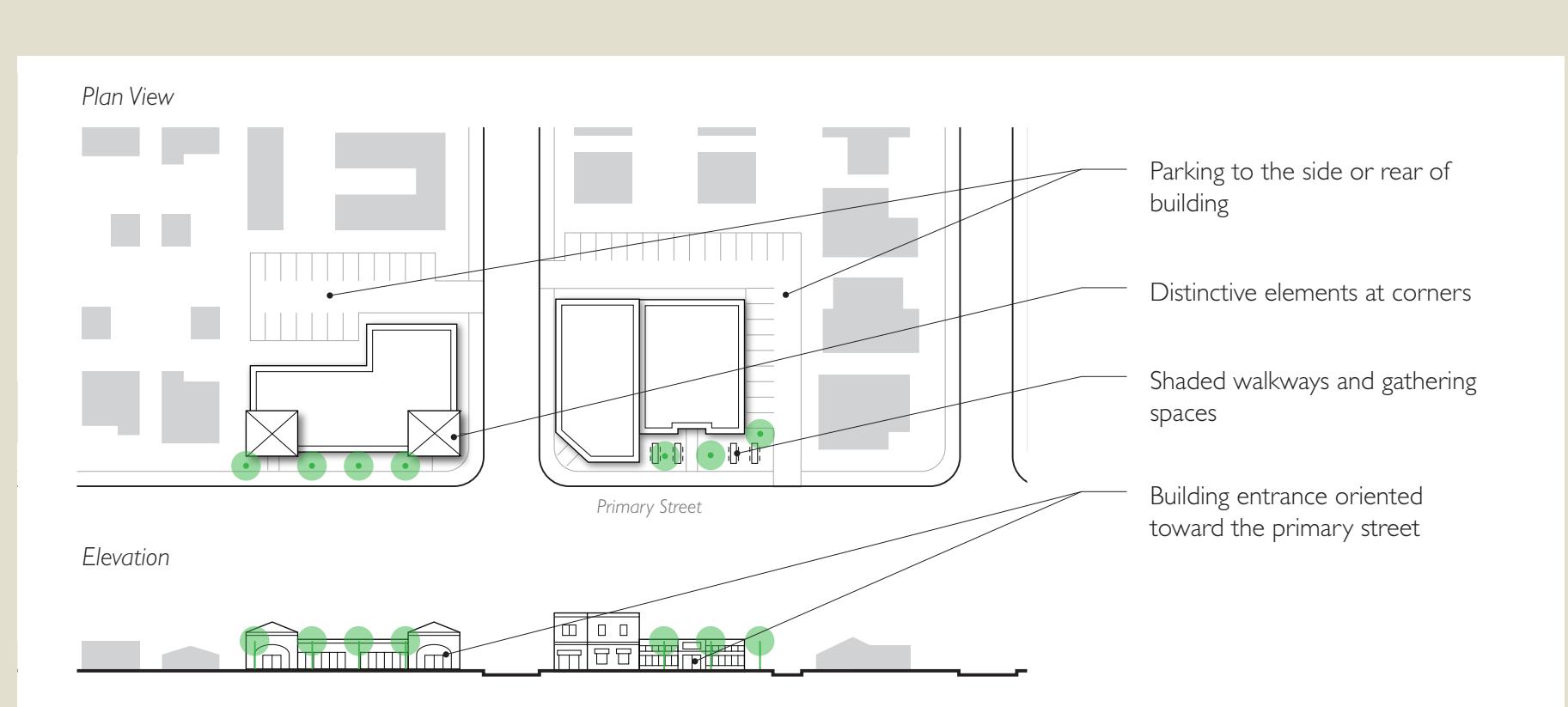
SINGLE FAMILY RESIDENTIAL



MULTI-FAMILY RESIDENTIAL



COMMUNITY COMMERCIAL AND OFFICE



NEIGHBORHOOD COMMERCIAL

Transportation and Circulation



The Transportation and Circulation Element includes goals and policies aimed at providing mobility choices for travel within and connecting to Ceres. The General Plan provides for the development of new roadway infrastructure and multi-modal improvements to serve the existing and future population with mobility choices that reduce air pollution, reduce the need for some additional roadway improvements, and provide viable non-automobile travel options.

STATE LAW

State law requires general plans to include a circulation element consisting of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military airports and ports, and other local public utilities and facilities, all correlated with the land use element of the plan. This Element also reflects important policy changes, including the California Complete Streets Act (AB 1358) which requires general plans updated after January 30, 2011 to incorporate Complete Street policies and frameworks to provide a balanced, multi-modal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel.

GOALS

The following goals are included in the Transportation and Circulation Element. Each goal is supported by a number of more detailed policies to further guide decision-making.

STREETS AND ROADWAY SYSTEM

- Goal 3.A** Provide for the long-range planning, development, and maintenance of the city's roadway system to ensure the safe and efficient movement of people and goods through a variety of travel modes.
- Goal 3.B** Maintain acceptable multi-modal travel flow along Ceres' major corridors.
- Goal 3.C** Protect residential areas from high-volume and high-speed traffic and its effects and promote bicycling and walking on residential streets.

PARKING

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

PUBLIC TRANSPORTATION

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

BICYCLE AND PEDESTRIAN CIRCULATION

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

GOODS MOVEMENT

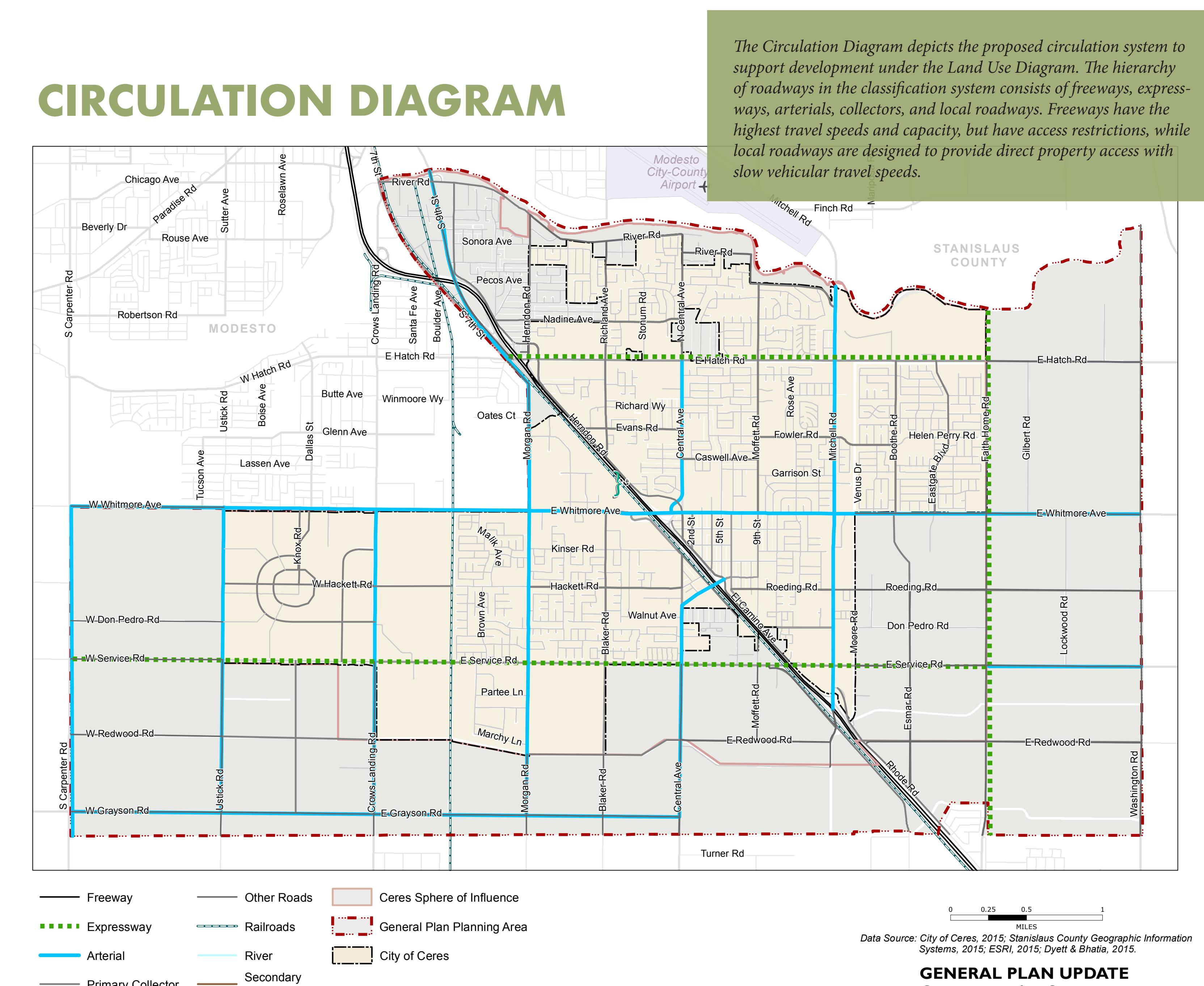
- Goal 3.G** Maintain a balanced freight transportation system to provide for the safe and efficient movement of goods that balances the needs of other roadway system users.

TRANSPORTATION FINANCING

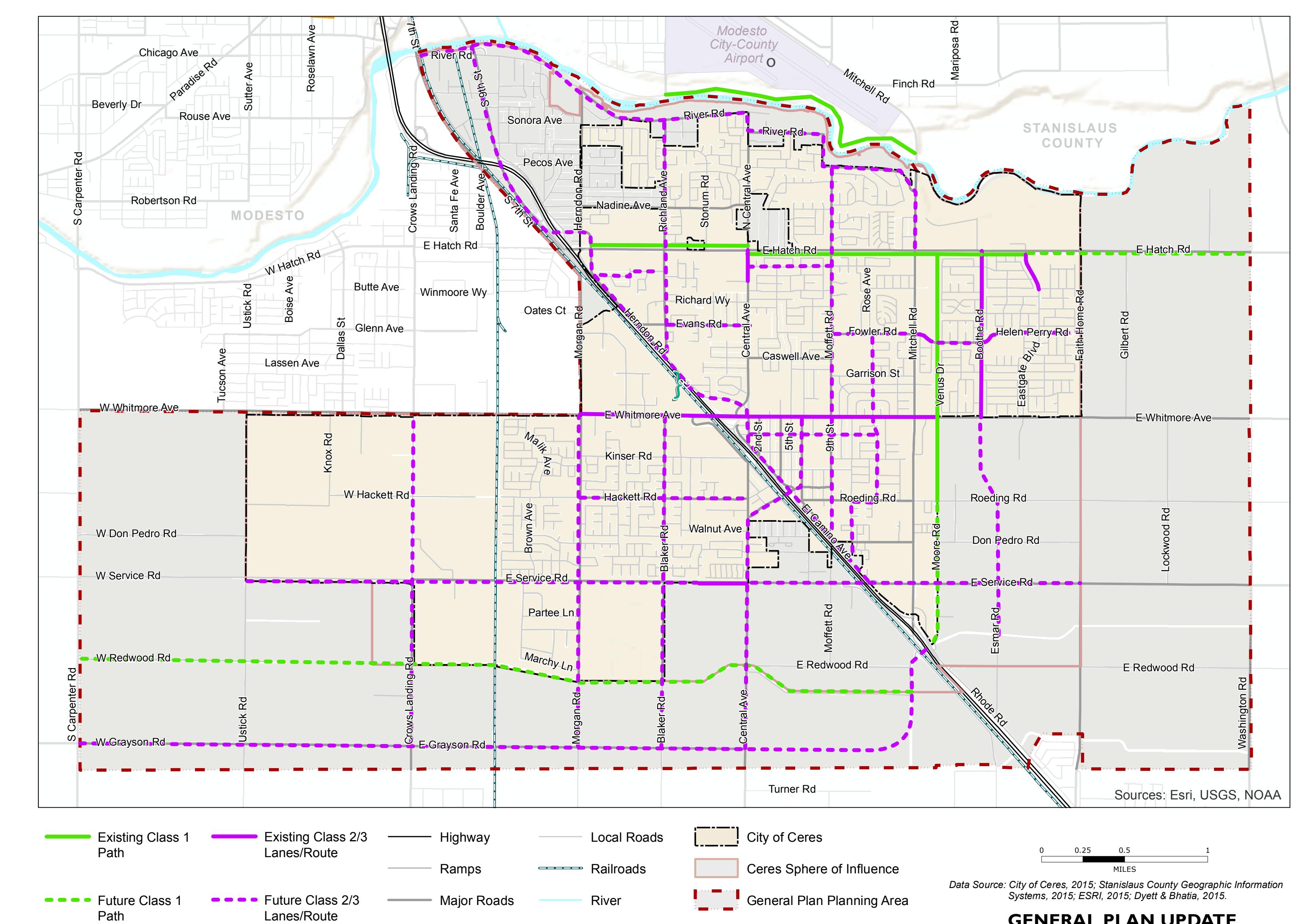
- Goal 3.H** Develop a financially sustainable transportation system that includes planning, design, construction, maintenance and operations funding from a variety of sources.



CIRCULATION DIAGRAM

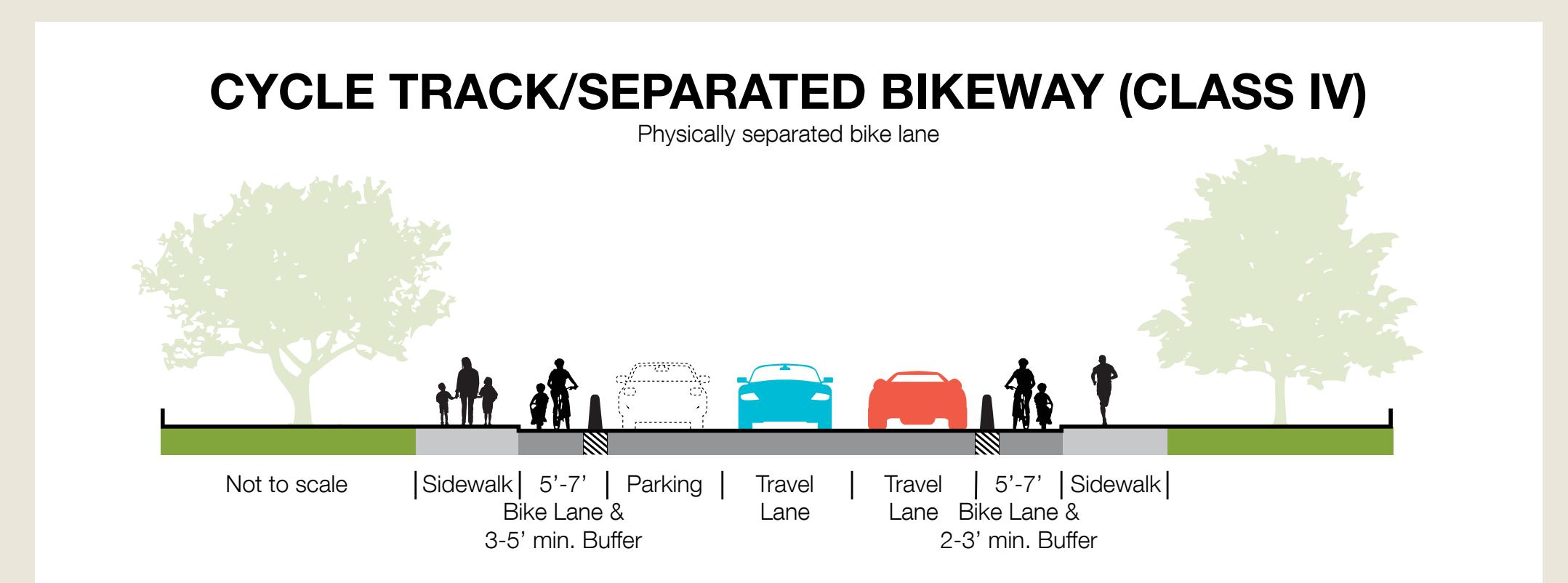
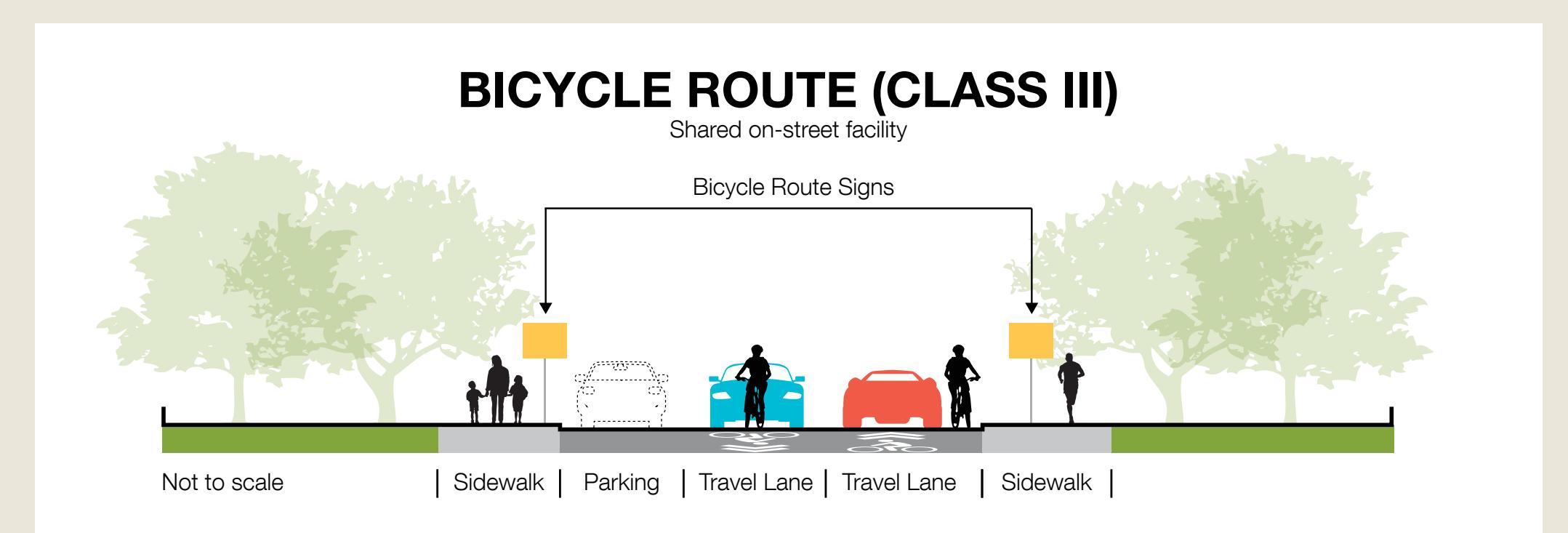
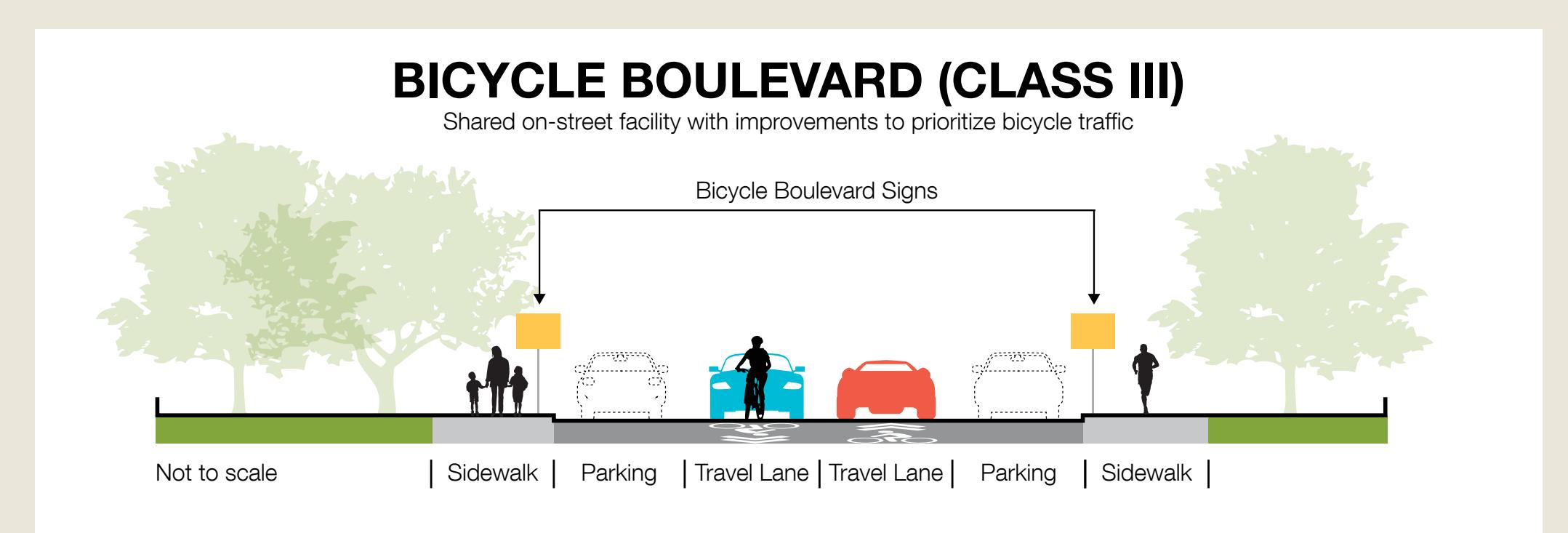
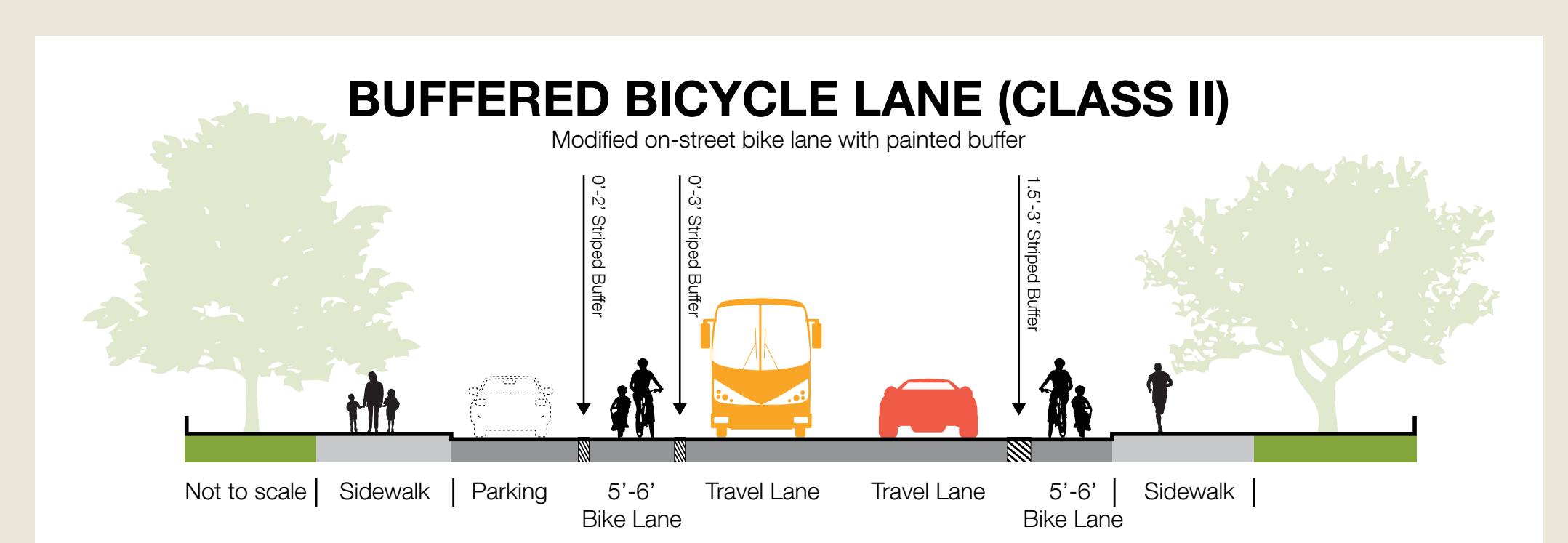
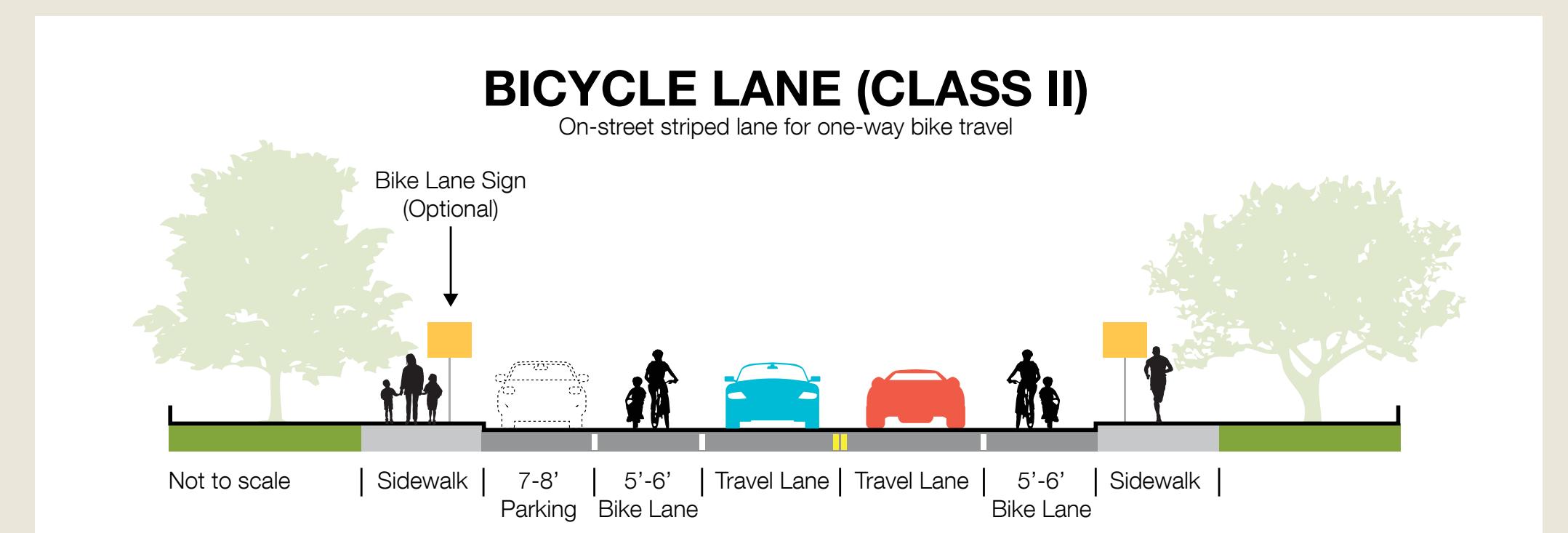
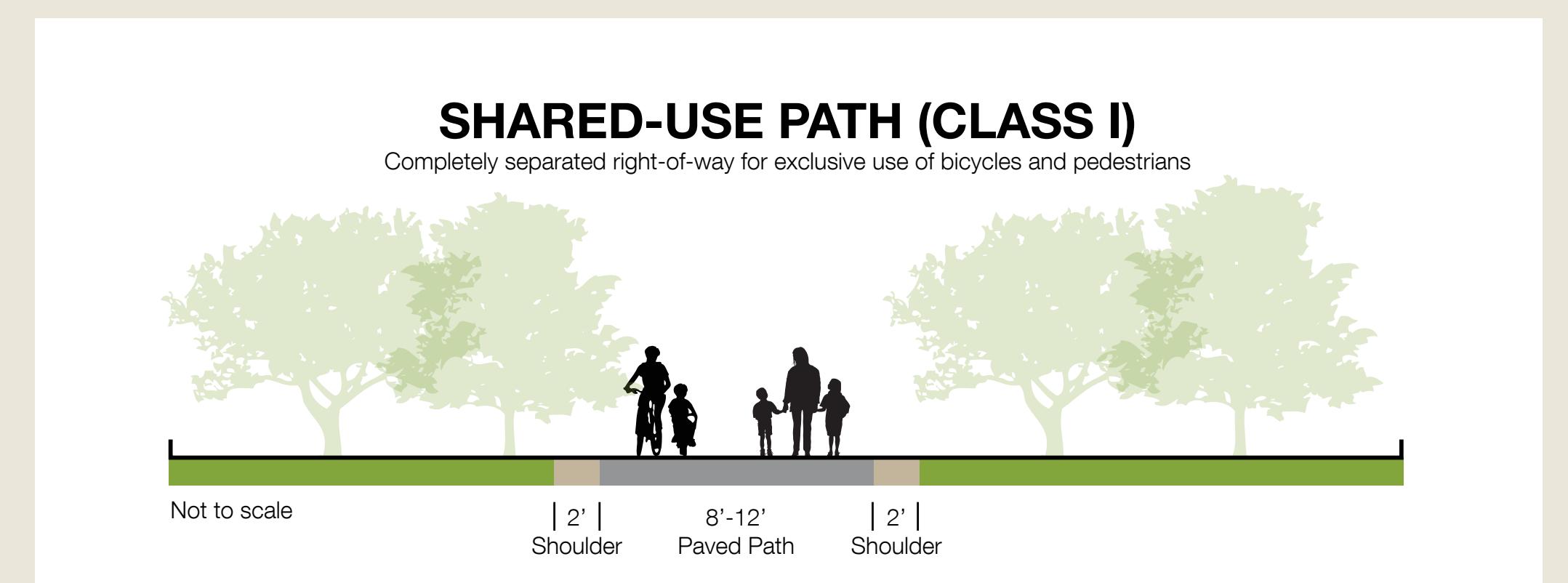


EXISTING AND FUTURE BIKE FACILITIES



Bicycle Facility Classifications

Illustrations show different types of bicycle facilities.



Agriculture and Natural Resources



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

STATE LAW

State law requires cities to adopt conservation and open space elements as part of their general plans. An open space element is intended to ensure that cities and counties recognize that open space land is a limited and valuable resource and will prepare and carry out open space plans that guide the comprehensive long-range preservation and conservation of open space land. A conservation element is required to provide guidance for the conservation, development, and utilization of natural resources including water quality and hydraulic force, forests, soils, rivers and other waters, harbors, fisheries, wildlife, minerals, and others as applicable to each jurisdiction. For Ceres, relevant natural resources include water quality and hydrology, soils, air quality, and biological resources.

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

GOALS

The following goals are included in the Agricultural and Natural Resources Element. Each goal is supported by a number of more detailed policies to further guide decision-making.

AGRICULTURAL AND SOIL RESOURCES

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

OPEN SPACE RESOURCES

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

BIOLOGICAL RESOURCES

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

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

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

WATER RESOURCES

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

AIR QUALITY

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

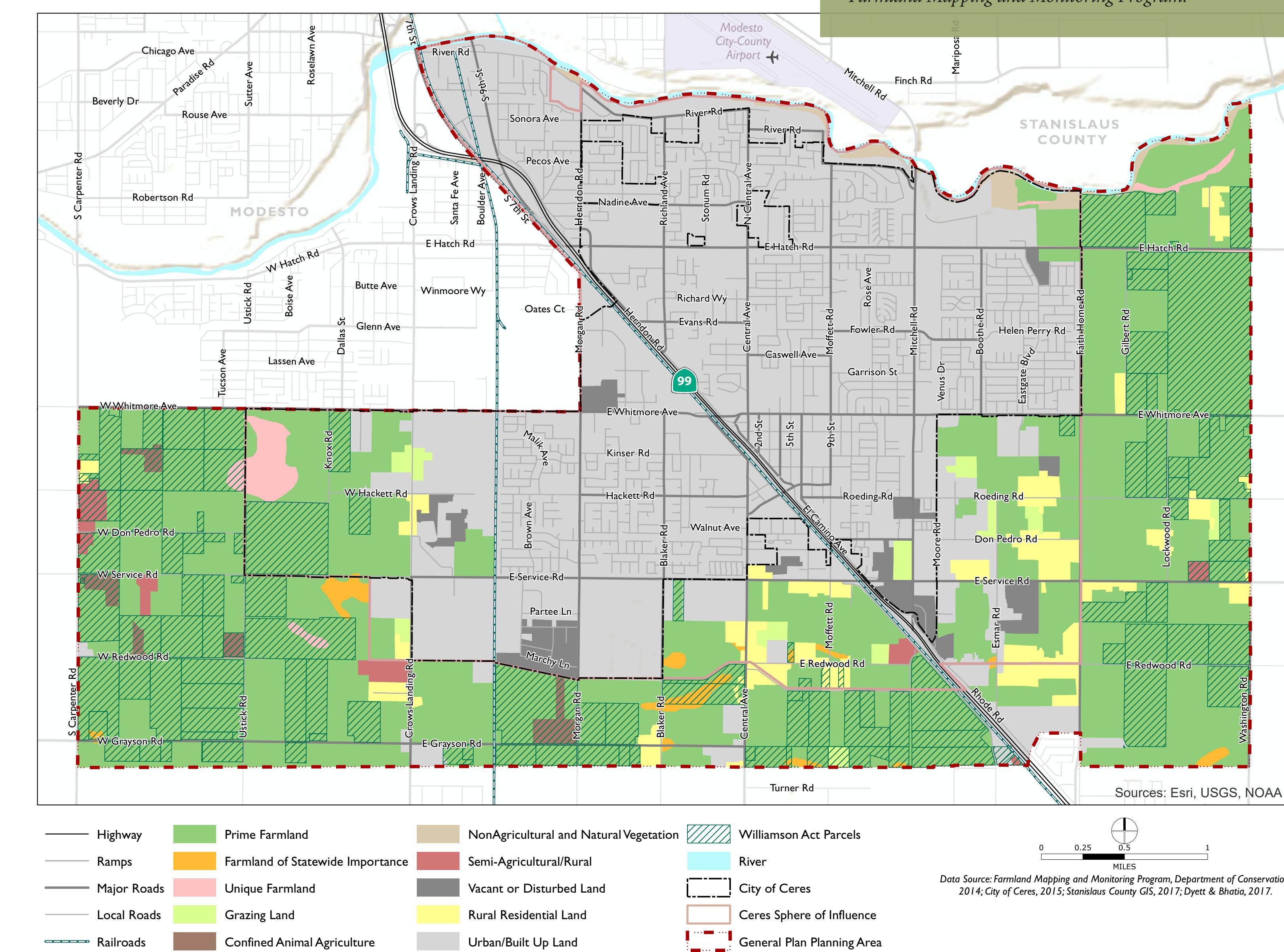
CULTURAL RESOURCES

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

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

Goal 4.J Protect Ceres' Native American heritage.

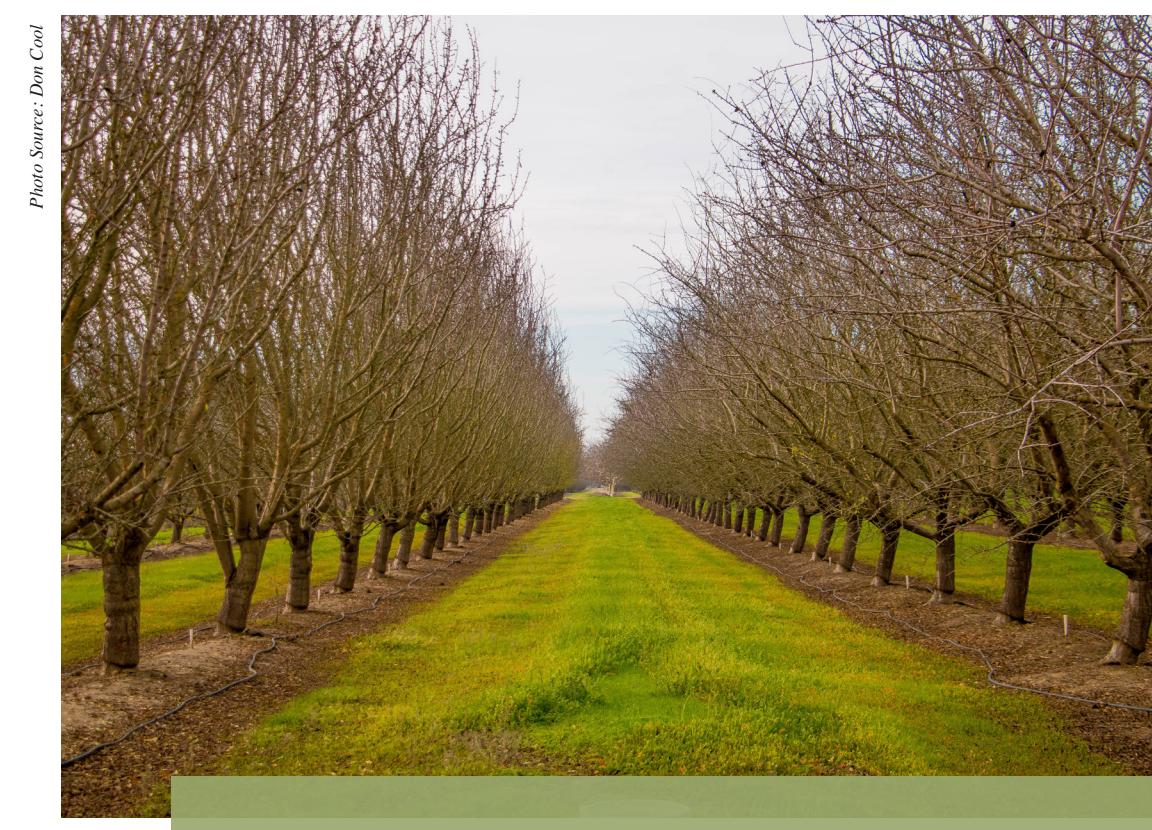
AGRICULTURAL RESOURCES



This figure shows the locations of the various farmland types, as well as other rural land categories as mapped by the State Farmland Mapping and Monitoring Program.

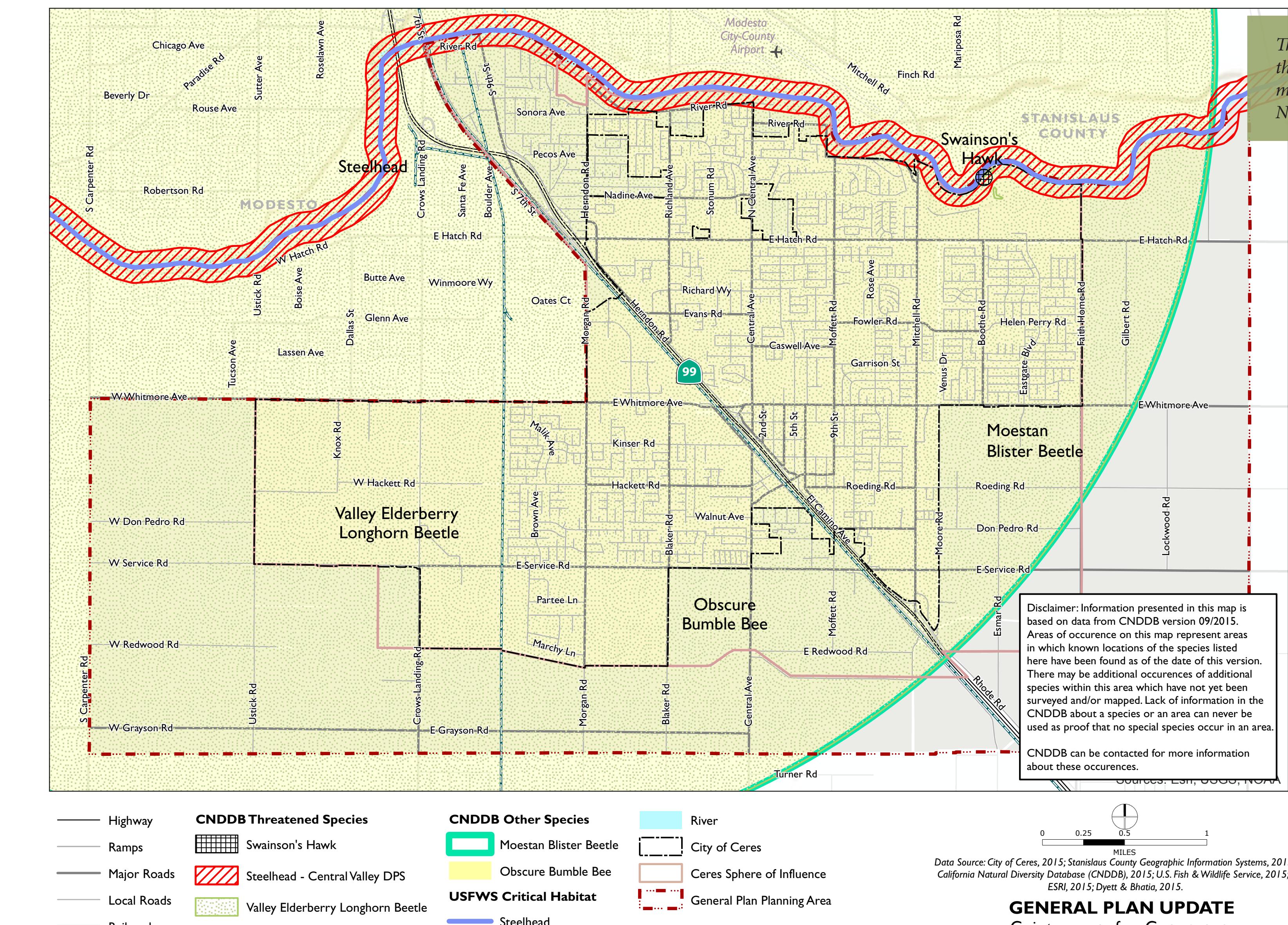


Agricultural commodities in Stanislaus County yielded \$4 billion in 2014.



Sustainable growth patterns, Williamson Act contracts, voluntary agricultural conservation easements, farmland mitigation policies, right-to-farm ordinances, and agricultural buffers are some of the strategies for protecting farmland discussed in the Draft General Plan.

CRITICAL HABITATS AND SPECIAL-STATUS SPECIES



This figure shows critical habitats and special-status species that have been known to occur in or near the Planning Area as mapped by the U.S. Fish and Wildlife Service and California Natural Diversity Database.



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

GENERAL PLAN UPDATE
City of Ceres

Public Facilities and Services



The purpose of the Public Facilities and Services Element is to provide a policy framework for the City to manage infrastructure and services, identify areas for improvement, and ensure that public utilities and services meet the needs of the community as the city grows and changes. More specifically, the Public Facilities and Services Element addresses the planning, provision, and maintenance of police and fire services; parks and recreational facilities and programs; community facilities and libraries; schools; water, recycled water, wastewater, drainage/stormwater, solid waste systems; and other public facilities and services.

STATE LAW

While Public Facilities and Services is not a mandated element, it does include a number of topics that are required to be addressed in the General Plan, according to State law. State law requires a general plan to address land uses for education, public buildings and grounds, and solid and liquid waste disposal facilities. In addition, State law requires that a general plan address the protection of the community from any unreasonable risks. This includes consideration of police, fire, and emergency medical services. Water supply and demand is also required to be included in the General Plan and is addressed in this Element.

GOALS

The following goals are included in the Public Facilities and Services Element. Each goal is supported by a number of more detailed policies to further guide decision-making.

SCHOOLS

Goal 6.A Provide for educational needs for all Ceres residents, ensuring that adequate school facilities are available and appropriately located.

COMMUNITY FACILITIES AND LIBRARIES

Goal 6.B Ensure community and library facilities and services are available to all current and future Ceres residents.

PARKS AND RECREATION

Goal 6.C Establish and maintain a public park system and recreational facilities to meet the exercise, social, and cultural enrichment needs of Ceres residents, employees, and visitors.

WATER SUPPLY AND DEMAND

Goal 6.D Ensure a safe and reliable potable water supply and delivery system sufficient to meet the current and future needs of the city.

WASTEWATER, STORMWATER, SOLID WASTE AND OTHER UTILITIES

Goal 6.E Ensure adequate wastewater collection and treatment and the safe disposal of waste in a timely fashion to support the needs of current and future Ceres residents.

Goal 6.F Collect and dispose of stormwater in a manner that minimizes inconvenience to the public, reduces burden on existing stormwater facilities, encourages groundwater recharge, minimizes potential water-related damage, and enhances the environment.

Goal 6.G Ensure the safe and efficient disposal, composting, or recycling of solid waste generated in Ceres.

Goal 6.H Promote adequate levels of service for utilities provided by private companies and minimize negative effects on surrounding development during utility construction.

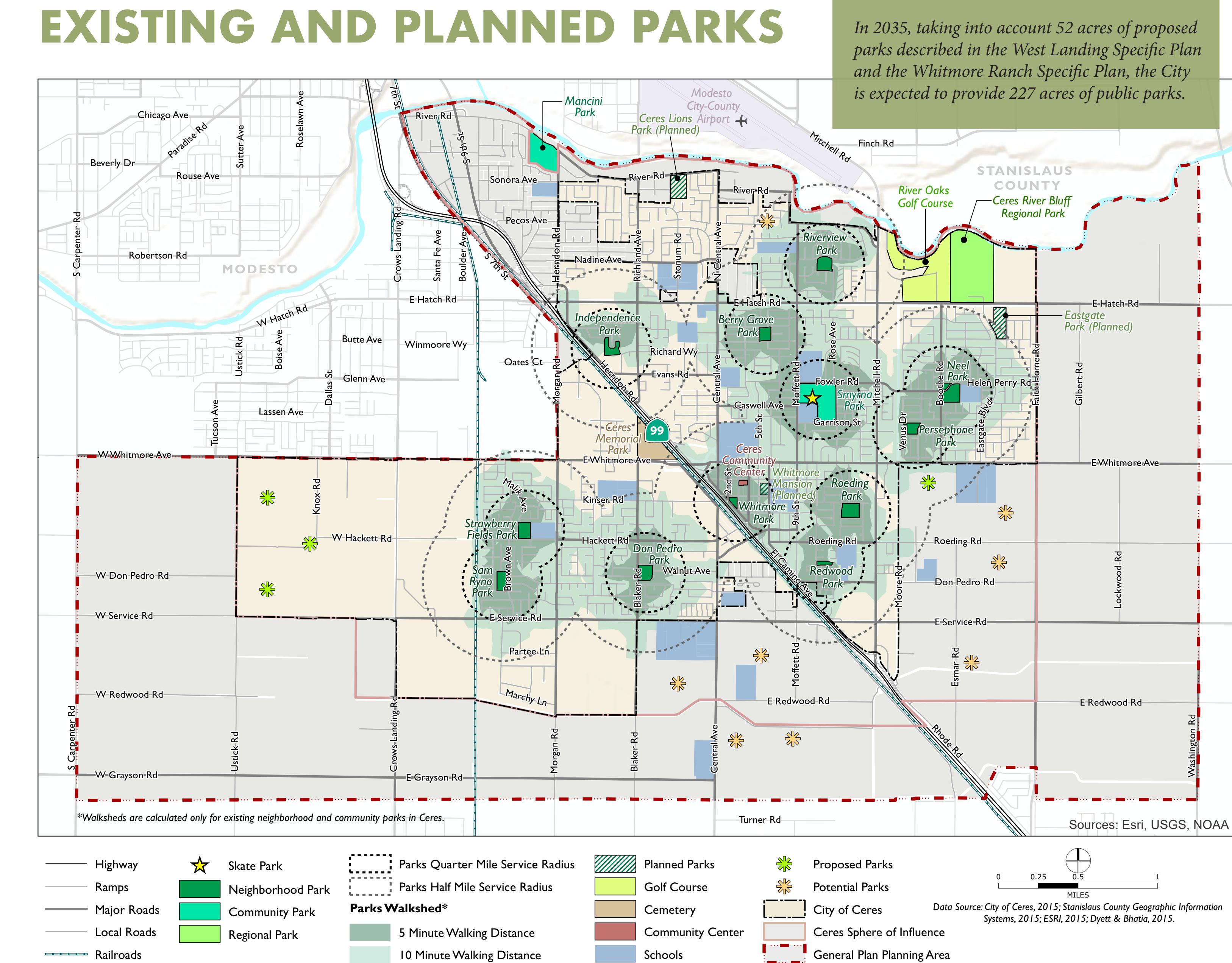
Goal 6.I Utilize information technology as a communication medium to improve professional efficiency, reduce dependency on nonrenewable resources, take advantage of ecological and financial efficiencies offered by an array of technologies, and inform residents.

PUBLIC SAFETY AND EMERGENCY MANAGEMENT

Goal 6.J Provide adequate police services to ensure public safety, deter crime, and meet the growing demand for services associated with increasing population and non-residential development in the Planning Area.

Goal 6.K Protect residents of and visitors to Ceres from injury and loss of life, and protect property from fires.

EXISTING AND PLANNED PARKS



Economic and Community Development

GOALS

The following goals are included in the Economic & Community Development Element. Each goal is supported by a number of more detailed policies to further guide decision-making.

EMPLOYMENT GROWTH

Goal 7.A Support a wide range of economic activity in Ceres that capitalizes on the city's location, strengthens the City's tax base, and supports and enhances quality of life.

Goal 7.B Promote economic development that benefits the entire Ceres community through strategic investments and the expansion, attraction, and formation of jobs in Ceres across diverse economic sectors.

Goal 7.C Attract and retain a mixture of businesses and employment-generating uses that are beneficial for the community and provide a strong economic base.

Goal 7.D Foster strong working relationships and continue to partner with businesses and employers, non-profit and private sector organizations, higher education and training institutions, and other public agencies in Ceres and in the region on economic development efforts.

FISCAL HEALTH

Goal 7.E Achieve fiscal sustainability while providing core public services and maintaining public facilities and infrastructure.

COMMUNITY DEVELOPMENT

Goal 7.F Celebrate Ceres' heritage and foster civic pride through community events and well-maintained public spaces.

Goal 7.G Promote tourism as part of Ceres' economic base.

Goal 7.H Develop a vibrant environment in Downtown Ceres to attract businesses, workers, and residents to the community. Invest in and maintain Downtown infrastructure, and support Downtown businesses.

Goal 7.I In order to better serve the public, actively engage the community, especially disadvantaged communities and people who have been historically underrepresented.



