

APPENDIX B: DOWNTOWN-SPECIFIC GENERAL PLAN POLICIES **B**

The following content is from the City's General Plan and relates specifically to Downtown:

Downtown Ceres is an important part of Ceres' small-town character and community heritage. Downtown is centrally located in the community with good access off SR 99, but is too small to serve a central major retail function for the city. Downtown includes many of Ceres' historic buildings and surrounding neighborhoods.

Policies of the plan seek to preserve and enhance this important resource by promoting increased retail, office, government, cultural, and entertainment uses in the Downtown, providing for some residential uses in second floors, and providing for parking, streetscape, and building facade improvements.

Goal 1.M

To promote and support the development and maintenance of an economically viable and physically attractive downtown area.

Policies

1.M.1. The City shall promote the commercial area downtown as a pedestrian, specialty retail, entertainment, cultural, and office and financial area.

1.M.2. The City shall promote use of first floor space in new buildings downtown for retail, food service, financial institutions, and other high volume commercial uses, and office and residential uses on second floors.

1.M.3. The City shall undertake streetscape improvements in the downtown area to give a clear and visually-appealing identity.

1.M.4. The City shall support programs to improve the appearance of downtown, including alley clean-ups, abatement of building code violations, redevelopment activities to reduce blight, and enhancement and consolidation of parking.

B DOWNTOWN-SPECIFIC GENERAL PLAN POLICIES