

Press Release



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FOR IMMEDIATE RELEASE
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CITY UNVEILS DRAFT DOWNTOWN SPECIFIC PLAN

CERES, CA—On February 26, 2009 from 6:00 to 8:00 p.m. the Ceres Redevelopment Agency unveiled a draft proposal of its Downtown Specific Plan to the City Council and Planning Commission in an effort to gain community input for the Downtown Revitalization Plan. The meeting was the last in a series of four community meetings that were held throughout the past year.

Approximately 20 Ceres business owners were represented at the meeting, along with Ceres residents and city staff. The land use and consulting firm, Design, Community & Environment, hired by the Redevelopment Agency in 2007 presented the framework of the plan, discussed the existing conditions of the downtown and identified some of the opportunities and constraints to implementing the plan.

Some of the highlights of the proposal include:

- Boundaries established at Whitmore, Ninth, El Camino and Park
- 8-plex Cinema
- 4th Street as retail center (heart of downtown)
- Mixed-use (ground floor retail with office and residential above)
- New public infrastructure (improved streetscape, underground utilities)

- Upgrade and accentuate Ceres Civic Icons (Whitmore House and Water Tower)
- Improvements to intersections and establishment of Gateways

After a discussion of the merits of the plan by the Council, Commission and staff, the floor was open to public comment, which was significantly positive and supportive. Mayor Anthony Cannella and Planning Commission Chairperson Ruthanne Williams both commented on the importance of downtown revitalization and staff expressed their dedication to improving the area. Council Members Ken Lane and Guillermo Ochoa also expressed strong support for the proposal that was submitted by staff.

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Press Release Attachments:

Photos

City Council Packet (previously provided and available at <http://staffrep.ci.ceres.ca.us/councilstudysession/1ss.pdf>)