



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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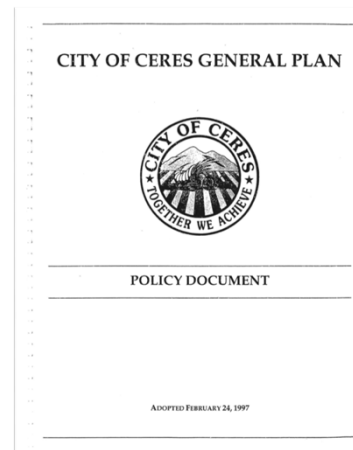
Update On General Plan Process

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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



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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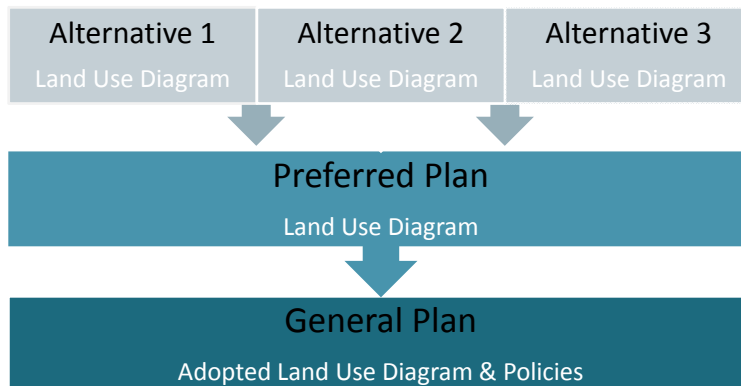
Introduction to Alternative Land Use Diagrams

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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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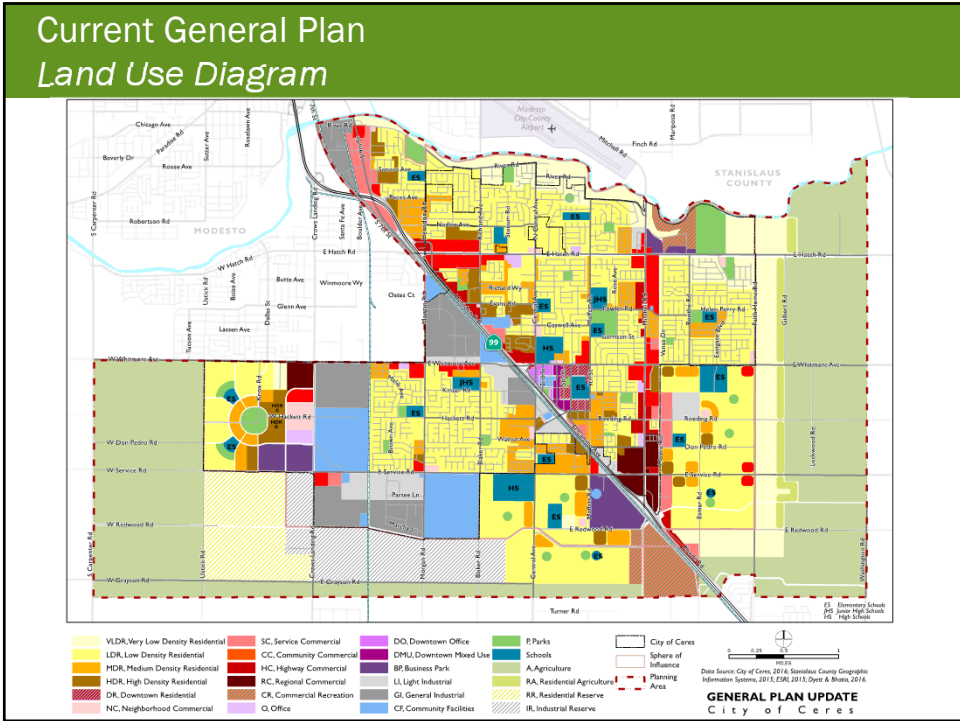


Land Use Diagrams

- 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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Proposed Changes Common to all Three Alternatives

- **New and Redefined Residential Land Use Designations**

Current Residential Land Use Designations

Very Low Density
 Low Density
 Medium Density
 High Density

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Proposed Residential Land Use Designations

Very Low Density
 Low Density
 Medium Density
Medium High Density
 High Density

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Proposed Changes Common to all Three Alternatives

- Consolidation of Land Use Designations near Planned Service Road Interchange

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    graph TD
      A[Business Park uses] --> C((New Regional Commercial designation))
      B[Regional Commercial uses] --> C
      D[Commercial Recreation uses] --> C
    
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Land Use Designations

<p>Residential</p> <ul style="list-style-type: none"> Very Low Density Residential Low Density Residential Medium Density Residential Medium High Density Residential High Density Residential Downtown Residential 	<p>Commercial</p> <ul style="list-style-type: none"> Neighborhood Commercial Service Commercial Community Commercial Highway Commercial Regional Commercial Commercial Recreation
<p>Office & Mixed Use</p> <ul style="list-style-type: none"> Office Downtown Office Downtown Mixed Use Business Park <p>Industrial</p> <ul style="list-style-type: none"> Light Industrial General Industrial 	<p>Other</p> <ul style="list-style-type: none"> Community Facilities Parks Agriculture Residential Agriculture Residential Reserve Industrial Reserve
<ul style="list-style-type: none"> Schools Potential Parks Potential School Specific Plan Boundary City of Ceres Ceres Sphere of Influence 	

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Summary of Ceres Alternatives 1, 2, and 3

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Summary of Alternative 1

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

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Summary of Alternative 2

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

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Summary of Alternative 3

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

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