



Ceres General Plan Update



Draft Vision Statement and Guiding Principles
Ceres City Council – October 10, 2016

City Council Task

Tonight's task for the City Council is to:

- Review and Comment on the Draft Vision Statement and related Guiding Principles
- Seek Public Input
- Accept the Draft Vision Statement & Guiding Principles (with or without modifications)

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Purpose

The purpose of the Draft Vision Statement & Guiding Principles are:

- To provide guidance to the General Plan Consultants for the preparation of draft land use alternatives, along with the General Plan Policies and Implementation Measures

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Draft Vision Statement & Guiding Principles

The Draft Vision Statement & Guiding Principles were developed from public outreach efforts to date:

- Stakeholder meetings
- Joint City Council & Planning Commission Workshop
- Community Workshops
- Community-wide Mailed Survey
- Planning Commission (9/19) – revision in red

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Draft 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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10 Draft Guiding Principles

- **“Small-Town”**
Neighborhoodly 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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Draft Guiding Principle - 1

“Small-Town” Neighborly Character

Knowing that “Together We Achieve”, continues to cultivate a friendly, inclusive, and civically engaged community as the population grows and changes.

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Draft Guiding Principle - 2

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.

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Draft Guiding Principle - 3

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.

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Draft Guiding Principle - 4

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.

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Draft Guiding Principle - 5

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.

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Draft Guiding Principle - 6

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.

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Draft Guiding Principle - 7

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.

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Draft Guiding Principle - 8

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.

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Draft Guiding Principle - 9

Revitalization

Encourage infill development and investment within existing neighborhoods and commercial corridors in order to revitalize areas within the city limits.

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Draft Guiding Principle - 10

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.

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Staff Recommendation

Staff is recommending that the City Council:

- Accept the Draft Vision Statement & Guiding Principles (with or without modifications)

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