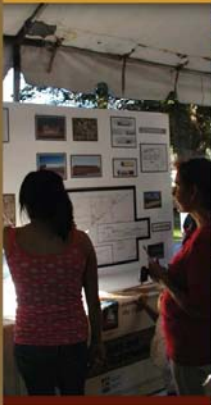


# City of Madera

CALIFORNIA



## GENERAL PLAN UPDATE



# Introductions

## MADERA GENERAL PLAN UPDATE

- City of Madera
  - Dave Merchen, Community Development Director
  - Dave Randall, Planning Manager
- PMC
  - Eric Norris
  - Barb Kinison Brown
  - Jill Savery

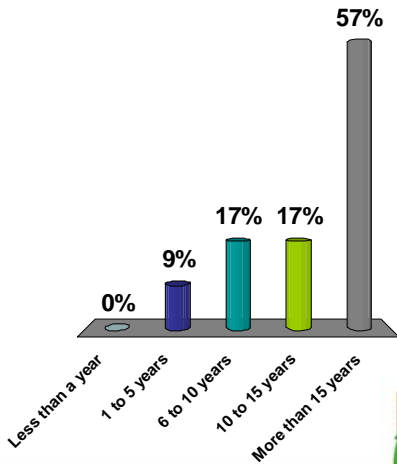


# Let's learn about YOU!

MADERA GENERAL PLAN UPDATE

## How long have you lived in Madera?

1. Less than a year
2. 1 to 5 years
3. 6 to 10 years
4. 10 to 15 years
5. More than 15 years

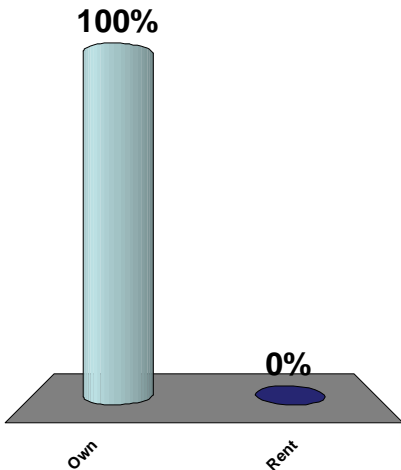


# Own or Rent?

MADERA GENERAL PLAN UPDATE

## Do you own or rent your home?

1. Own
2. Rent

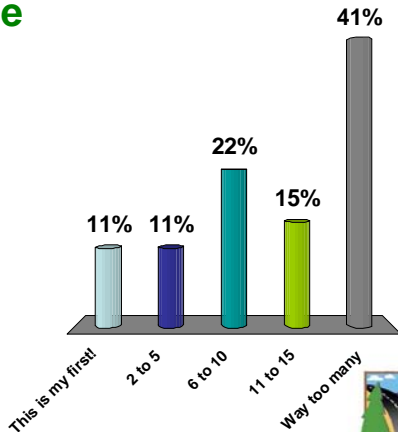


# Let's learn about YOU!

MADERA GENERAL PLAN UPDATE

## How many public meetings have you attended in the past year?

1. This is my first!
2. 2 to 5
3. 6 to 10
4. 11 to 15
5. Way too many



# Objectives for Tonight's Meeting

## MADERA GENERAL PLAN UPDATE

- What is “Sustainability”?
- Sustainability in Vision Madera 2025
- Sustainability in the updated General Plan
- Examples of sustainable practices
- Community input on incorporating sustainability in the updated General Plan
  - Land Use, Circulation, Energy



# Sustainable Development

MADERA GENERAL PLAN UPDATE

First Internationally Recognized Definition:

**“... development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”**

--Brundtland Report, 1987



# Sustainability

## MADERA GENERAL PLAN UPDATE

- Sustainable (or “**green**”) practices are becoming more common:
  - Energy conservation
  - Green building practices
  - Increasing public transit/walkability
  - Reducing greenhouse gas emissions
- Cities now compete for the title of “Most Sustainable City”



# Portland: The Most Sustainable City (2006)

MADERA GENERAL PLAN UPDATE



# Sustainability in Vision Madera 2025



### A Well-Planned City

“Sound planning helps Madera **celebrate its past, balance its present** with **available resources** and **infrastructure...**”

“Madera’s comprehensive **transportation system connects** local neighborhoods and districts with **efficient, affordable mass transit...**There is a **well-developed system of walking and bicycle trails** throughout the City.

Safe, clean and attractive streets providing **easy access to all parts of the City.**”



### A Strong Community and Great Schools

“Madera is an inclusive community...Maderans enjoy rich **cultural and educational lives**. Residents are proud to be Maderans, **enriched by living in the community and working towards its betterment.**”

“Madera’s many **clubs and community groups support** its residents and **respond to changing community needs**.  
Madera’s **diverse cultures** are celebrated...”



# Sustainability for Madera

MADERA GENERAL PLAN UPDATE

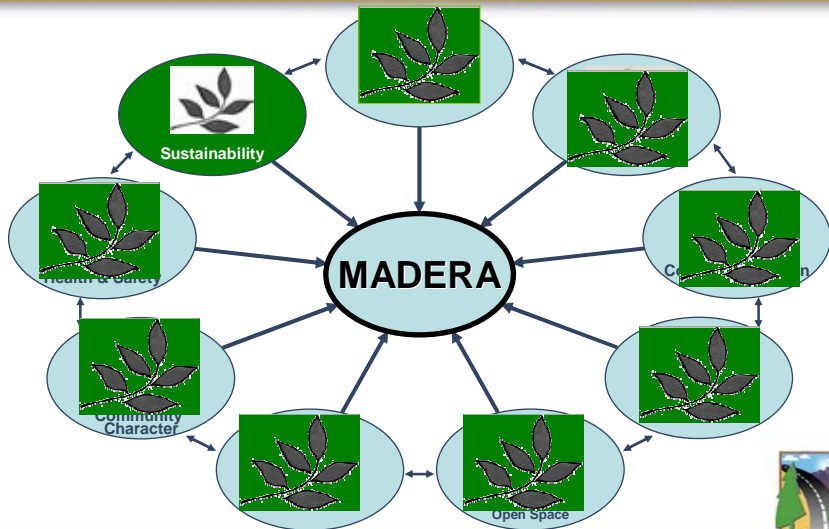
Definition of “sustainability” as it will be used in the Updated General Plan:

**“Sustainability in Madera means respecting and balancing social, environmental and economic systems and their interrelationships that promote a thriving and lasting community.”**



# Madera's General Plan Elements

MADERA GENERAL PLAN UPDATE



# Sustainability: What and How Much?

MADERA GENERAL PLAN UPDATE

Tonight we will focus on three key areas in which Sustainability can be addressed in the General Plan:

1. Land Use
2. Circulation
3. Energy/Green Building



# Potential Land Use Strategies

MADERA GENERAL PLAN UPDATE

- Growth boundary – “City Stops Here”
- Phased growth areas
- Promote infill development
- Higher density of development  
(residential and commercial)
- Mixed uses
- Provide a range of housing types for all  
income levels

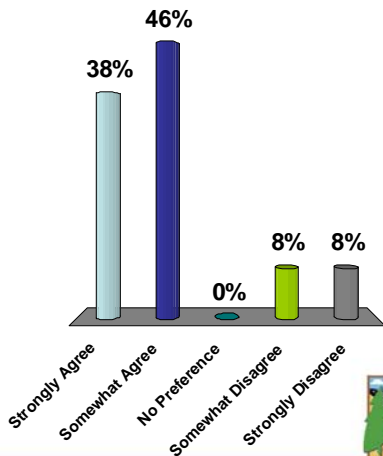


# Growth Boundary

MADERA GENERAL PLAN UPDATE

## Should Madera establish a growth boundary?

1. Strongly Agree
2. Somewhat Agree
3. No Preference
4. Somewhat Disagree
5. Strongly Disagree

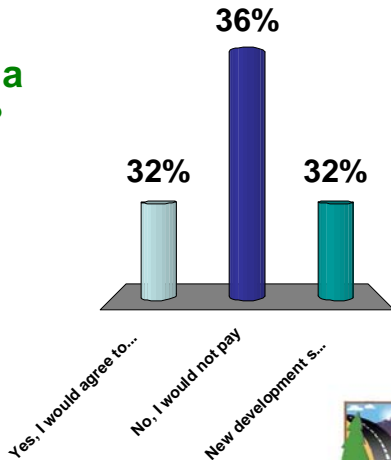


# Would YOU Pay to Preserve Land?

MADERA GENERAL PLAN UPDATE

If the City bought land outside the growth boundary, would you pay a tax or fee to support this?

1. Yes, I would agree to pay a reasonable tax
2. No, I would not pay
3. New development should pay to preserve land

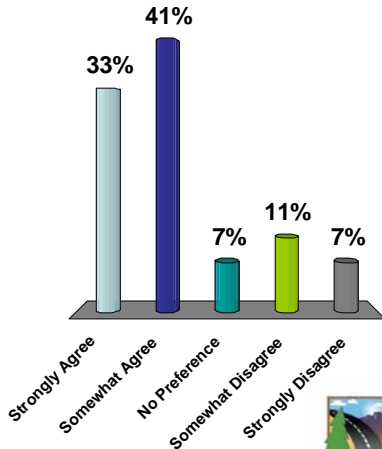


# Phased Growth Areas

MADERA GENERAL PLAN UPDATE

## Should Madera establish phased growth areas?

1. Strongly Agree
2. Somewhat Agree
3. No Preference
4. Somewhat Disagree
5. Strongly Disagree



# Infill Development

MADERA GENERAL PLAN UPDATE

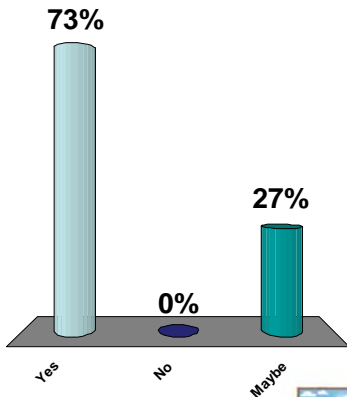


# Infill in YOUR Neighborhood?

MADERA GENERAL PLAN UPDATE

Would you support an infill project that would affect your neighborhood?

1. Yes
2. No
3. Maybe

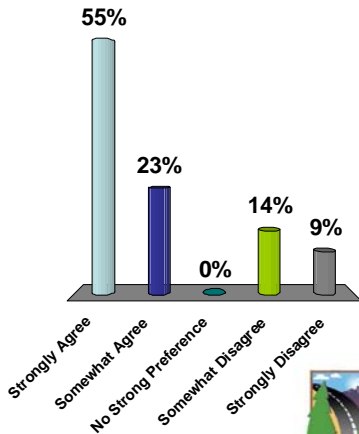


# Higher Density

MADERA GENERAL PLAN UPDATE

## Should Madera allow higher density?

1. Strongly Agree
2. Somewhat Agree
3. No Preference
4. Somewhat Disagree
5. Strongly Disagree



# Mixed Uses

MADERA GENERAL PLAN UPDATE

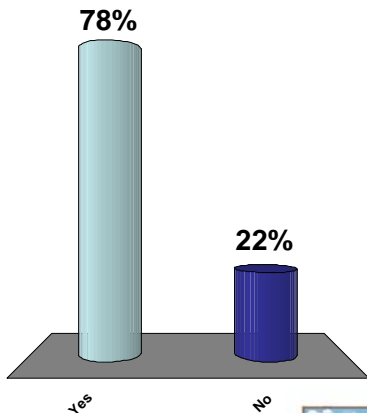


# Mixed Uses

Mixed-use areas have many benefits, but are also generally more active—open more hours of the day, more pedestrians, more noise, etc.

Would you accept these trade-offs?

1. Yes
2. No

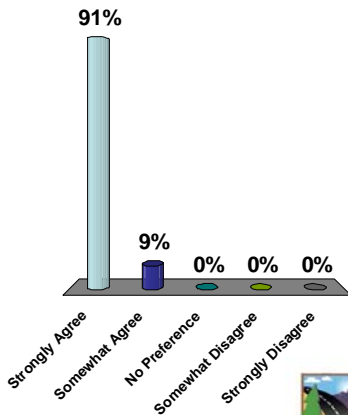


# Range of Housing Choices

MADERA GENERAL PLAN UPDATE

## Should Madera provide a mix of housing choices?

1. Strongly Agree
2. Somewhat Agree
3. No Preference
4. Somewhat Disagree
5. Strongly Disagree



# A “Walkable” Madera

MADERA GENERAL PLAN UPDATE

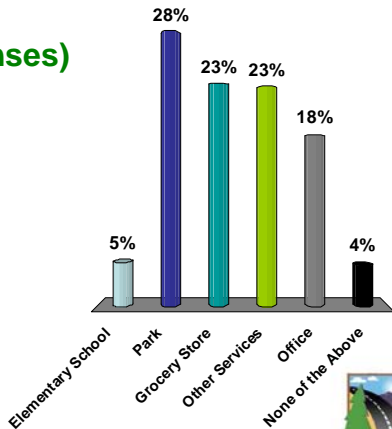


# A “Walkable” Madera

MADERA GENERAL PLAN UPDATE

What would you walk or bike to?  
(you can select up to 3 responses)

1. Elementary School
2. Park
3. Grocery Store
4. Other Services
5. Office
6. None of the Above

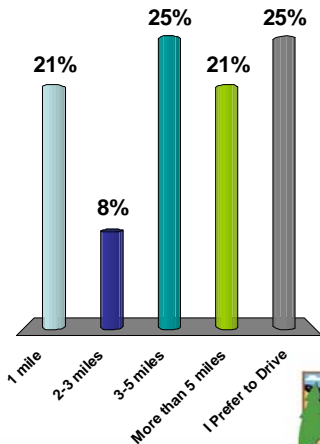


# How Far Would You Bike?

MADERA GENERAL PLAN UPDATE

## How far would you bike to a destination?

1. 1 mile
2. 2-3 miles
3. 3-5 miles
4. More than 5 miles
5. I Prefer to Drive



# Potential Circulation Strategies

MADERA GENERAL PLAN UPDATE

- Connections - reduce barriers for shorter trips
- Less car-dependent
  - Public transportation:
    - Buses/shuttles
    - Light rail
    - Heavy rail
- “Complete Streets” (Cars, Bikes, Walking, Public Transit)

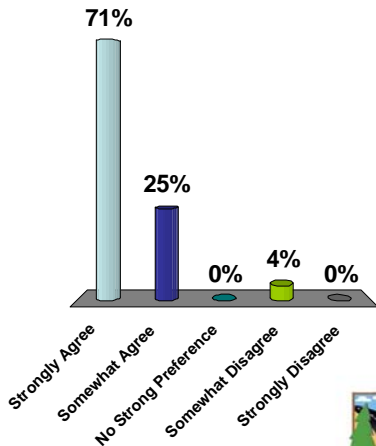


# Connections

MADERA GENERAL PLAN UPDATE

## Should Madera work to reduce barriers to circulation?

1. Strongly Agree
2. Somewhat Agree
3. No Preference
4. Somewhat Disagree
5. Strongly Disagree



# Mobility Choices

MADERA GENERAL PLAN UPDATE

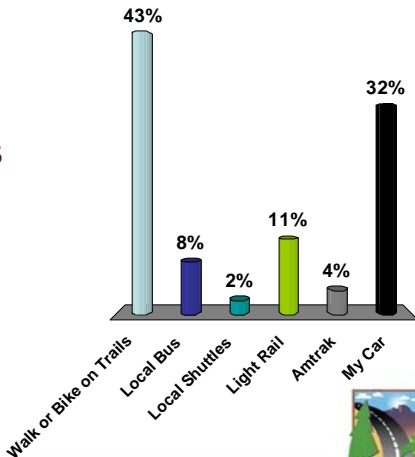


# What Would YOU Use?

MADERA GENERAL PLAN UPDATE

**What form of travel would you use?**  
(select up to 3 choices)

1. Walk or Bike on Trails
2. Local Bus
3. Local Shuttles
4. Light Rail
5. Amtrak
6. My Car

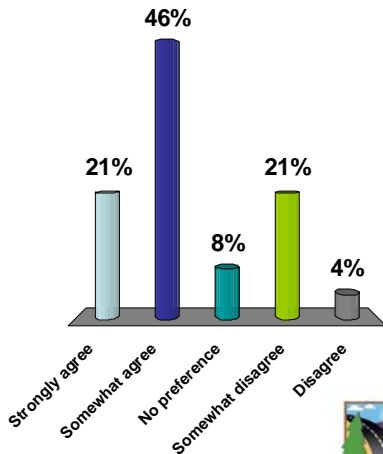


# Complete Streets: All Users Share

MADERA GENERAL PLAN UPDATE

## Should Madera create “Complete Streets”?

1. Strongly agree
2. Somewhat agree
3. No preference
4. Somewhat disagree
5. Disagree



# Sustainable Energy Use

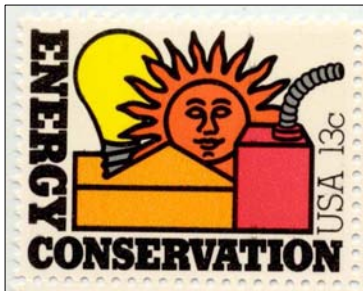
MADERA GENERAL PLAN UPDATE

1. Makes wise use of energy resources
2. Encourages use of energy from renewable sources (such as solar energy)
3. Encourages use of alternative fuels
4. Helps reduce greenhouse gas emissions



# Energy Conservation & Efficiency

MADERA GENERAL PLAN UPDATE

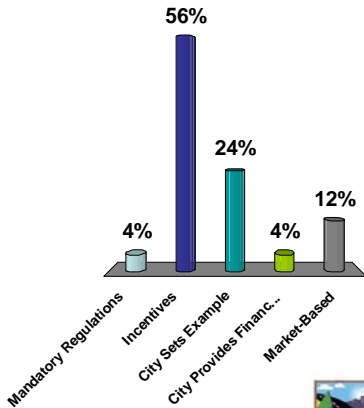


# Energy Conservation & Efficiency

MADERA GENERAL PLAN UPDATE

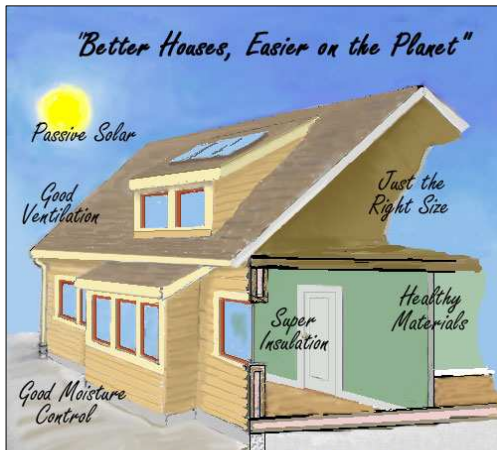
**Which approach(es) should the City use to increase energy conservation and efficiency?**

1. Mandatory Regulations
2. Incentives
3. City Sets Example
4. City Provides Financial Support
5. Market-Based



# Green Building

MADERA GENERAL PLAN UPDATE



# Renewable Energy/Alternative Fuels

MADERA GENERAL PLAN UPDATE

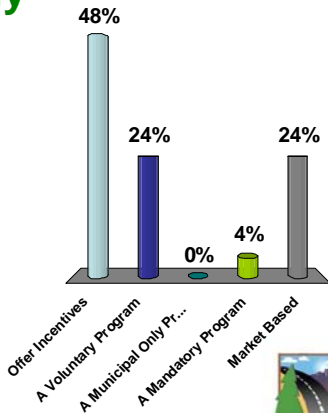


# Renewable Energy/Alternative Fuels

MADERA GENERAL PLAN UPDATE

## How should the City promote renewable energy and alternative fuels?

1. Offer Incentives
2. A Voluntary Program
3. A Municipal Only Program
4. A Mandatory Program
5. Market Based



# What's Next?



**Thank you!**

**[www.maderageneralplan.com](http://www.maderageneralplan.com)**

