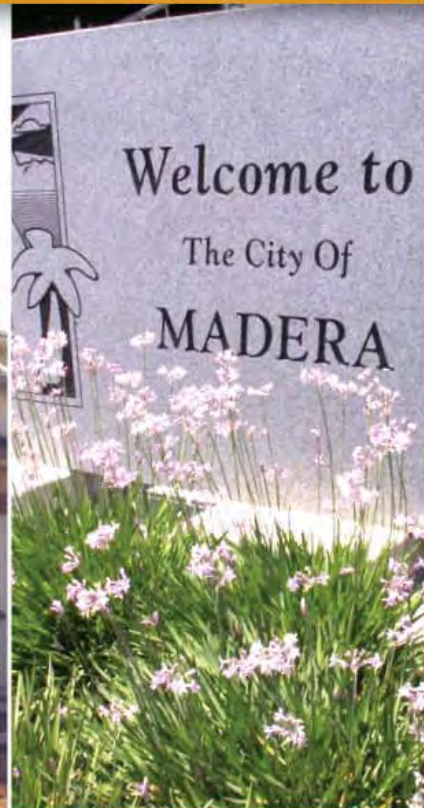


City of Madera

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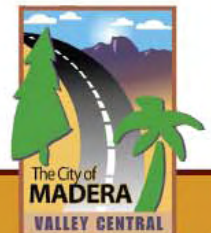


GENERAL PLAN UPDATE



City of Madera General Plan Steering Committee

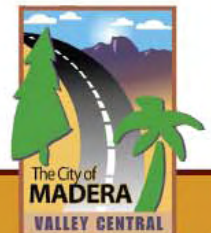
**Inaugural Meeting
November 26, 2007**



Tonight's Agenda

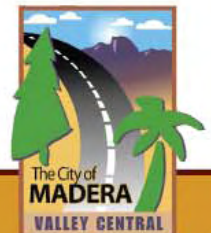
MADERA GENERAL PLAN UPDATE

- Introduction to Committee members and other business items
- Public Comment
- “General Plan 101” and a review of Vision 2025
- “CEQA 101”
- Role of the Steering Committee
- Next Steps



General Plan “101”

General Plan Overview

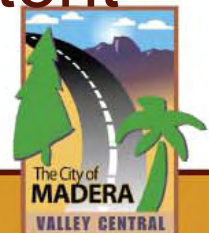


What is a General Plan?

MADERA GENERAL PLAN UPDATE



- A blueprint for future growth
- A reflection of the community's vision
- A framework for land use decision making
- Assists developers in meeting the City's goals
- Promotes economic development
- Ensures that growth proceeds in a sustainable manner and is consistent with community goals

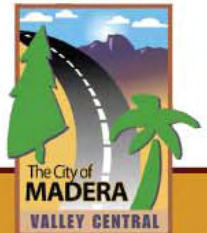


Why Do It?

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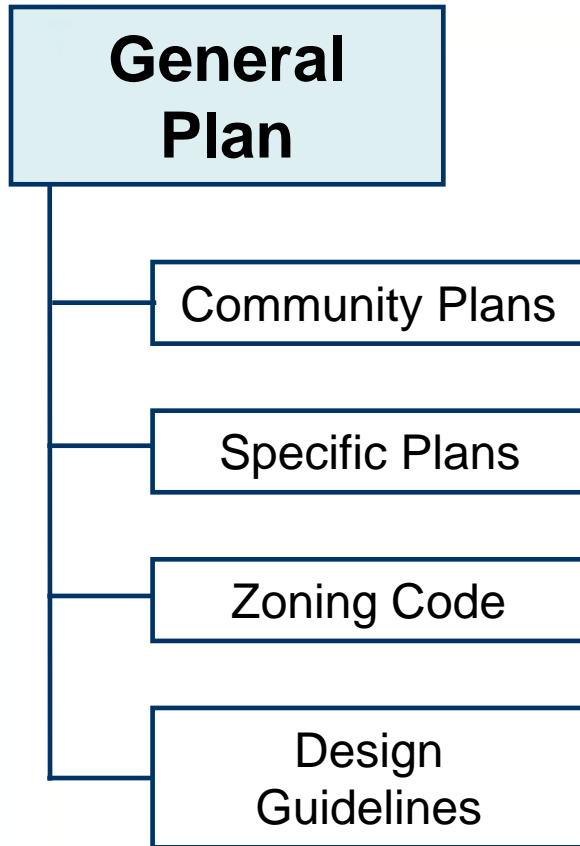


- Legally required
- Timeliness
 - Last update was in 1992
 - New issues
- Improve format and usability
- Growth pressures
 - General Plan can guide decisions and plan for growth rather than “just letting it happen”

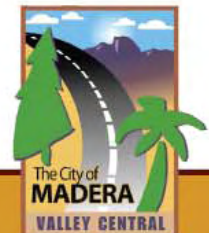


General Plan: The City's Guiding Document

MADERA GENERAL PLAN UPDATE



- City's primary policy document
- Guide for future development
- Basis for all land use actions
- Informs and directs subsequent planning
- All other plans and programs take their authority and scope from the General Plan

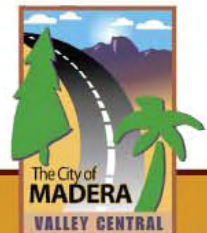


The General Plan: Under the Hood

MADERA GENERAL PLAN UPDATE

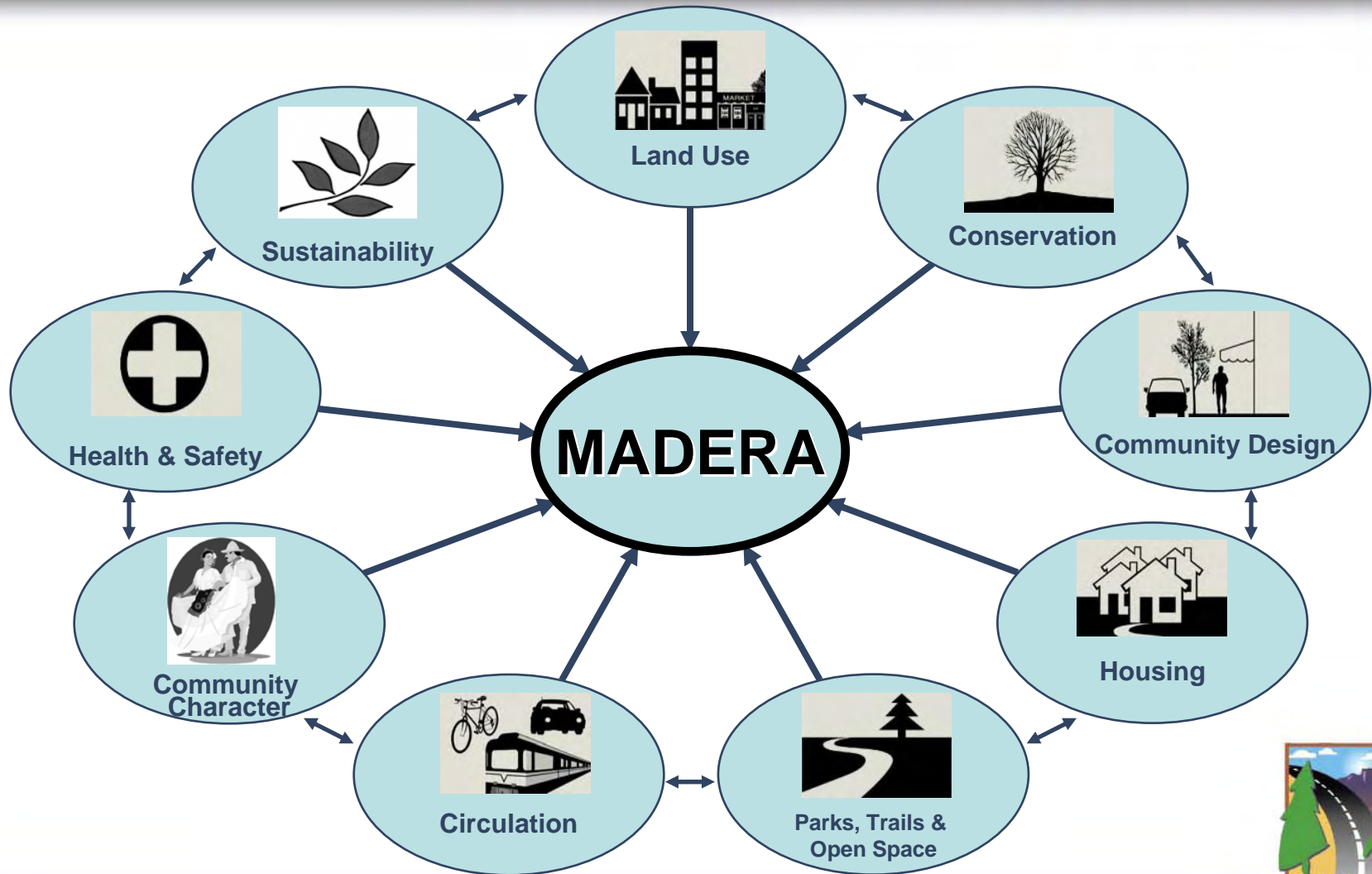


- Seven Required Topics or “Elements”
 - Land Use
 - Housing
 - Circulation
 - Noise
 - Safety
 - Conservation
 - Open Space



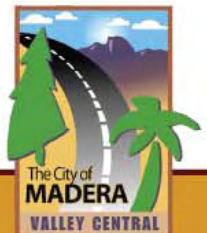
Elements of the Plan

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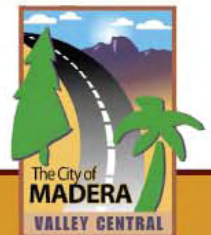
Goals

- What are they:
 - Overall statements of community desires
 - Broad statements of purpose or direction
 - Defines what we are seeking
 - Is generally not expressed as a specific target
- Example:
 - Goal 1: Achieve a balanced and integrated land use pattern throughout the community.



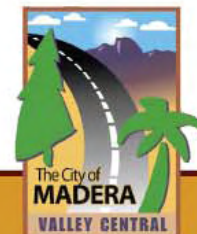
Policies

- What they are:
 - Guide for decision makers in reviewing proposals and making decisions that affect the future growth and development of the City
 - States a specific target or a measurable criteria
 - States what the City will or will not accept
- Example:
 - Policy 1.1: The intensity and distribution of land uses in the City shall conform to the Land Use Diagram and Circulation Plan



Actions

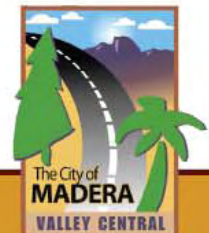
- What they are:
 - Implementation steps necessary to ensure the goals and policies are carried out
 - Is a specific “to do” item
 - May have a deadline
 - Points to work which may occur after adoption of the General Plan
- Example:
 - *Action 1.1.1: Within X months of adoption of the General Plan, the City shall amend its Zoning Ordinance and Zoning Map to be consistent with the Land Use Diagram.*



Key Plan Concepts

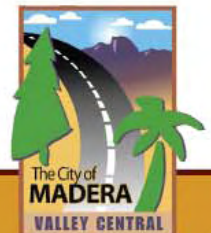
MADERA GENERAL PLAN UPDATE

- **Land Use Plan**
 - Defines the overall blueprint for the City
 - Establishes land use categories and typologies
- **Sustainability**
 - Defines sustainability as it pertains to Madera
 - Establishes policies specific to sustainability including the policies addressing the potential effects of global warming
- **Urban Design Strategy**
 - Defines the aesthetic, civic, and design quality of the City
- **Housing Needs**
 - Provides a framework for housing issues
 - Assesses the City's housing needs
- **Circulation Plan**
 - Defines the role various modes of transportation play in the movement of people and goods around the City



Vision 2025 and the General Plan

Implementing the Community's Vision Through the General Plan Update

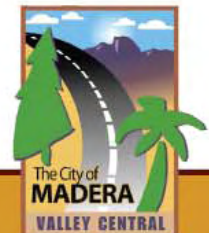


Let's Go Back in Time...

MADERA GENERAL PLAN UPDATE

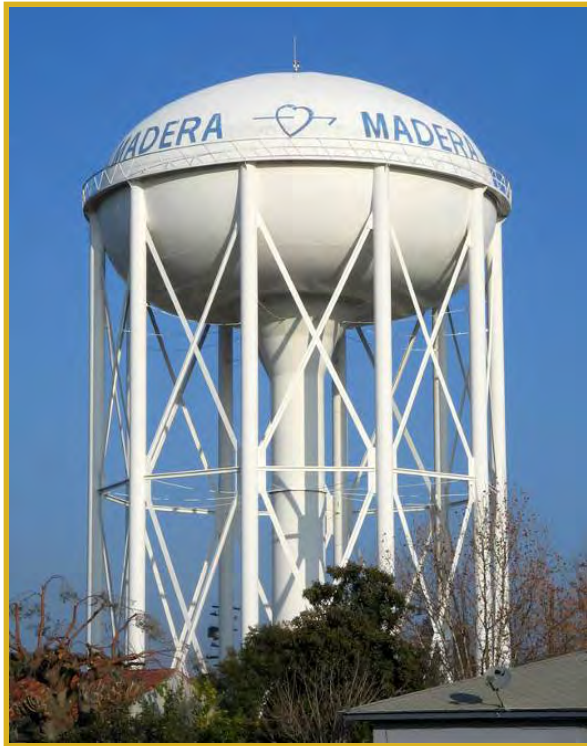


- Hundreds of community-volunteer hours, over a period of two years
- Madera Vision Partnership (MVP)
 - Primary Guiding Committee
- Madera Action Teams (MAT)
 - Public outreach efforts
- Adoption – June 26, 2006

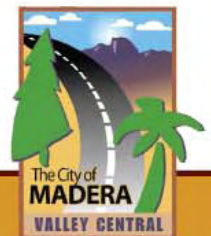


The Payoff...

MADERA GENERAL PLAN UPDATE



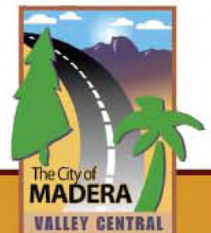
- New standards and policies
- A blueprint for future growth and development
- A common vision for what the City is and how it will evolve over time



Vision 2025 – Core Values

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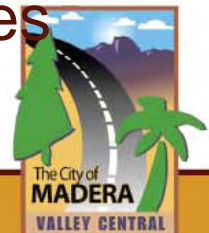
- **Effective Government**
- **A Vibrant Community**
- **Growth Management and Livability**



Vision 2025 – Vision Statements

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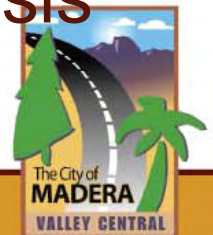
- **A Well-Planned City**
 - Affordable housing, balanced land use, efficient services, and open communication between government and community
- **Good Jobs and Economic Opportunities**
 - A well trained, well paid workforce and diverse business opportunities
- **A Strong Community and Great Schools**
 - Leadership, opportunities, arts and culture
- **A Safe, Healthy Environment**
 - Protected natural resources, secure community, healthy educational and recreational opportunities



Vision 2025 and the General Plan

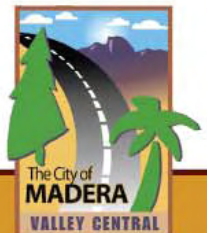
MADERA GENERAL PLAN UPDATE

- Building on Vision 2025 to develop a workable General Plan
 - Policy and community design
 - Defining and incorporating sustainability
 - Parks, recreation and open space
 - Detailed and flexible environmental analysis



CEQA “101”

The California Environmental
Quality Act (CEQA) and the
General Plan



What is a CEQA?

- The California Environmental Quality Act (CEQA) was adopted in 1970 and applies to projects undertaken, funded by, or requiring the issuance of a permit by a public agency
- Adoption or amending a General Plan is subject to CEQA and often requires the preparation of an Environmental Impact Report (EIR)



Purpose of the EIR

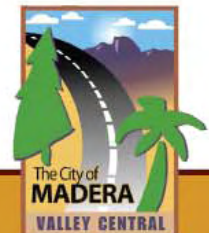


- **Inform** governmental decision makers and the public about the potential, significant environmental impacts associated with a proposal
- **Identify** ways that environmental damage can be avoided or significantly reduced
- **Prevent** significant, avoidable damage to the environment

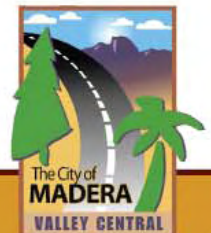
Process

MADERA GENERAL PLAN UPDATE

- Background – Existing Conditions
- Analysis and Identification of Potential Impacts
- Mitigations and Alternatives
 - To the greatest extent feasible, the General Plan is “self mitigating”
- Public Scoping Meeting
 - Allows the community to learn about the process and make comments
- Public Review
- Adoption and Certification



Role of the Steering Committee



What is the Steering Committee?

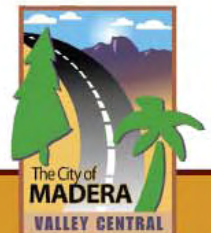
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- **Advisory Group**
 - should function primarily to consider, discuss, and provide direction on key issues
- **Steering Committee's Responsibility**
 - Help to identify community concerns and issues
 - Provide input and policy direction
 - Forum for public comment and input



What's Next

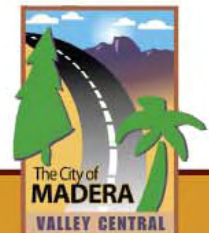
Meeting Schedule
Tasks



Upcoming Meetings

MADERA GENERAL PLAN UPDATE

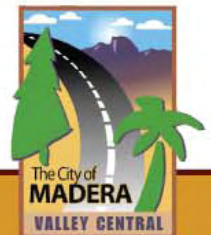
- December 24, 2007: No meeting
- January 28th: Parks Trails and Open Space
- February 25th: Sustainability for Madera
- March 31st: Land Use
- April 28th: Circulation
- May 26th: Housing
- June 30th: Conservation
- July 28th: Health and Safety
- August 25th: Community Character and Community Design



The Park and Recreation Master Plan

MADERA GENERAL PLAN UPDATE

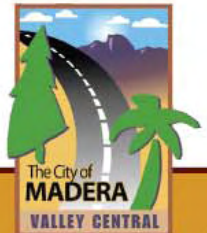
- Implements Vision 2025
- Includes a evaluation of the City's park and recreation demands and needs
- Allows the City to develop goals, policies and actions that will improve and expand the City's existing system
- Assists the City with capital improvement programming and fee development



Tasks Before the Next Meeting

MADERA GENERAL PLAN UPDATE

- The Steering Committee will be provided with written materials before each meeting. The Committee's job will include reading the materials and being ready to take part in discussions.
- Bring questions! If there are any issues you don't understand, please ask.
- *Next Meeting: Monday, January 28, 2008*



City of Madera

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GENERAL PLAN UPDATE

