

Madera General Plan Update
Land Use Policies Supporting Walkability, Infill Development,
Growth Boundary, and Jobs-Housing Balance

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Walkability

The following policies reflect the use of the concept of “walkability” in the planning and design of future projects in Madera.

Policy LU-1: The City supports walkability as a guiding concept for the design of new residential and commercial projects. Both private sector development projects and City public works projects shall be designed to be pedestrian-friendly to help reduce vehicular travel, improve the quality life in Madera, and support the City's efforts to reduce pollution and the generation of greenhouse gases.

Policy LU-2: “Walkability” shall include:

- A safe walking environment that includes safety features, sidewalks, crosswalks, stopping places, shade, grade-separated crossings where necessary, and ample opportunities for pedestrians to see and be seen.
- An overall community design in which the places that provide day-to-day needs (parks, local schools, daily shopping needs) are within a reasonable walking distance—generally one mile—of all homes.
- A citywide system that allows for walking and bicycling throughout the community and that reduces or eliminates conflicts between these users and motor vehicles.

Action Item LU-2.1: Regularly review—and update if necessary—the City's Public Works standards to ensure that pedestrian and bicycle safety is adequately addressed.

Action Item LU-2.2: Promote pedestrian trips throughout Madera through the addition of pedestrian amenities and the incorporation of the best available design features.

Policy LU-3: The City shall work to create a pedestrian and bicycling system that link residential, retail, commercial and employment centers, schools, open space, and public facilities throughout Madera.

Action Item LU-3.1: Explore feasible funding options to upgrade and complete the City's pedestrian system.

Policy LU-4: To the extent possible, pedestrian and bicycle use should occur on facilities separated from automobile traffic access. These may include sidewalks for pedestrians and off-street pathways for pedestrians and bicyclists.

Infill Development

The following policies support the City's desire to promote infill development to meet some of the need for future development and to help provide additional vitality in existing neighborhoods.

Policy LU-5: The City support and promotes infill development as a means to accommodate some of Madera's future growth in developed areas where capacity in infrastructure and services is already available.

Policy LU-6: The City encourages the use or re-use of vacant and underutilized parcels in a way that is consistent with the character of the area and the policies contained in this General Plan.

Policy LU-7: To the extent possible, the City will seek to address expected increases in population and employment through infill development.

Policy LU-8: The City shall provide flexibility in development standards for infill to facilitate compact, efficient infill development.

Action Item LU-8.1: Create and adopt flexible development standards that address the needs of infill development and that will help facilitate development of new uses in a way that does not negatively affect existing neighborhoods or businesses.

Action Item LU-8.2: Identify the market forces that attract development to infill areas.

Action Item LU-8.3: Investigate and, if desired, create infill incentives districts to provide incentives for developing housing and supporting neighborhood services in these districts.

Growth Boundary

The following policies support the idea of establishing a growth boundary on the Land Use Map of the General Plan.

Policy LU-9: The City shall seek to direct all future growth in Madera and in the unincorporated area outside the city limits to occur inside the Growth Boundary shown on the Land Use Map in this General Plan. The City shall encourage the County of Madera to consider the Growth Boundary in its planning and approval process for new development.

Policy LU-10: The Growth Boundary is considered by the City to define the physical limits of development in Madera through the year 2030. The expansion of urban services (specifically including residential sewer service) outside this boundary shall not be permitted unless the City Council finds that:

- 1) The extension is needed to address a clear public health or safety need, and
- 2) The infrastructure provided is sized to the minimum level necessary in order to reduce any excess capacity that could be used to support additional growth outside the boundary.

Policy LU-11: The City will use its capital facilities planning process to direct the extension and/or expansion of infrastructure in a way that supports the Growth Boundary while providing adequate levels of service for projected development.

Action Item LU-11.1: Develop and implement programs and strategies that support the growth boundary and direct growth inside the growth boundary.

Jobs/Housing Balance

Policy LU-12: The City will seek to ensure that sufficient land in all employment-gathering categories is available at all times to provide jobs that match the needs of workers in Madera.

Objective LU-#: Maintain at all times a minimum 1:1 ratio between Madera's workforce population and jobs in Madera that match their job skills.

Policy LU-13: The City supports jobs/housing balance programs at the local and regional scale intended to reduce the need for workers to commute outside their communities.

Policy LU-14: The City supports the creation and retention of jobs that provide sustainable wages and benefits for Madera residents.

Action Item LU-14.1: Explore the use of financing incentives to encourage employment-generating businesses to locate in Madera.

Action Item LU-14.2: Assist the private sector in its efforts to attract and retain a broad base of businesses and industries providing well-compensated jobs with career growth potential.

Action Item LU-14.3: Work with the private sector and with other providers to improve accessibility to job opportunities for the community's economically disadvantaged.