

Madera General Plan Update
Circulation Policies Supporting Conservation Issues:
Water, Agriculture, Air Quality, Climate Change, Energy, Biological Resources
DRAFT 6-19-08

WATER

ISSUE ADDRESSED: WATER SUPPLY

Manage water supplies as limited, valuable, and shared natural resources to meet the demands of all Maderans and ensure ecological health of watersheds and natural systems. Ensure water supplies meet future demands through innovative reclamation, conservation, and education programs.

Policy CON-1: The City shall coordinate with local, regional, and state water suppliers and water resource managers to identify water management strategies and issues that ensure a clean and sustainable water supply.

Policy CON-2: The City shall protect water sources for water-dependent species and the continuity of riparian communities.

Policy CON-3: The City shall facilitate natural groundwater recharge and encourage new groundwater recharge opportunities from high quality water sources.

Policy CON-4: The City shall accurately assess the impacts of new development on water and effectively mitigate water demand in new development in compliance with Senate Bills 610 and 221.

Policy CON-5: The City should prioritize production agriculture water resources needs in water resources management and avoid potential loss of agricultural uses due competition for water with residential development.

Policy CON-6: The City shall coordinate water resource management planning with other conservation planning efforts, such as those related to open space, parkland, and agricultural preservation.

ISSUE ADDRESSED: WATER CONSERVATION

Ensure that use of water resources corresponds to the scarcity of the resource and its value for the City.

Objective CON-#: The City shall expand reclaimed water use to make up 5% of total water use by 2010 and 10% of total water use by 2020.

Policy CON-7: The City shall support water pricing structures to encourage conservation by individual water users.

Objective CON-#: The City shall employ water conservation programs to achieve a 20% reduction in per-capita water use by 2020.

Policy CON-8: The City shall work with wastewater system operators to identify and implement programs for reuse of treated wastewater, particularly in landscaping, irrigation, parks, and public facilities.

Policy CON-9: The City shall encourage the use of gray water systems, and other water re-use methods in new development and renovation projects as consistent with state and local water quality regulations.

Policy CON-10: The City shall encourage Low Impact Development (LID) practices in all residential, commercial, office, and mixed-use discretionary projects and land division projects to reduce, treat, infiltrate, and manage runoff flows caused by storms, urban runoff, and impervious surfaces.

ISSUE ADDRESSED: WATER QUALITY

Ensure that water quality is maintained and improved for the health of all City residents and visitors and natural communities

Policy CON-11: The City shall protect and improve source water quality, for the health of all residents, visitors and natural communities.

Policy CON-12: The City shall seek to minimize toxic runoff from such sources as homes, golf courses, swimming pools, and roadway maintenance.

Policy CON-13: Protect and improve groundwater quality from point and non-point source pollution.

Action Item CON-#: The City shall encourage the use of best practices for irrigation and pursue abatement of contaminated water drainage from irrigated farmland.

Policy CON-14: Relocation of stream courses should be discouraged. Where flood protection is a necessity, the use of levees or underground flood channels along the borders of the floodway would be preferable alternative; the stream courses and adjoining land could thus be left in a natural state. If an artificial channel is the solution to floodway improvement, landscaping and replanting of vegetation adjacent to the channel should be required.

AGRICULTURE

ISSUE ADDRESSED: PRESERVATION OF AGRICULTURAL LAND

Support conservation and preservation of agricultural lands surrounding the City of Madera.

Policy CON-15: Protect agricultural land by maintaining parcels large enough to sustain agricultural production, preventing conversion of agricultural uses, and prohibiting uses that are incompatible with long term agricultural production.

Policy CON-16: Uphold Madera's Urban Development Boundary.

Policy CON-17: Preserve important soils to allow continued agricultural production on agricultural lands. This policy recognizes that some agricultural soils are

proposed for future urban development; in these cases, agricultural use should continue as long as possible until development occurs.

Policy CON-18: Facilitate and support agricultural conservation easements, farmland security zone contracts, and land conservation programs when used to preserve agricultural lands and resources.

Action Item CON-#: Pursue partnerships with private non-profit conservation organizations to preserve Madera's agricultural lands.

Policy CON-19: Prohibit extension of urban services such as water and sewer beyond the urban development boundary.

Policy CON-20: Protect agricultural operations by establishing a buffer between urban areas and areas planned to remain in agricultural use. The buffers shall be designed to address the physical effects of agricultural practices on urban uses, such as chemical spraying, noise, etc.

ISSUE ADDRESSED: SUPPORT FOR MADERA'S AGRICULTURAL ECONOMY

Support the viability of Madera's agricultural economy.

Action Item CON-#: Uphold the City's Right-to-Farm ordinance.

Policy CON-21: Encourage the growth of environmentally friendly agricultural business and industry in Madera.

Policy CON-22: Support the marketing of local agricultural products to local residents, vendors and restaurants through year round public farmer's markets and other direct farm-to-table sales.

Policy CON-23: Encourage organic and sustainable agricultural practices and crop diversification.

Policy CON-24: Encourage the expansion of the local agricultural processing industry.

ISSUE ADDRESSED: AIR QUALITY

Exposure of the public to toxic air pollutant emissions and noxious odors from industrial, manufacturing, and processing facilities.

Levels of PM10 (particulate matter less than 10 microns in diameter) exceed state and federal health based standards. The San Joaquin Valley is classified as a serious nonattainment area for PM10 under the federal criteria.

Human and environmental health risks of exceedances in criteria air pollutants.

Policy CON-25: The City shall require residential development projects and projects categorized as sensitive receptors to be located an adequate distance from existing and potential sources toxic emissions such as freeways, major arterials, industrial sites, and hazardous material locations.

Policy CON-26: The City shall require new air pollution point sources such as, but not limited to, industrial, manufacturing, and processing facilities to be located an adequate distance from residential areas and other sensitive receptors.

Policy CON-27: The City shall work with the San Joaquin Valley APCD to reduce particulate emissions from construction, grading, excavation, and demolition to the maximum extent feasible.

Policy CON-28: The City shall seek to reduce the urban heat island effect within the City, which causes increased temperatures and increases in ground level ozone formation.

Policy CON-29: City fleet vehicle operators shall replace or convert conventional fuel vehicles with clean fuel vehicles when vehicle procurement decisions are made.

Policy CON-30: The City shall encourage the development of fueling stations that distribute alternative fuels (such as methanol, ethanol, compressed natural gas, biodiesel) to support alternative fuel vehicles.

Note: The following policies the Land Use and Circulation Elements work in concert with policies in the Land Use and Circulation Elements to reduce vehicle use and promote compact, walkable development in the City resulting in improve air quality.

Policy CON-31: The City shall consider air quality when planning the land uses and transportation systems to accommodate the expected growth in this community.

Policy CON-32: The City shall work with the Housing Authority, transit providers, and developers to encourage the construction of low income housing developments that use transit-oriented and pedestrian-oriented design principles.

Policy CON-33: The City shall provide for an orderly outward expansion of new urban development so that it is contiguous with existing development, allows for the incremental expansion of infrastructure and public services, and minimizes impacts on the environment.

Policy CON-34: The City shall work to preserve and enhance existing neighborhoods and commercial districts having transit and pedestrian-oriented designs.

Policy CON-35: The City shall encourage subdivision designs that provide neighborhood parks in proximity to activity centers such as schools, libraries, and community centers.

Policy CON-36: The City shall encourage the Madera Unified School District to identify school site locations that allow students to safely walk or bicycle from their homes.

ISSUE ADDRESSED: GREENHOUSE GAS EMISSIONS AND CLIMATE CHANGE

Policy CON-37: The City shall implement and enforce State and Regional regulations pertaining to greenhouse gas emissions and climate change.

Policy CON-38: The City shall identify City and communitywide greenhouse gas emissions trends and levels, collaborate with stakeholders to set desired emission levels and/or reductions, and implement greenhouse gas reduction measures.

Policy CON-39: The City shall collaborate and coordinate with regional organizations and local jurisdictions within the City to reduce greenhouse gas emissions.

Policy CON-40: The City shall partner with local agencies and organizations to coordinate outreach and education regarding the effects of greenhouse gas emissions and climate change.

ISSUE: REDUCE EMISSIONS RELATED TO ENERGY CONSUMPTION AND AREA SOURCES.

Policy CON-41: City buildings and facilities will be operated in the most energy-efficient manner without endangering public health and safety and without reducing public safety or service levels.

Policy CON-42: The City shall to the extent possible integrate appropriate renewable energy and clean generation technologies into existing City facilities, such as solar, wind, biofuel, cogeneration, and fuel cells to power City facilities.

Policy CON-43: The City shall work with the local energy providers and developers on voluntary incentive based programs to encourage the use of energy efficient designs and equipment.

Policy CON-44: The City shall promote enhanced energy conservation standards for new construction.

ISSUE ADDRESSED: GREEN BUILDING

Integration of green building practices in public and private sector planning, design, construction, management, renovation, operations, and demolition of buildings.

Policy CON-45: The City shall develop a voluntary, market-driven Green Building Program that includes performance standards, guidelines, review criteria, incentives, and implementation schedules for private sector development, with criteria tailored to project types (i.e., residential, commercial, retail), size, and location.

Action Item CON-#: The City shall identify, evaluate, and provide incentives to encourage projects that incorporate green building practices and site design.

Action Item CON-#: The City shall offer information, technical assistance, and training to promote Green Building to property owners, building, design, and planning professionals, school districts, and special districts.

Policy CON-46: The City shall to the extent possible incorporate green building practices into the planning, design, construction, management, renovation, operations, and demolition of all facilities that are constructed, owned, managed, or financed by the City.

Action Item CON-#: The City shall facilitate the professional development and education of City staff to learn about green building practices and to have the tools to evaluate development proposals.

ISSUE ADDRESSED: EFFICIENT USE OF MATERIALS

- o *Efficient use of materials*
- o *Undesirable effects resulting from use of toxic or potentially toxic materials.*

Policy CON-47: The City will set a community example for waste diversion and material recycling in City facilities, services and operating systems.

Policy CON-48: The City will promote waste diversion and material recycling in private development, business and operations, and will encourage businesses or nonprofit entities to provide source reduction services.

Policy CON-49: The City shall encourage the use of healthy building materials, finishes, paints and product material to create healthy indoor air quality and environments.

Policy CON-50: The City shall encourage the conservation of building materials and resources and promote the use of sustainable, recycled, and locally-sourced materials in development projects.

ISSUE ADDRESSED: PROTECT BIOLOGICAL RESOURCES

The City shall establishment of design/landscape standards for neighborhoods and business construction including tree canopy standards and shading requirements.

Action Item CON-#: The City shall develop a Tree Ordinance that protects existing trees and promotes the establishment of new tree resources. The tree ordinance will support the creation of a Master Tree Plan that will include an inventory of the City Forest including tree type, condition and size, and provide a city-approved tree planting.

Action Item CON-#: The City shall investigate the feasibility of improving the Fresno River. The City will solicit partners that will work with the City in developing a Restoration and Master Plan for the Fresno River. The Restoration and Master Plan will identify options for improving the riparian habitat quality to attract and support wildlife, provide a movement corridor for migrating wildlife, and allow recreational uses.