

**CITY OF MADERA GENERAL PLAN UPDATE**  
**POLICIES SUPPORTING SUSTAINABILITY THROUGHOUT THE COMMUNITY**  
Draft 9-29-2008

**SCHOOLS AND EDUCATION**

**VISION 2025:**

*Ensure that the adult and child populations of Madera have access to high quality educational opportunities. Ensure safe routes from residential areas to schools, including access by pedestrians, bicycles, buses, and personal vehicles. Establish and maintain a positive relationship with education providers within the community.*

**Policy:** The City shall assist the school district in obtaining full mitigation for the impacts of new development on school facilities.

**Policy:** The City shall coordinate growth of the community with the availability of adequate supporting public services, including schools. The City shall review all potential residential growth for its impact on community schools, and ensure that adequate educational resources are available to support planned growth.

**Action:** Work with the school district to coordinate the planning of future land uses and schools.

**Policy:** Co-location of schools and parks is encouraged to allow for multiple uses and programs by the City and school districts.

**GOOD GOVERNMENT**

**VISION 2025:**

*Madera is a community with an ideal model of an effective local government. Services are coordinated, sufficiently funded, and accessible to all residents. Government operations strive for environmental and social equity for all residents, and are responsive to the needs of the community.*

**Policy:** The City shall review all development proposals to ensure that all services and utilities can be provided in an efficient and effective manner.

**Policy:** The City shall not approve developments or programs that will create significant inequities in service provision across economic segments of the community.

**Policy:** The City shall support the active participation of City Council members, Planning Commissioners, city staff, and other local leaders in addressing and resolving regional issues involving Madera.

**Policy:** The City shall seek to address regional concerns such as traffic, housing, parking, open space, and air pollution in cooperation with neighboring communities.

**Policy:** The City encourages inclusive, participatory, and collaborative problem solving for issues and decisions facing the City.

**Policy:** The City encourages active participation by all economic and social segments of the community in city governance.

**Action:** The City shall provide a variety of ways in which the citizens of Madera may provide feedback on the operations and management of the City, including means for residents of all abilities and physical means.

**Policy:** The City encourages open, inclusive, and participatory planning processes that include full consideration of the values, opinions, and needs of all segments of the community.

**Action:** Provide decision-makers, project applicants, and residents with information about planning policies and regulations, including proactive advice on getting residents more involved in local government.

## **ECONOMIC DEVELOPMENT/WORKFORCE DEVELOPMENT**

### **VISION 2025:**

*Madera is a community with a sustainable job market and shopping opportunities. Industry and commerce within the community are balanced to provide a range of taxes, local shopping, and goods and services. Commercial centers are integrated with public gathering spaces, and are designed to promote walking, biking, and other forms of transportation and circulation.*

**Policy:** The City encourages a healthy and thriving arts and culture community, recognizing that it enhances the City's support of the arts, enhances the aesthetic appeal of the community, builds opportunities for business development, and contributes to a vital economy. The City will promote and advance public policies aimed at maintaining a vibrant cultural community.

**Policy:** The City seeks to allow abundant commercial opportunities and the development of a strong local workforce. The City recognizes the interrelated nature of economic development among the various cultural, social, and economic segments of the community, and will work with local entrepreneurs to development cooperative programs that increase and enhance opportunities for business growth within the City.

**Policy:** The City shall seek to develop a comprehensive and diverse economic development strategy to ensure that the downtown maintains a variety of shops, restaurants, entertainment, cultural venues, and supporting commercial businesses.

**Policy:** The City shall support the location and continued operation of businesses that supply goods and services needed locally.

**Policy:** The City shall support non-traditional site plan and operational changes that reduce the environmental impacts of businesses, including participation in recycling, waste diversion, green business, and sustainable partner (businesses teaming or sharing to reduce impacts) programs, in balance with other City policies and requirements.

**Action:** Amend the Development Code to streamline review for minor projects with minimal environmental impact that enhance development for businesses within the downtown.

**Policy:** The City shall seek to provide jobs that reduce the need for residents to commute to work outside the City.

**Action:** The City shall develop a vacant buildings ordinance to require continued maintenance and upkeep of vacant commercial structures.

## **SOCIAL AND COMMUNITY SYSTEMS**

### **VISION 2025:**

*Madera is a community of connected, informed, and friendly people. Social systems within the City are coordinated to provide a range of services and opportunities for local citizens to engage in fun, creative, and engaging activities. City government supports the creation and operation of a wide range of activities and systems.*

**Policy:** The City shall promote street tree plantings and maintenance along major roadways, in conjunction with landscape planning for new roads and developments.

**Policy:** The City shall sponsor and provide support for community volunteer clean-up programs.

**Policy:** The City shall support the use of municipal parks and recreational facilities for events and gatherings designed to enhance the image and strengthen the bonds of local residents.

**Policy:** The City shall increase opportunities and seek to increase interest in safe outdoor activities.

**Policy:** The City shall provide additional sidewalks, bike paths, and other amenities to increase the opportunities of the public to navigate the community without the use of an automobile.

**Policy:** The City shall support school and community programs that foster healthy lifestyles and behavior.

**Policy:** The City shall support and encourage expansion of in-home care, assisted living opportunities, and services directed at improving the quality of life and care for seniors and families of special needs.

**Policy:** The City shall seek to provide increased opportunities for seniors and persons with disabilities to remain in their homes and neighborhoods through the inclusion of "age in place" improvements to existing and planned residential units.