

Land Use Goals, Objectives and Action Plans

This section of the Land Use Element establishes goals, objectives and actions, to guide Firebaugh's growth through the year 2030.

Goals can refer to image and appearance, land use, economic viability, health and safety, preservation of resources or fiscal soundness, among other issues.

Goals in this plan are refined into objectives and action plans. These represent concrete actions the city will take to ensure that goals are realized. Goals, objectives and action plans are organized under the following topics:

- Community Image/Urban Design
- Growth Management
- Agricultural Land
- Residential Neighborhoods
- Commercial Development
- Industrial Development
- Downtown
- Public Facilities
- Schools
- River Lands
- Economic Development
- Infrastructure
- Public Participation
- Code Amendments
- Appendix A: Smart Growth Primer

*Land use goals express
general community values.
They are the community's
vision for its future.*

ISSUE ONE: COMMUNITY IMAGE

Image is an important community asset in that it can influence how people feel about their city. If a community has a positive image, a strong sense of community and pride can result.

A community that is clean, well-maintained, visually appealing and properly planned will:

- Attract outside investment;
- Encourage people to maintain their property;
- Cause real estate values to appreciate; and
- Stimulate city revenues - tax increment, sales tax and transient occupancy (lodging) taxes.

Goals, Objectives, Action Plans**Public Improvements****I. Foster an attractive, clean and well-maintained community.**

1. Implement recommendations of the “Central Firebaugh Revitalization Plan” prepared in 2006.

- a. A list of key recommendations of the Plan is shown in Table 2-5.

Time Frame: The Plan’s goals span many years. Some items can be done almost immediately while others may take a decade or more to fully implement.

Responsibility: City Manager, Public Works Director, City Engineer

2. The City should facilitate a landscaping program in appropriate locations, such as parks, future street medians and within the downtown that promotes shading, color, and aesthetically pleasing forms.

- a. The City should seek funding to pay for landscape improvements. In addition to grant monies, the city should explore establishing a



Table 2-5
*Central Firebaugh
Revitalization Plan
recommendations*

Highway 33 sidewalk upgrades
 Highway 33 bike lane installation
 Highway 33 Gateway and median improvements
 Truck parking facility
 Highway 33 landscaping and lighting improvements
 Highway 33 roundabout and intersection improvements
 Downtown streetscape improvements
 Riverfront improvements
 Bike route completion
 Safe routes to school program
 Pedestrian trails

Source: Central Firebaugh Revitalization Plan, 2006. A copy of the Plan is on file with the Firebaugh City Clerk.

development impact fee, assessment or other financing mechanism that pays for the construction and landscaping of street medians and landscape planters.

Time Frame: Set a goal to landscape one block in the downtown area per year

Responsibility: Public Works Director, City Manager

- b. The City should apply for urban forestry grants to pay for the planting of trees within sidewalks along major streets, including Saipan, Clyde Fannon, Morris Kyle Drive and Nees Avenue. The City should contact a qualified non-profit organization such as the Urban Tree Foundation to seek their assistance in the development of a tree planting program in the community.

Time Frame: Set a goal to landscape three blocks along each street per year

Responsibility: Public Works Director, City Manager

- c. The City should explore the creation of a downtown maintenance district to pay for the cost of maintaining improvements in the downtown, such as landscaping, street furniture, parking lots and lighting.

Time Frame: Begin an analysis of this concept within two years of adoption of the General Plan.*

Responsibility: City Manager, City Finance Director.



**** Unless provided otherwise for a particular time frame, all time frames in the Land Use Element and other Elements in this General Plan are calculated from the date of adoption of the General Plan***

Code Enforcement/Property Maintenance

1. The City shall ensure that street sweeping, trash pickup, and the maintenance of public grounds and buildings are completed on a weekly basis.
 - a. Ensure these tasks are adequately funded and staffed. Consider adding a development impact fee or other financing mechanism to fund these activities. To save money, the City could consider sharing a code enforcement officer with one or more neighboring cities.

Time Frame: Ongoing
Responsibility: Public Works Director, City Manager

2. The City shall actively enforce the State Housing Code, which provides a procedure for abating or rehabilitating unsafe, dilapidated residential structures.
 - a. The Building Inspector shall report to the City Council on a quarterly basis progress on rehabilitating or removing unsafe residential structures.

Time Frame: Ongoing - quarterly
Responsibility: Code Enforcement Officer and Building Inspector

- b. The City shall maintain a city map that identifies the location of unsafe residential dwellings.

Time Frame: Ongoing
Responsibility: Code Enforcement Officer and Building Inspector

- c. The City and Firebaugh Redevelopment Agency should explore the use of state or federal funds to promote infill residential development while concurrently facilitating the rehabilitation of

substandard dwellings and the removal of unsafe residential structures.

Time Frame: Ongoing
Responsibility: City Manager and Finance Director

- d. The City shall consider adopting reduced impact fees for development occurring on infill locations in the core area of the community.

Time Frame: Within two years of adoption of the General Plan.
Responsibility: City Manager, City Planner

- 3. The City shall continue to actively enforce the city’s vehicle abatement program and illegal parking on residential property.

- a. The City shall prepare and adopt a property maintenance ordinance.

Time Frame: Within two years of adoption of the General Plan
Responsibility: City Planner, City Manager

- b. The City should create a property maintenance brochure that addresses the most common questions about property maintenance and code enforcement issues. This brochure should be mailed to property owners periodically. The brochure could be sent along with other regular mailings, such as utility bills.

Time Frame: Within two years of adoption of the General Plan update
Responsibility: Code Enforcement Officer and City Planner

- c. The City shall develop a standard public notice form that could be sent to persons who are violating the

Among other communities, the City of Fresno has adopted a reduced impact fee schedule for development occurring in the core area.

The Central Firebaugh Revitalization Plan outlines an attractive strategy for establishing a truck parking area along Highway 33.

Firebaugh Municipal Code as it relates to zoning violations, public nuisances or non-compliance under an approved site plan or conditional use permit.

Time Frame: Within one year of adoption of the General Plan.

Responsibility: Code Enforcement Officer and City Planner

4. The City shall explore creating a space for the overnight parking of “big rig” trucks by residents who are employed in trucking. The facility should be fenced and lighted for security. The City could charge a small fee to recoup the cost of operating the facility.
 - a. Form a task force of city officials, interested truck drivers and industry leaders to examine the feasibility of establishing a truck parking facility.

Time Frame: Within three years of adoption of the General Plan.

Responsibility: City Manager, City Planner

5. Firebaugh shall continue to actively enforce the city’s sign ordinance.
 - a. The City shall review its Zoning Ordinance and update its sign regulations.

Time Frame: Within three years of adoption of the General Plan

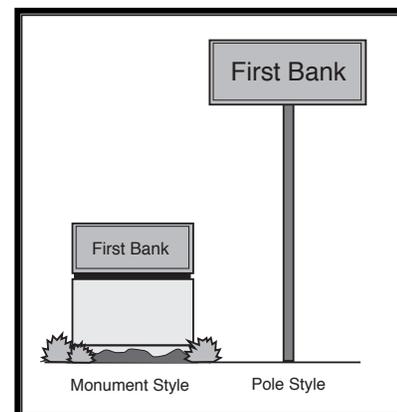
Responsibility: City Planner

- b. The City shall prepare a brochure that clearly explains the sign ordinance.

Time Frame: Following review and update of the sign ordinance

Responsibility: City Planner

Figure 2-2
Sign Types



Currently Firebaugh permits pole signs for commercial and industrial businesses. Some cities have found that limiting free-standing signs to monument style signs helps beautify the community while still allowing businesses to adequately identify themselves.

- c. The City should send the sign brochure to all businesses along with yearly business license renewals, as a reminder of the city's sign ordinance standards.
6. The City should establish community "clean up" days where residents are encouraged to spruce up their property and dispose of unwanted trash. This event should be held several times per year, as funds allow.
 - a. Partner with local organizations like the Boy Scouts and other youth organizations to assist residents in clean-ups.

Time Frame: Ongoing
Responsibility: Public Works Director

- b. Coordinate with the City's authorized solid waste collector to supply refuse bins for the clean up.

Time Frame: Ongoing
Responsibility: Public Works Director

Community Character and Identity

I. Encourage development that conveys a "sense of place" with architecture that reflects local history and traditions.

1. The City should prepare and adopt a set of design guidelines that specifies "good" design strategies and architectural themes that reflect Firebaugh's "sense of place"
 - a. The City Planner will work with the Planning Commission to prepare and adopt design guidelines.

Time Frame: Within three years
Responsibility: City Planner

2. Establish “Welcome to Firebaugh” signs and landscape at key locations on Highway 33, Avenue 7-1/2 and Nees Avenue.
 - a. The City Manager should work with local service clubs and other organizations to raise funds for construction of welcome signs. The City could consider having vocational students at Firebaugh High School and/or West Hills College construct and install the signs.

Time Frame: Within three years of adoption of the General Plan

Responsibility: City Manager

3. Improve the appearance of Firebaugh along Highway 33.
 - a. New commercial and industrial development shall be designed to include a landscaped buffer between buildings/parking lots and the sidewalk along the highway. A landscape buffer shall be provided that is at least ten feet deep (or ten percent of the depth of the parcel, (whichever is less)). The buffer shall extend the width of the property as it fronts onto the highway.

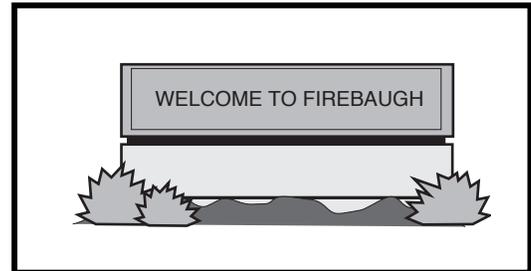
III. Create a community that is free of land use conflicts.

1. Legal, non-conforming land uses should not be allowed to be enlarged physically or operationally (unless the expansion does not increase the degree of non-conformity).
 - a. The City Planner shall ensure that legal non-conforming uses are not permitted to expand.

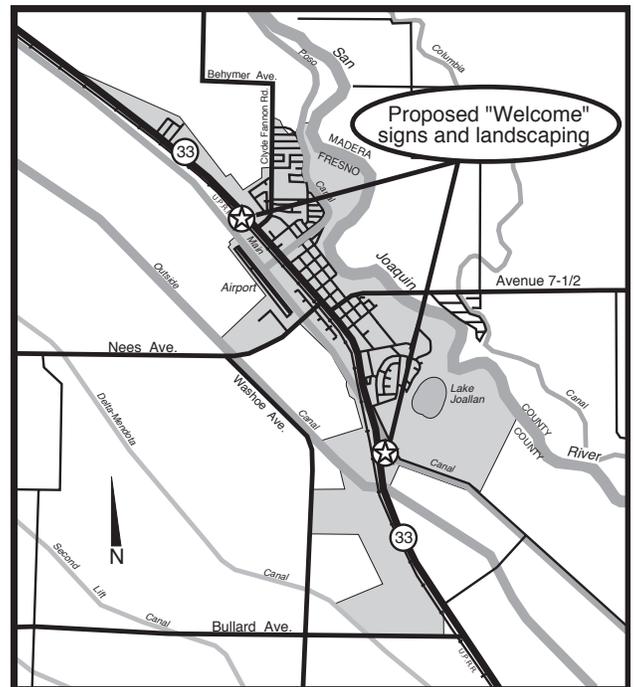
Time Frame: Ongoing

Responsibility: City Planner

Figure 2-3
 “Welcome” sign and landscaping concept



Map 2-5
 Welcome Signs



2. The city shall actively enforce existing zoning and building regulations that preclude or eliminate uses of land or buildings that present conflicts for adjacent properties.
- a. The City Planner shall analyze proposed land uses to ensure they do not present the possibility of land use conflicts.

Time Frame: Ongoing

Responsibility: City Planner

3. The city shall ensure that commercial uses do not operate in residential neighborhoods unless the operator of the commercial use has obtained a home occupation permit from the city.
- a. The City Planner and Code Enforcement Officer shall enforce this policy.

Time Frame: On going

Responsibility: City Planner, Code Enforcement Officer

4. The city should develop an urban growth strategy that minimizes the impact of urban uses on adjacent agricultural operations (see also Issue 2: Growth Management).
- a. The Land Use map shall use roadways, ditches, railroads, creeks and other physical features to separate urban uses from existing agricultural operations.
- b. The City shall consider requiring a parkway or greenbelt where new development abuts agricultural lands.

Time Frame: Ongoing, following adoption of the land use element of the General Plan

Responsibility: City Planner

What Are Ag Preserve Easements?

Some communities have identified an innovative way of preserving prime agricultural lands in their vicinity. This method is called the “ag preserve easement”.

In this strategy, the development rights on agricultural land are purchased from the farmer – so the land remains in agricultural use permanently. The City of Davis requires developers to pay fees that are used to purchase ag easements. For every acre of agricultural land developed with urban uses, two acres are purchased to be preserved permanently in agriculture.

Time Frame: The Design Guidelines (proposed as part of this General Plan) should include examples of green belt/buffer designs

Responsibility: City Planner

- c. The City shall explore implementing a development impact fee that pays for the purchase of agricultural easements outside Firebaugh Sphere of Influence. Such easements would be used to form a greenbelt around the community and work to curb sprawl. (see also Growth Management, Page 2-19).

Time Frame: Within five years of adoption of the General Plan

Responsibility: City Planner

Community Pride and Public Involvement

IV. Create a city that portrays a “sense of community”.

1. The city should continue to promote public events and celebrations that bring citizens together, in its downtown and in other public places, like parks, schools and public buildings.
- a. Promote a Farmers Market in the downtown area, possibly closing a street for the event.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Manager

- b. Promote an Arts/Crafts Fair in the downtown.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Manager

- c. The City shall continue to work with local organizations to promote community events, such as the Cantaloupe Festival, Fourth of July Fireworks, Christmas Parade and an Annual Christmas Open House in the downtown.

Time Frame: Ongoing

Responsibility: City Manager, Public Works Director and other appropriate city personnel

V. Foster a friendly community that encourages public involvement.

1. The City should form additional citizen advisory committees that report to the City Council on various topics, including beautification, recreation, circulation, etc.
 - a. The to-be-formed beautification committee should work with a qualified non-profit organization like the Urban Tree Foundation to develop a city-wide tree planting program. The city should apply for tree grants to fund this program.

Time Frame: Ongoing

Responsibility: City Manager

2. The City should convene an annual study session with Firebaugh Las-Deltas Unified School District to discuss planning matters that are of mutual interest.
 - a. The City Manager will coordinate with the school district to set a date for a joint meeting between the two agencies. The City Manager will meet with the schools Superintendent to prepare an agenda for the joint meeting.

Time Frame: Annually

Responsibility: City Manager

3. The City Council and Planning Commission should hold annual study sessions to discuss planning related matters.
 - a. The City Manager will set a date and formulate an agenda for these joint meetings.

Time Frame: Annually
Responsibility: City Manager

VI. Create a community that portrays an image that is progressive and energetic.

1. The City should work with other public entities and service organizations to jointly work on projects that benefit Firebaugh as a whole.
 - a. The City Manager should make presentations to various community organizations to solicit their help in financing, constructing and/or maintaining public art or beautification improvements, such as fountains, mini-parks, specimen trees, murals or roundabouts.

Time Frame: Ongoing
Responsibility: City Manager

ISSUE TWO: GROWTH MANAGEMENT

The management of Firebaugh's growth - direction, rate, density and arrangement of land uses, can be beneficial from a fiscal, environmental and social perspective.

A community that is well-planned will be more attractive to potential residents, developers, companies and investors than one that is poorly planned, has numerous land use conflicts, urban sprawl, a non-viable downtown, poor circulation patterns and disenfranchised sections of town. Furthermore, a community that is compact and is not sprawling has more efficient, cost effective infrastructure and service delivery systems than a community without these attributes.

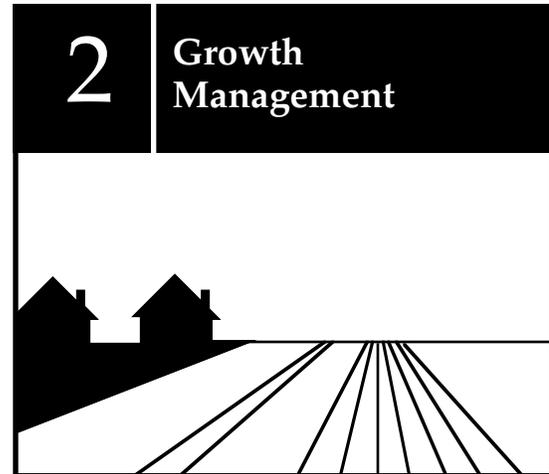
Firebaugh is surrounded by some of the richest agricultural lands in the world. The City must consider very carefully when it decides to grow outward - permanently converting agricultural lands to urban use.

Goals, Objectives, Action Plans***Protecting Firebaugh's Boundaries*****I. Maintain Firebaugh as a small, prosperous, agriculturally-oriented city surrounded by farmland.**

1. To the extent possible, ensure that Firebaugh is surrounded by agricultural land that is zoned for large parcel agriculture by Fresno County. (e.g. AE-20 [20 acre minimum parcel size, or larger]).
 - a. The City shall notify the County of Fresno that all land that surrounds Firebaugh that is not zoned Rural Residential, Commercial or Industrial, should be maintained in the AE-20 (or larger acreage) zone. Further the City shall discourage proposals for parcelization to sizes smaller than 20 acres.

Time Frame: Ongoing

Responsibility: City Planner

**BACKGROUND**

When agricultural lands around a city are split into small parcels (such as 1/2- 2- and 5-acre "ranchettes"), it erodes the viability of the land for farming. Rural residential development is also difficult to deal with when it is in the path of urban development. Rural residential residents frequently resist city efforts to grow in their direction. For these reasons, it is most advantageous for lands immediately around the city to remain in large agricultural parcels.

- b. Fresno County shall continue to refer applicants for urban development (subdivisions, commercial or industrial development) on lands within the Firebaugh Sphere of Influence to the City for comment and review. All development occurring within these areas must be annexed and developed within city limits, consistent with the Firebaugh General Plan and city development standards.

Time Frame: Ongoing

Responsibility: City Planner

New Development

III. Promote Smart Growth planning principles in order to discourage urban sprawl and the premature urbanization of agricultural land, and to create more livable neighborhoods. This issue is addressed in more detail in Appendix A: “A Smart Growth Primer”.

1. The City shall amend its Zoning Ordinance to incorporate smart growth, neo-traditional design requirements.
- a. The City shall prepare design guidelines to incorporate planning principals that:
- promote moderate increases in residential densities;
 - narrower, tree lined streets and shorter blocks;
 - better connectivity in and between neighborhoods and
 - site and architectural design that emphasizes a humanized, pedestrian-oriented environment, as opposed to an automobile-oriented environment.

Time Frame: Complete the design guidelines within three years of adoption of the General Plan

Responsibility: City Planner

2. New urban development should occur in an orderly manner with initial development occurring on available undeveloped properties which are closer to the existing built-up area or which are in-fill parcels
 - a. The City should promote in-fill development and development of lands immediately adjacent to existing urbanized areas, before allowing development of outlying lands. New residential and commercial development will not be approved if it is more than 1/8 mile from existing or approved urban development, except where an exception may be granted by the Planning Commission and City Council. In granting an exception, a finding shall be made that extraordinary circumstances are present, such as a lack of available land to be developed and/or the presence of property owner(s) immediately adjacent to existing urban development who are unwilling to sell/develop.

Time Frame: Ongoing, as development projects are proposed.

Responsibility: City Planner

3. The City should promote mixed-use development where appropriate. Mixed use projects typically combine residential and commercial uses in the same building or site.
 - a. The City shall amend its Zoning Ordinance to incorporate a Mixed-Use Zone District.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner



Example of a mixed-use building. Shops and offices occupy the ground floor; residential apartments and lofts are on the upper floor.

- b. The City should identify sites in the downtown core where mixed-use development would be appropriate.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

- 4. Housing units should be permitted in the upper stories of downtown buildings with a Conditional Use Permit.

- a. The Zoning Ordinance should be amended to permit residential units in upper floors of buildings in the downtown area.

Time Frame: Within two years of adoption of the General Plan.

Responsibility: City Planner

**ISSUE THREE: RESIDENTIAL
NEIGHBORHOODS**

The “neighborhood” is the fundamental building block of a community. The health and quality of life of a community is best measured at the neighborhood level. If a city’s neighborhoods are noisy, contain excessive traffic, unkempt, include incompatible land uses or are depreciating in value, then the community as a whole is most likely spiraling towards a condition of blight. In terms of community priorities, preservation of the neighborhood ranks as one of its most important goals.

The ideal neighborhood should be inviting, quiet, cool in the summer, children-friendly, pedestrian-oriented, architecturally appropriate and it should maintain its value over time. The neighborhood should also provide for a wide range of housing types, styles and prices.

Multi-family development (also known as apartments) is necessary in all communities. It provides housing opportunities for persons or families who do not wish to own a single family dwelling or who can not afford to own or rent one.

Improperly located, designed or maintained, multi-family development can have an adverse impact on the neighborhood and the community as a whole. To protect the health, safety and welfare of persons living adjacent to multi-family development as well as persons living in these types of units, the location, design and long-term maintenance of this type of housing must be carefully considered.

Goals, Objectives, Action Plans**Neighborhood Maintenance and Revitalization**

- I. Take actions to keep existing neighborhoods strong and healthy.**
 1. Remove substandard homes from residential neighborhoods.
 - a. The City shall abate or rehabilitate substandard residential dwellings through the process established in the



State Housing Code and the Firebaugh Municipal Code.

Time Frame: Ongoing
Responsibility: Code Enforcement Officer

- b. The Redevelopment Agency should consider the purchase of substandard housing in order to clear the property for new, low to moderate income housing.

Time Frame: Ongoing as dilapidated units become available
Responsibility: Executive Director of the Redevelopment Agency

2. Rehabilitate homes that have deteriorated.

- a. The City shall work with Fresno County and the CDBG program to rehabilitate homes that have deteriorated. The City should also consider contracting with a qualified non-profit organization such as Self-Help Enterprises to rehabilitate homes. Establish a numeric goal of the number of households to provide assistance.

Time Frame: Ongoing - annually
Responsibility: City Manager, City Planner

3. Upgrade public improvements in blighted neighborhoods, including sidewalks, alleys, street trees, roadways, parkways and street lights.

- a. Establish an annual objective (including funding) for repairing or replacing broken curbs, gutters and sidewalks.

Time Frame: Replace an average of one block of curbing, gutters and sidewalks per year
Responsibility: Public Works Director

- b. Replant vacant parkways with street trees.

Time Frame: Re-plant an average of one block per year
Responsibility: Public Works Director

- c. Identify alleys that can be abandoned and initiate the process consistent with the Streets and Highways Code.

Time Frame: Within five years.
Responsibility: City Engineer

- d. Upgrade alleys with pavement, where possible.

Time Frame: Repair/upgrade an average of one block of alley paving per year
Responsibility: Public Works Director

- 4. Encourage residential infill development in neighborhoods that are blighted.

- a. Consider the reduction of development impact fees on residential infill projects.

Time Frame: Prepare a study regarding infill fees within five years of adoption of the General Plan. The study shall designate an area of the community that is eligible for reduced impact fees. This should take into account that existing built-up areas of the community typically already have infrastructure installed.

Responsibility: City Planner

- b. Consider increasing the allowable underlying density on land that will support a residential infill project. Increased density can help make projects “pencil-out” financially. However, such projects must have



good design to ensure they are compatible with the surrounding neighborhood.

Time Frame: Within five years of adoption of the General Plan

Responsibility: City Planner

5. Adopt and enforce a property maintenance ordinance.

- a. The planning and building department will work to prepare and adopt a property maintenance ordinance to ensure that zoning code violations and property maintenance issues are corrected and/or eliminated. This ordinance will apply to all zones in the City.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

- b. On an “as-needed” basis, the city will send out correction letters to property owners who are in violation of planning or building code regulations.

Time Frame: Ongoing

Responsibility: Code Enforcement officer

6. The city should seek state and federal grant funds that can assist in the elimination of blight in residential neighborhoods.

- a. The City should work with qualified agencies such as Self-Help Enterprises and the Fresno County Housing Authority to develop a residential in-fill program that will replace dilapidated housing with new housing, using state or federal funds.

Time Frame: Within two years of adoption of the General Plan – then, ongoing

Responsibility: City Manager

7. The Firebaugh Redevelopment Agency should use its tax increment funds and low to moderate housing income funds to eliminate conditions of blight in residential neighborhoods.
 - a. The Redevelopment Agency shall consider the use of tax increment funds on an ongoing basis as projects are proposed within the redevelopment project area.

Time Frame: Ongoing

Responsibility: Executive Director

New Development

II. Create neighborhoods that are quiet, visually pleasing, and cool.

1. Amend the Zoning and Subdivision Ordinances to incorporate smart-growth, human-scale standards relating to:
 - Dwellings with front porches and garages set back at or behind the front plane of the dwelling
 - Neighborhood parks in locations central to the neighborhood they will serve.
 - Dwellings that are architecturally reflective of historic and traditional styles used in Firebaugh and the San Joaquin Valley.
 - Narrower, tree-lined streets and shorter blocks.
 - Subdivisions with a well-connected network of streets, thereby affording multiple route choices: walled subdivisions will be discouraged;
 - Traffic-calming strategies such as bulb-outs, roundabouts, pedestrian refuges and other mechanisms.

Figure 2-4

A Contrast in Residential Character



Conventional single family home designed with a blank garage that dominates the streetscape.



Example of a "Neo-traditional" home where the porch dominates the streetscape, and garage is recessed behind the front plane of the house. Traditional architectural styling and attention to details completes the picture.

- Land uses adjacent to residential developments should provide for direct pedestrian access between the two types of developments.
2. Create a set of design guidelines that illustrate preferred design techniques for subdivision design, and single and multiple family residential development. Similar to Goal II. 1, above, the design guidelines should highlight smart growth design techniques.
 - a. The City Planner shall work with the Planning Commission on preparing and adopting design guidelines.

Time Frame: Within three years of adoption of the General Plan
 Responsibility: City Planner

3. The City will not allow land uses that are incompatible with residential neighborhoods.
 - a. Adoption of the Land Use Element and Land Use Map will implement this policy.

Time Frame: Ongoing
 Responsibility: City Planner

4. Gated subdivisions shall be strongly discouraged in Firebaugh.
 - a. The City shall work with developers to discourage the creation of gated subdivisions, except where warranted for special population groups such as the elderly or “at-risk” individuals.

Time Frame: Ongoing
 Responsibility: City Planner

IV. Protect existing and future neighborhoods from incompatible land uses.

*Figure 2-5
 Land Use Compatibility*

Generally Compatible Uses	Generally Incompatible Uses
Residential <i>and</i> Schools, Neighborhood, Commercial	Residential, Schools <i>and</i> Industry, Airport, Wastewater Treatment Plant, General and Service Commercial
Industrial <i>and</i> Airport, Wastewater Treatment Plant	

1. The Land Use map has been designed to minimize potential land use conflicts. In general the City should avoid placing certain uses next to or nearby one another, such as:
 - Residential and Industrial;
 - Industrial and schools, hospitals, clinics, rest homes and similar uses;
 - Wastewater treatment plant and most uses;
 - Airport and residential and most commercial uses
 - a. Utilize the above-guidelines in reviewing General Plan amendments and zone changes for new proposed uses.

Time Frame: Ongoing, as projects are proposed.

Responsibility: City Planner

2. Through the Site Plan Review and Conditional Use Permit process, ensure that the city's zoning ordinance regulations do not permit uses or designs that will be incompatible with residential neighborhoods.
 - a. The City Planner shall review projects for land use compatibility, based on the guidelines in #IV.1.a.

Time Frame: Ongoing, as projects are proposed.

Responsibility: City Planner

Multi-Family Development

I. Multi-Family development shall be well-designed, well-maintained and properly sited.

1. The City shall prepare design guidelines that provide examples of good multi-family residential design. Multiple family residential projects should be designed to avoid the appearance of an apartment "complex". To the degree practical, multi-family units shall be designed to mimic the

Figure 2-6
*Multi-Family Design
Strategy*



This four-plex takes the appearance of a large single family home and is compatible with many single family residential neighborhoods.

appearance of single family homes or town homes. Individual units should feature front porches to allow residents to enjoy and participate in the neighborhood environment.

- a. The City Planner will work with the Planning Commission to create and adopt design guidelines.

Time Frame: Within three years of adoption of the General Plan

Responsibility: City Planner

2. Multi-family development shall be limited to a maximum of 100 units on any given site, unless a larger number is expressly approved by the Planning Commission.

- a. The Zoning Ordinance shall be amended to incorporate this standard.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

3. Multi-family developments shall be required to enter into a maintenance agreement with the City, prior to occupancy. A maintenance agreement provides the City the legal ability to ensure general maintenance activities are performed on a regular basis, addressing issues such as landscaping, accumulation of junk and inoperable vehicles, broken windows, siding, etc.

- a. The Zoning Ordinance shall be amended to incorporate this standard. The standard shall then be applied to all future multi-family projects proposed in Firebaugh.

Time Frame: Within one year of adoption of the General Plan

Responsibility: City Planner

4. Duplex and triplex buildings may be integrated into single family residential subdivisions, on corner lots, through a Conditional Use Permit.

- a. The Zoning Ordinance shall be amended to incorporate this standard.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

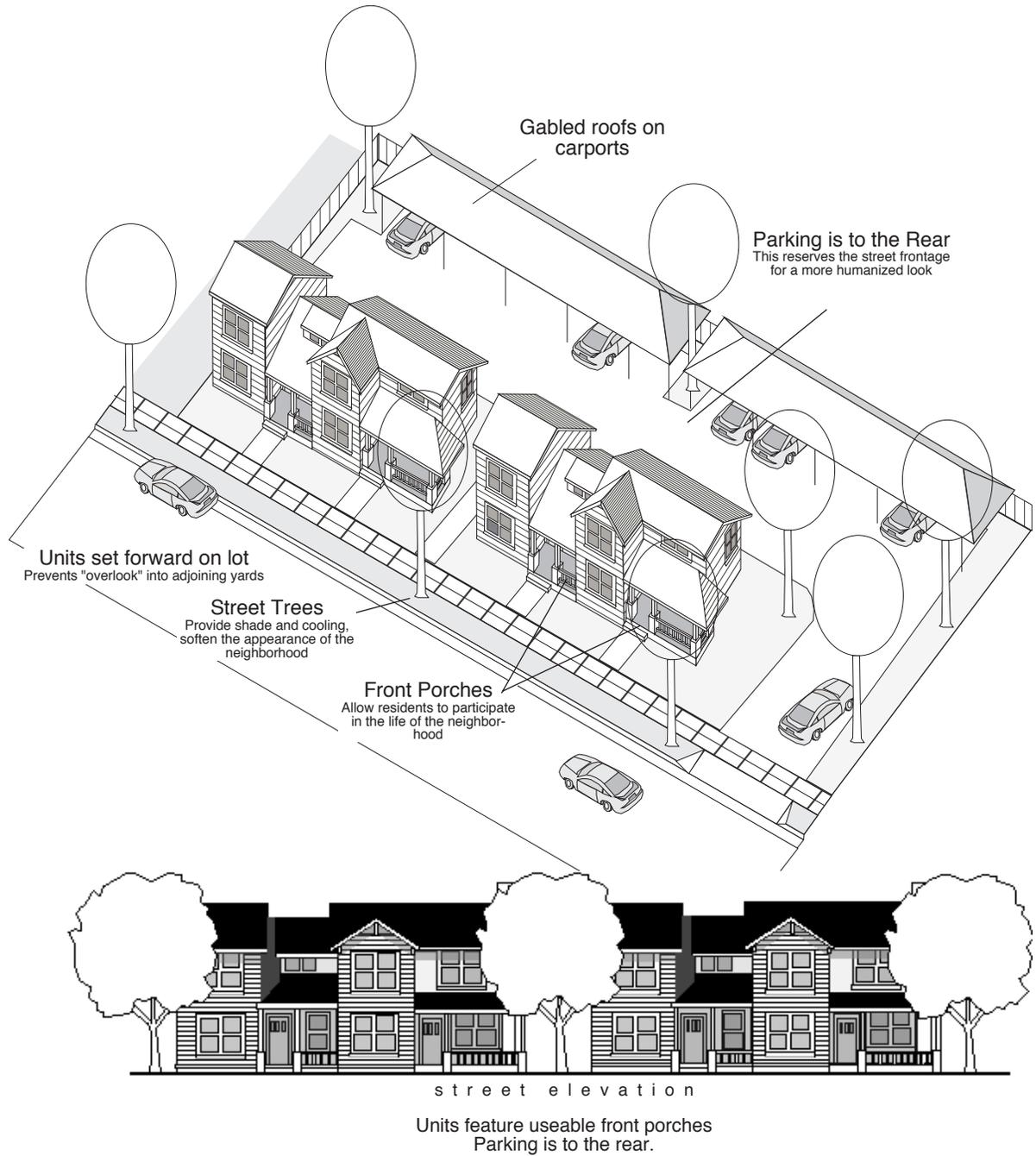
5. Multi-family development may be permitted along the periphery of land otherwise designated for single family subdivision, along Collector and Arterial streets, where there would otherwise be a masonry wall around the perimeter of a single family development (see Figure 2-7 on following page). Units should face the main street with doors, windows and porches. Vehicular access should be from the rear via a lane that parallels the collector or arterial street.

- a. The proposed design guidelines shall provide examples of this type of design.

Time Frame: Within three years of adoption of the General Plan

Responsibility: City Planner

Figure 2-7
*Preferred Multi-Family
Residential Design Strategy*



ISSUE FOUR: COMMERCIAL DEVELOPMENT

The term “Commercial” Development generally refers to several types of land uses that feature businesses providing goods and services. These types of uses include:

Retail commercial - businesses whose primary activity is selling goods to the public.

Office - businesses whose primary activity is financial, insurance, real estate, information processing etc.

Service - businesses that provide a variety of physical services, such as auto repair, appliance repair, etc. These types of uses approach light industrial activities in nature and are typically encouraged to locate away from retail and office commercial activities.

The Firebaugh General Plan provides for four types of commercial land use designations:

- **Central (downtown),**
- **General**
- **Service**
- **Neighborhood**

Each of these types of commercial uses is necessary if the community wishes to provide services and shopping opportunities for its citizens. Further, if a city is going to maintain its sales tax base, it is imperative that it not only retain its own shoppers but that it also attract shoppers from surrounding communities and outlying rural areas.

For each type of commercial development to be successful, it must be properly located, it must have adequate access and it should be designed so that it will attract patrons. For example, a parcel of land that is designated for general commercial uses should front onto a major roadway (with relatively high traffic volumes), it should be designed so that it is attractive and visible from the roadway and it should incorporate ample off-street parking.

Commercial developers also have a responsibility to the community to create projects that are pleasing in appearance, are well-maintained, and which are not



The 1992 Firebaugh General Plan included three commercial land use categories:

- *Neighborhood*
- *General*
- *Service*

The 2030 General Plan proposed four commercial designations:

- *Central*
- *General*
- *Service*
- *Neighborhood*

The new “Central Commercial” designation is intended to preserve and strengthen Firebaugh’s downtown district.

disruptive to surrounding properties. Indeed, it is these types of uses that will form the community's image.

Goals, Objectives, Action Plans:

I. Ensure that a full range of commercial development is provided for in Firebaugh.

1. The General Plan Land Use map designates sufficient land to accommodate projected commercial development through the planning period.
2. Continue to monitor commercial land demand and accommodate requests to redesignate land for commercial development as demand warrants, subject to the following guidelines:
 - a. The site has direct access to a major street, such as Highway 33 or Clyde Fannon Road.
 - b. Development of the site for commercial use would not negatively impact adjacent residential uses, in terms of traffic, noise, glare or other characteristics.

Time Frame: Ongoing

Responsibility: City Planner

3. Allow service commercial uses to be located in Firebaugh's industrial areas.
 - a. Amend Firebaugh's Zoning Ordinance to provide for service commercial uses in Firebaugh's industrial zone districts by Conditional Use Permit.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

Many cities have industrial zone districts that allow service-commercial type uses, such as auto repair, cabinet shops, etc. This provides a location for these uses away from critical high-visibility retail commercial zones.

II. Promote commercial development that is attractive and functional.

1. All commercial developments shall be processed through the city's site plan review process (or Conditional Use Permit process, where required by the Zoning Ordinance).
 - a. Require new commercial development to be built consistent with an architectural character that reflects Firebaugh's identity and the identity of the San Joaquin Valley. This requirement will be illustrated in the proposed Design Guidelines.

Time Frame: Design Guidelines should be prepared within three years of adoption of the General Plan

Responsibility: City Planner

- b. The design guidelines should also show graphic examples of good commercial site design.

Time Frame: Design Guidelines should be prepared within three years of adoption of the General Plan.

Responsibility: City Planner

- c. All commercial developments including parking lots shall be landscaped and shall be provided with pedestrian-oriented circulation features. The design guidelines will provide graphic examples of these types of features.

Time Frame: Ongoing as projects are proposed. The Design Guidelines should be prepared and adopted within three years of adoption of the General Plan

Responsibility: City Planner

Figure 2-8
Historic Structure in Downtown



Figure 2-9
Pedestrian-Oriented Shopping Center Design



This shopping center was designed with a village "green" on the street frontage, and parking to the rear.

3. Promote the development of shopping centers and complementary commercial uses that enhance the city's sales tax position.
 - a. Designate adequate land for larger-scale commercial development along Highway 33.

Time Frame: Immediate – as part of the General Plan

Responsibility: City Planner.

III. Encourage commercial development to be pedestrian-oriented.

1. Through design, require new commercial development to be accessible by the walking public.
 - a. The proposed design guidelines will provide examples of pedestrian-oriented designs.

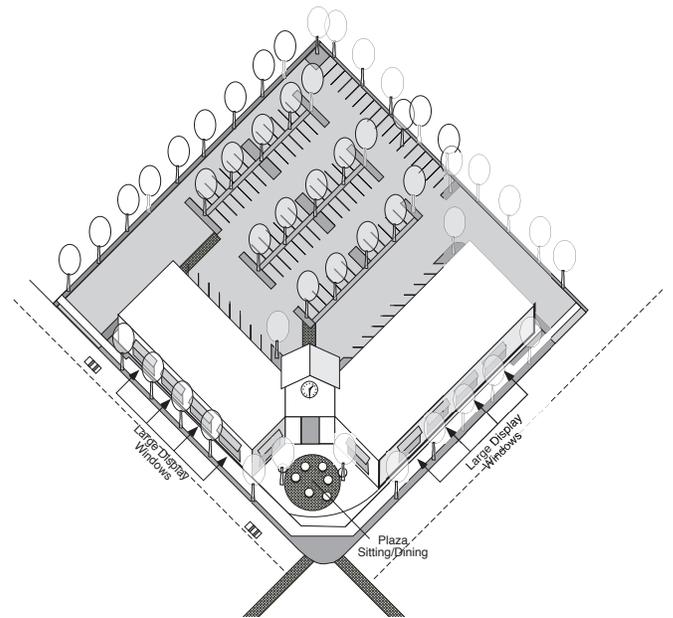
Time Frame: Design guidelines should be adopted within three years of adoption of the General Plan. Even so, the City shall require pedestrian-oriented design during the interim on an ongoing basis.

Responsibility: City Planner

- b. Encourage downtown stores to provide secondary entrances to their stores from the rear. This will enhance the feasibility of behind-store parking.

Time Frame: Ongoing – project by project basis. – particularly when downtown buildings are undergoing remodeling or when a new use is proposed.

Responsibility: City Planner



Shopping center designed with pedestrian elements. Buildings front onto the street sidewalk. A pedestrian/dining plaza is situated immediately at the street corner and a pedestrian paseo provides access back to the parking lot.

IV. Pursue a program of economic development to create new businesses, jobs and increase Firebaugh's tax revenues.

1. Strategies for economic development are addressed under Issue Eleven: Economic Development.

ISSUE FIVE: Downtown Firebaugh

One of the main goals of any community's plan is to preserve and strengthen the downtown. Just as a person depends on their heart for survival, a good city has a downtown that pumps life and vigor into the community.

Firebaugh's downtown is fairly well-defined – particularly compared to some neighboring communities. In particular the commercial district along O Street between eighth and 12th Streets forms an attractive, pedestrian-oriented shopping district with stores fronting onto the sidewalks. This has created the basis of a strong downtown area and there is potential for Firebaugh to strengthen the image of its downtown and fortify it as the heart of the community.

Goals, Objectives, Action Plans***Character and Quality of Environment***

I. Enhance Firebaugh's quality of life by establishing a Downtown which is inviting, prosperous, friendly, clean, safe and aesthetically pleasing.

1. The Redevelopment Agency should establish a facade improvement program whereby low- or no-interest loans or grants are made to businesses to improve their exterior appearance.
 - a. The Executive Director will formulate a facade rehab program. This shall include design guidelines used to evaluate proposed facade rehabs.

Time Frame: Within two years of adoption of the General Plan

Responsibility: Executive Director and City Planner

II. Maintain the Downtown as the government, civic and retail/office center for the City.

1. The City should try to locate future government facilities in the downtown area.



Future state, federal and county facilities should also be encouraged downtown.

- a. The City shall work with public agencies to direct future facilities (as appropriate) to locate in the downtown

Time Frame: Ongoing
 Responsibility: City Manager and City Planner

II. Identify and promote Downtown as the entertainment, cultural and community activity center of Firebaugh.

- 1. The City should encourage downtown merchants to form an association or perhaps improvement district.

Time Frame: Within three years of adoption of the General Plan
 Responsibility: City Manager



Merchants in some communities have banded together to form an improvement district. In this strategy, the merchants tax themselves to pay for specific improvements and services, such as streetscaping (shade trees, benches, water features, drinking fountains) directional signage, security patrols, festivals and other activities.

Housing

I. Promote multi-family and senior citizen housing in the Downtown area, to facilitate diversity, security and to extend “life of the streets” into evening hours.

- 1. The City should promote the downtown area as a location for future mixed use and multi-family development
 - a. The City should prepare a Downtown Specific Plan, that outlines strategies for land use, circulation, parking and other improvements to strengthen the downtown area.

Time Frame: Within five years of adoption of the General Plan
 Responsibility: City Planner

II. Protect and enhance the integrity of the residential neighborhoods adjacent to the Downtown.

1. In the establishment of new uses, ensure that adequate screening and buffering are provided to protect adjacent neighboring uses. At the same time, work to establish good pedestrian connections between the downtown and adjacent neighborhoods.
 - a. The Site Plan Review process will focus on techniques to buffer adjacent neighborhoods from the undesirable effects of adjacent commercial development.

Time Frame: Ongoing

Responsibility: City Planner

Downtown Circulation

I. Create a safe and comfortable environment in the Downtown where pedestrians, bicyclists, vehicular traffic and parking work in harmony.

1. The City shall identify circulation improvements that will improve the pedestrian environment of downtown, such as street trees, textured cross walks, diagonal parking and “bulb-outs” at intersections.
 - a. Circulation improvements shall be identified on an ongoing basis and also as part of the proposed Downtown Specific Plan.

Time Frame: Ongoing. The Downtown Specific Plan should be completed within five years of adoption of the General Plan

Responsibility: Public Works Director, City Engineer City Planner

Figure 2-11



“...Improve the pedestrian environment of downtown.” This example shows pedestrian improvements at the West Hills College plaza in downtown Firebaugh.

II. Identify the location of the Downtown for the traveling public.

1. The City should prepare unique and attractive directional signs that point the way to downtown.
 - a. The City should erect special signs along Highway 33 directing travelers to the downtown area. Work with downtown merchants to come up with a design and funding for the signs.

Time Frame: Within three years of adoption of the General Plan

Responsibility: City Manager, Public Works Director.

Parking**I Provide sufficient, accessible parking for automobiles and bicycles.**

1. The City should conduct an analysis of parking facilities and make recommendations to increase the supply of parking both on and off street, in the downtown area.
 - a. Working closely with downtown merchants and property owners the City shall inventory existing on and off-street parking spaces and facilities in the downtown area.

Time Frame: Within five years of adoption of the General Plan

Responsibility: City Planner, Public Works Director, City Engineer

2. Consider implementing a parking “in-lieu” fee program. In this type of program, new uses that cannot provide on-site parking pay a fee to the City which uses the funds to construct public parking lots in the

Figure 2-12
Downtown Directional Signs



downtown area. The fee is typically “per parking space” and is based on the cost of acquiring land and developing an individual parking space.

- a. The City Planner shall conduct a study to establish an in-lieu parking program for downtown Firebaugh.

Time Frame: Within five years of adoption of the General Plan

Responsibility: Executive Director and City Planner

II. Ensure parking areas are convenient, attractive and safe. At the same time, minimize the negative visual impacts of parking lots through careful placement, landscaping and screening techniques. Further, balance the parking downtown so there are sufficient spaces to efficiently meet shoppers’ and tenants’ needs for future land requirements for new building construction.

1. The proposed design guidelines will provide examples of well-designed parking facilities.

Time Frame: Design Guidelines should be completed within three years of adoption of the General Plan

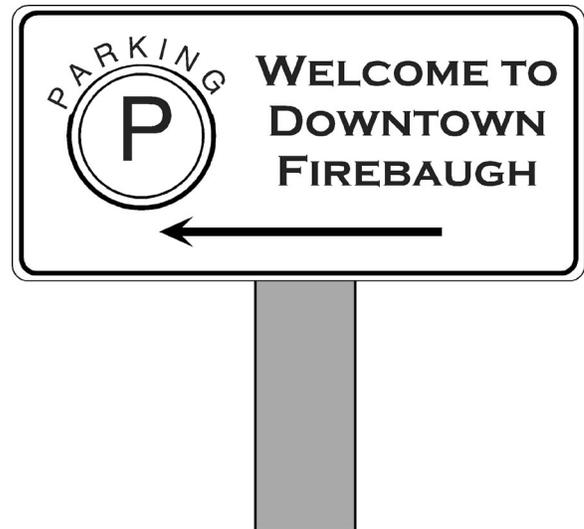
Responsibility: City Planner

III. Provide and maintain infrastructure to meet the needs of Downtown growth.

1. The City shall continue to monitor infrastructure (water, sewer, storm drainage) needs and make repairs and upgrades as necessary.
 - a. The Public Works Director and City Engineer shall monitor infrastructure systems and report at least quarterly to the City Council on recommended repairs and upgrades.

Time Frame: Ongoing

Figure 2-13



Responsibility: Public Works Director,
City Engineer

2. Establish a streetscaping program for the downtown area. This could include a variety of improvements such as street trees, benches, trash cans, special signage, fountains, special paving, “bulb-outs” and other features.
 - a. The streetscape program can be included in the proposed Downtown Specific Plan.

Time Frame: Within five years of
adoption of the General
Plan

Responsibility: City Planner

Figure 2-14
Downtown Firebaugh



A comprehensive streetscape program could include elements such as street trees, planter beds, “bulb-outs” fountains, street furniture, sculpture and other aesthetic elements.

ISSUE SIX: INDUSTRIAL DEVELOPMENT

Industrial development generally provides the economic foundation for a city in that it is a source of employment and it provides a flow of revenue into the city from outside sources - other businesses buying raw materials or finished goods from the local industry.

Industries are typically poor land use neighbors because they can generate large volumes of truck traffic, they can produce noise and odors, they may pose public health hazards and they can be unsightly. For these reasons, it is important that they be properly located in the community - away from land uses that are sensitive, such as schools, residential development and parks.

Goals, Objectives, Action Plans**I. Designate sufficient land to accommodate industrial development in Firebaugh.**

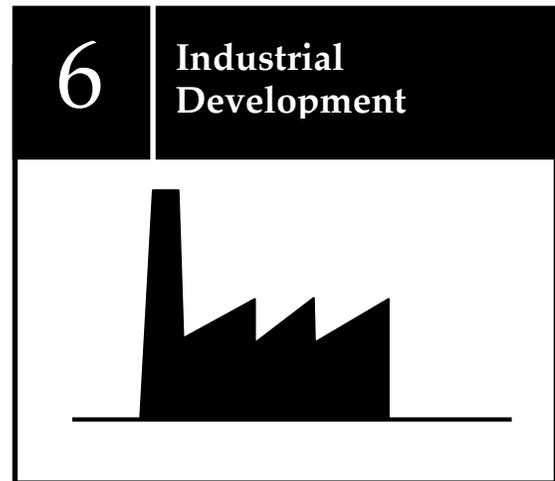
1. The Land Use map designates land to accommodate industrial development in Firebaugh through the year 2030.
2. Formally adopt the street and lotting designations shown in the 1996 Industrial Lands Feasibility Study
 - a. These designations are shown on the Proposed Land Use Map.

Time Frame: Upon adoption of the General Plan

Responsibility: City Planner

II. Ensure that new industrial development does not conflict with existing or planned adjacent or nearby uses.

1. The City shall review zoning standards to ensure that adequate measures are in place to achieve this goal.
 - a. When warranted, the City shall require the establishment of buffers, incorporating landscaping, walls or other effective measures.



In 1996 the City prepared the “Industrial Lands Feasibility Study”. This study identifies appropriate industrial uses that could be targeted to locate in Firebaugh and also lays out a conceptual industrial park on approximately 430 acres on the west side of the community. This plan includes potential street and utility alignments, and lotting plan schematics.

Time Frame: Review the zoning ordinance within two years of adoption of the General Plan. Require appropriate buffering on an ongoing basis.

Responsibility: City Planner

2. The City Engineer will review each industry that wishes to locate in Firebaugh to ensure that the project will not have an adverse impact on Firebaugh's sewer or water systems.
 - a. The City Engineer will require industries that generate high strength industrial effluent to mitigate this impact by either pre-treating the effluent or by paying an appropriate wastewater impact fee to defray the city's cost of treating the effluent. New industries locating within the Sphere of Influence shall discharge to the City's wastewater treatment plant (as practical). Any industries considered for on-site pre-treatment and discharge shall be subject to Waste Discharge Requirements of the Regional Water Quality Control Board and to review under the California Environmental Quality Act.

Time Frame: Ongoing

Responsibility: City Engineer

3. New industrial uses will be processed through Firebaugh's site plan review process, or Conditional Use Permit process (as applicable) to ensure that they do not conflict with surrounding land uses or adversely impact the health and safety of the community.
 - a. The Firebaugh Planning Commission will apply conditions to industrial projects that will ensure that surrounding land uses and the

community will not be adversely impacted.

Time Frame: Ongoing
Responsibility: City Planner

III. Pursue a program of economic development to create new industries, jobs and increase Firebaugh's tax revenues.

1. The City should prepare an Industrial Area Specific Plan for the area designated "Industrial" in west Firebaugh. The Plan should detail future road alignments and design, potential parcelization of land, utilities, development standards and financing strategies. Once completed, the plan can be used to leverage grant and loan monies as well as marketing Firebaugh to industrial businesses.
 - a. The City should budget funds for preparation of the Industrial Area Specific Plan, work with interested local parties on its formulation, and adopt the specific plan.

Time Frame: Within seven years of adoption of the General Plan

Responsibility: City Manager, City Planner

2. Strategies for industrial economic development are addressed under Issue Twelve: *Economic Development*.

Figure 2-15
*Recommended Contents of
a Specific Plan
(from State of California's
Specific Plan Guidelines)*

- Distribution and extent of existing and proposed uses of land within the planning area.
- Proposed transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities needed to support the Plan.
- Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources
- A program of implementation measures including regulations, programs, public works projects, and financing measures
- A statement of the relationship of the specific plan to the general plan.

ISSUE SEVEN: Public Facilities**I. Public facilities should be located in the core of the community, when possible.**

1. Public facilities should be directed to locate in the downtown area. Existing downtown public facilities (such as the post office) should be encouraged to remain in the downtown. In addition, the design of public facilities should be carefully considered as these types of buildings can help set the standard for good architectural design.

- a. The City should locate a new civic center in the downtown area.

Time Frame: Identify, acquire and develop a site with a new civic center within ten years.

Responsibility: City Manager, City Planner

- b. If a public agency identifies the need to relocate, the city shall work with the agency to keep the facility in the downtown area.

Time Frame: Ongoing basis

Responsibility: City Manager, City Planner

II. The city should pursue expansion of public facilities, as needed.

1. The City should work with the school district to identify building projects where the city and district could work together. These projects could include:

- multi-purpose rooms
- gymnasiums
- theaters

- a. The City Manager should maintain an open line of communication with school district officials

Time Frame: Ongoing

Responsibility: City Manager



III. Public facilities should make an aesthetic statement in terms of appearance and architectural style.

1. When new public buildings and facilities are developed, the City should take an opportunity to set the tone it expects for the community, in terms of quality design that reflects Firebaugh's history and "sense of place".
 - a. The City shall prepare Design Guidelines that will apply to public and private facilities and will review proposed public projects through the Site Plan Review or Conditional Use Permit process, as applicable.

Time Frame: Within three years.
Responsibility: City Planner

IV. Improve library facilities in Firebaugh.

1. **Work with the Fresno County Library to continue to update and modernize the public library in Firebaugh.**
 - a. Work with Fresno County Library
The City Manager shall coordinate with the County Library Department to achieve this goal.

Time Frame: Within five years of adoption of the General Plan, the City and County should have in place a plan to upgrade the Firebaugh library. The library should be upgraded within seven years of adoption of the General Plan.

Responsibility: City Manager

What is "Sense of Place"

The term "sense of place" as it is used in this General Plan relates to the character of new development in the community. Some cities have a strong sense of place. Santa Barbara is known for its Spanish architecture. San Francisco for its numerous bay windows. Locally, the City of Clovis is establishing a strong core area known for its western architecture.

Firebaugh does not have as strong established design "vocabulary." However its downtown does have a well-established "small-town" appearance with elements of "western" and "classical" architecture. This can be used as a "starting place" for determining the character the City would like to promote.

ISSUE EIGHT: Schools

Schools are the cornerstone of a community. A good school system can provide the foundation for citizens to prosper. Equally important is a good relationship between the city and local school district. Schools are major land use features in the community. The City and school district must work together to plan for future expansion of the school system and ensure the system can respond to demands of future growth.

Goals, Objectives, Policies**I. Promote community-based schools.**

1. The City, Firebaugh-Las Deltas Unified School District and the community should all be involved in the design and location of schools.

- a. To the greatest extent possible, schools should be multi-purpose in nature.

Time Frame: Ongoing, as needed
Responsibility: City Manager and FLDUSD Superintendent

- b. As appropriate, schools should be available for use by the community during non-school hours. This is particularly true of outdoor facilities such as athletic fields.

Time Frame: Ongoing
Responsibility: City Manager and FLDUSD Superintendent

- c. Schools should be designed to accommodate some of the community's recreational needs, like playing fields, hard courts and running tracks.

Time Frame: Ongoing, as needed
Responsibility: City Manager and FLDUSD Superintendent



II. Work to develop schools that are easily accessible and free from land use and circulation conflicts.

1. Future schools should be located in areas of the community where they are easily accessible for school-aged students via walking and cycling.

- a. Future schools should be designed so that they can be easily accessed from adjacent residential developments.

Time Frame: As new schools are planned and located

Responsibility: City Manager, City Planner, Superintendent

- b. Future schools should be designed so that students can be easily dropped off by their parents.

Time Frame: Ongoing, as new schools are planned

Responsibility: City Planner, Superintendent

- c. Bus drop-off zones should be separate from where parents drop off their children.

Time Frame: Ongoing, as new schools are planned

Responsibility: City Planner, Superintendent

2. The location of schools should not be on roadways that attract other types of significant traffic (e.g. commuter, industrial or commercial traffic).

- a. Sidewalks shall be provided on all streets around new school campuses.

Time Frame: Ongoing

Responsibility: Public Works Director

- b. Schools should be connected to bike path systems.

Table 2-5
Fast Facts About
Firebaugh-Las Deltas
Unified School District

2,403 students
2006-07 District Enrollment

23.1
Average Class Size (K-6)

93% of teachers are full-credentialed. This is equal to the State average.

Ethnicity:
93% Hispanic
5% White
2% Other

Source: California Dept. of Education, 2007.

Time Frame: Ongoing, as new schools are planned
 Responsibility: City Planner, Superintendent

3. To the best extent possible, new schools should be centrally located in the neighborhoods they are expected to serve.
 - a. The Land Use Map identifies a future school site on the west side of Clyde Fannon Road, near the intersection of Borboa Lane for an elementary school. This site has been purchased by the school district.

III. Encourage schools to establish partnerships with other public entities.

1. The City and school district should continue to forge a working relationship with West Hills College as it pertains to agricultural, technical and mechanical training courses. In addition, the City could employ summer interns in a variety of positions.
 - a. The City Manager should encourage and assist the school district and college on this goal.

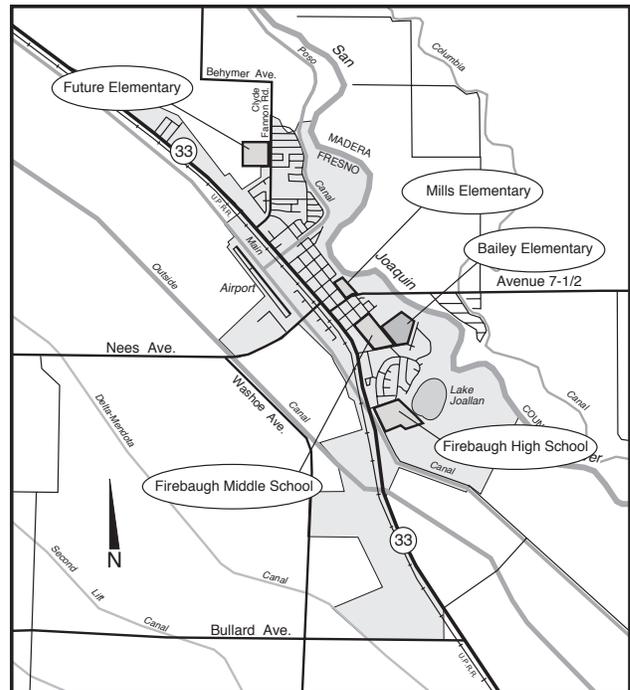
Time Frame: Ongoing,
 Responsibility: City Manager

IV. Support the teaching of college courses in the Firebaugh area.

1. Work with West Hills College to support continuing and expanded college courses in Firebaugh.
 - a. Invite West Hills College to make an annual presentation to the City Council on their ongoing activities in Firebaugh.

Time Frame: Annually
 Responsibility: City Manager

Map 2-6
Existing and Proposed Public School Campuses



ISSUE NINE: River Lands

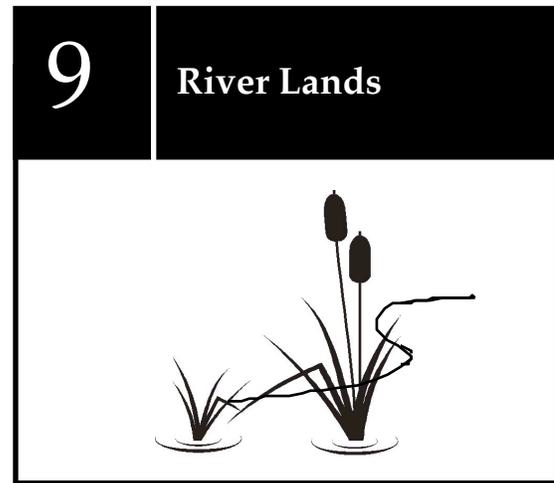
Firebaugh is fortunate to have a natural resource like the San Joaquin River at its doorstep. While the river occasionally presents the danger of flooding, the aesthetic, recreational and natural resources of a major river channel like the San Joaquin is unique among valley communities. The City has wisely opted to keep land along the river in open space, and has also seized the opportunity to begin a program of recreational improvements such as a walking trail and a future community park. This General Plan recommends the river lands be kept as an open space and recreational resource. Such a strategy also serves as a built-in protective “barrier” against future flooding events.

Goals, Objectives, Action Plans**I. Maintain existing “Open Space” designations from the 1992 General Plan.**

1. The 2007 General Plan maintains open space along the river.
 - a. The General Plan designates most land along the river with the “Open Space” designation.
2. Continue development and extension of the River Trail, north and south along the river.
 - a. The City shall continue to identify funding sources to extend the trail. As permitted by law, development projects nearby (such as the Lake Joallan project) will also be required to dedicate land and install the trail.

Time Frame: Ongoing
Responsibility: City Manager

3. Develop the “River Park” community park facility on the city-owned site located east of the east end of Seventh Street.
 - a. The City shall identify funding and prioritize construction of specified improvements at the park site.



Time Frame: Ongoing
 Responsibility: City Manager

- 4. Require new development abutting the river to maintain a minimum open space setback of 100 feet from the ordinary high water mark.

- a. Where not otherwise designated as open space on the General Plan map, the City shall require developments to provide a minimum 100-foot wide open space along the river.

Time Frame: Ongoing, as projects are proposed
 Responsibility: City Planner

- 5. Development occurring along the river shall front onto the 100-foot setback required in Goal #4 with open space and a street, rather than with rear yard fences “backed up” to the open space. This is shown in Figure 2-16.

- a. The design guidelines to be prepared shall illustrate this type of development design.

Time Frame: This design strategy shall be implemented immediately in an ongoing fashion, however the design guidelines shall be prepared within three years of adoption of the General Plan

Responsibility: City Planner

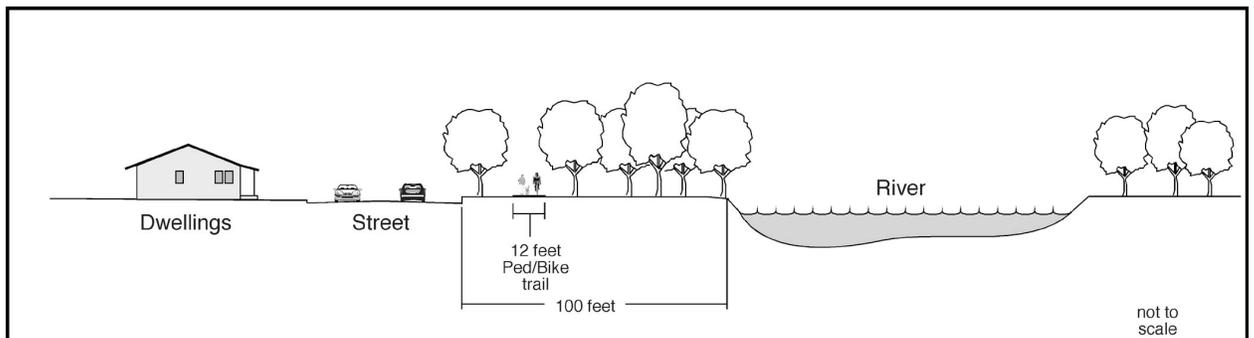
Figure 2-16



A completed portion of the trail along the San Joaquin River

Figure 2-16

Riverside Development Strategy



5. Support efforts to preclude flooding by maintaining appropriate flows in the river channel through levee maintenance and brush clearance.
 - a. Work with appropriate regulatory and flood control agencies to avoid flooding.

Time Frame: Ongoing,
Responsibility: Public Works Director

ISSUE TEN: Agricultural Lands

Agriculture is the primary industry in the Firebaugh area. This basic industry employs nearly one third of the city's labor force. Almost all other local businesses are indirectly dependent on agriculture. Agriculture is a relatively stable industry when compared to other industrial sectors, like manufacturing, tourism, and the transportation industries. For this reason, agriculture should be encouraged in the Firebaugh area. Further, land use policies that minimize the impacts between urban and agricultural uses should be promoted as part of the General Plan.

Goals, Objectives, Action Plans**I. Firebaugh will ensure that its primary economic base (agriculture) is protected.**

1. To prevent leapfrog growth, new residential and commercial development shall be located no more than 1/8 mile of existing or approved urban development.
 - a. The Planning Commission and City Council shall make a finding in approving General Plan Amendments, annexations, subdivision maps and Zone Changes, to ensure the foregoing policy is complied with.

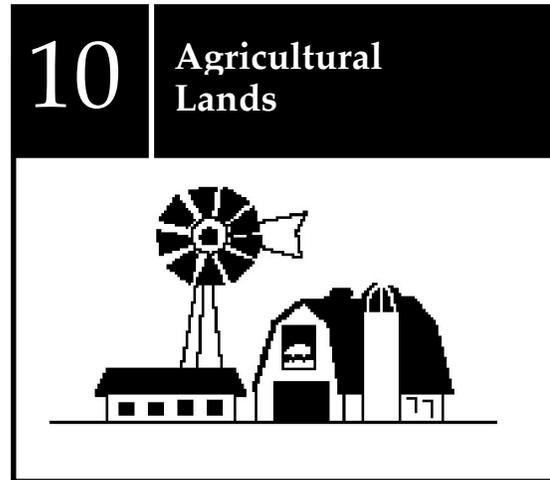
Time Frame: Ongoing, as projects are proposed

Responsibility: City Planner

2. Encourage Fresno County to maintain large-lot agricultural zoning (20 acre minimum) on land within Firebaugh's Sphere of Influence.
 - a. The City of Firebaugh shall oppose any county development within its Urban Area Boundary that creates parcels of land smaller than 20 acres.

Time Frame: Ongoing

Responsibility: City Planner



3. Promote a moderate increase in overall residential densities so as to require less urbanization of surrounding agricultural lands.

- a. Promote use of the R-1-5 and R-1-4.25 zones, where appropriate. The increased density permitted by these zones must be balanced with good design and maintenance to make such neighborhoods acceptable.

Time Frame: Ongoing, as projects are proposed.

Responsibility: City Planner

4. Urban uses, to the best extent possible, should be separated from agricultural uses by streets, railroads, canals or similar man-made or natural barriers.

- a. Adoption of the Land Use Element and Land Use Map will implement this policy.

- b. Require new subdivisions adjacent to agricultural lands to establish a buffer of trees, landscaping and walking trails, adjacent to agricultural land.

Time Frame: Ongoing, as projects are proposed. The to-be-prepared design guidelines should include graphic examples of landscape buffers.

Responsibility: City Planner

5. Establish a right-to-farm ordinance.

- a. The Planning Department shall prepare a right-to-farm ordinance and forward it for passage by the City Council.

Time Frame: Within one year of adoption of the General Plan

Responsibility: City Planner

“I Can’t Farm Here Anymore”

Often farmers with land next to cities are heard to say “I can’t continue to farm – I get too many complaints about the noise, dust and pesticides, etc.”

Cities are constantly in conflict with agriculture. As a city grows into agricultural lands, residents may find themselves negatively impacted by agricultural operations. Spraying of pesticides and herbicides, dust, noise and odors are just some of the issues raised when cities and farms collide.

However, a farmer’s assertion that they can’t continue to farm sets up a situation where if that argument is used forever, a city will continue to grow out onto farmland “forever”.

The General Plan attempts to establish policies and practices to enhance the ability of farming operations to continue while allowing for future growth of the City.

ISSUE ELEVEN: Infrastructure

Infrastructure generally refers to a city's utilities - water, sewer, storm drainage, gas and electric, phone and cable television services. In Firebaugh, the city operates water, sewer and storm drainage systems. The other utilities are operated by private utility companies.

The operation and maintenance of infrastructure is of paramount importance to cities. Without these services, human health and well-being would be in jeopardy. Good infrastructure can also serve as an economic development tool. For instance, many industries require water supply, and wastewater disposal capacity. Firebaugh must strive to maintain its existing infrastructure while planning for expansions to accommodate future growth and development.

Firebaugh currently has two main issues with infrastructure – low water pressure plagues some parts of the community, and the long term growth of the city would be best served by moving the wastewater treatment plant well to the north. Areas suffering low water pressure include parts of the southern residential areas, as well as the Del Rio area on the northwest side of the City. Water pressure can be increased through a variety of measures including the addition of new water mains, and the installation of water pressure booster pumps.

Firebaugh's existing wastewater treatment plant was constructed south of the City. This creates a problem because local topography drops from south to north. This means that the treatment plant is "uphill" and all effluent must be pumped to make it to the treatment plant. In addition, the treatment plant is now located almost immediately adjacent to existing and approved residential development. This location causes problems in that it blocks further growth to the south from occurring. The close proximity of the plant to residential development can also cause odor problems. In order to address this problem, the General Plan recommends the City put in place a long-term plan to relocate the plant "downhill" to a location north of the City.



I. Adequately develop and finance infrastructure systems.

1. Undertake a study to relocate the wastewater treatment plant to a suitable location north of the city. The location should be selected so that it is sufficiently distant to provide for long-term growth of Firebaugh.

- a. The City should commission a consultant to prepare a study of relocation of the wastewater treatment plant.

Time Frame: Within five years of adoption of the General Plan

Responsibility: City Manager and City Engineer

2. Take actions to correct low water pressures in portions of the City.

- a. The City will secure funding and develop a plan to increase water pressure.

Time Frame: Within three years of adoption of the General Plan

Responsibility: City Manager and City Engineer

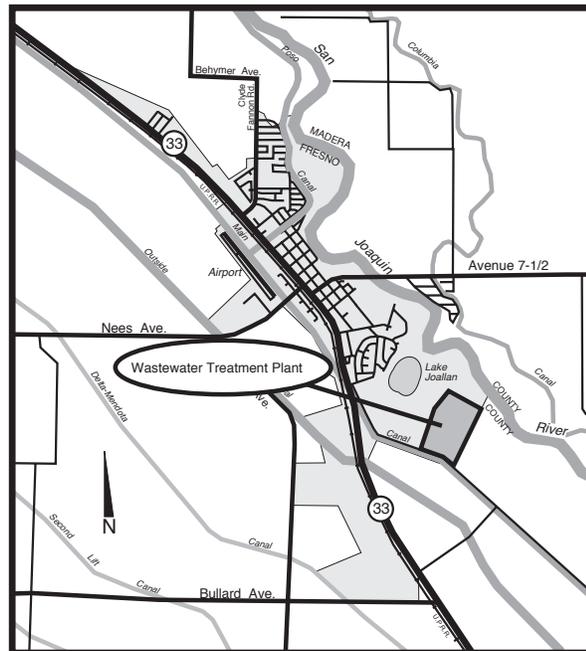
- b. The City will not approve new development without a determination that the City's water system has or will have sufficient capacity to serve the development without reducing service to other properties or negatively impacting the system.

Time Frame: Ongoing

Responsibility: City Planner and City Engineer

3. As appropriate, new development shall be required to install water, sewer and storm drainage improvements to serve their needs.

Map 2-7
 Wastewater Treatment Plant



The location of Firebaugh's existing wastewater treatment plant "uphill" and close by existing development makes future city growth difficult.

- a. The City Engineer shall evaluate development projects and identify infrastructure needs, in the form of conditions of approval.

Time Frame: On-going, project by project

Responsibility: City Engineer

- 4. The City shall prepare water, sewer and storm drainage master plans in order to properly and efficiently serve future development provided for by the Land Use Element.

- a. The City shall pursue funding sources to prepare the aforementioned master plans.

Time Frame: Funding should be secured within five years of adoption of the General Plan

Responsibility: City Manager and City Engineer

- b. The City's water, sewer and storm drainage development impact fees shall be reviewed on a bi-annual basis. This review should focus on the relationship between the amount of fees being collected for each of the accounts and the future capital needs of each system based on development trends in Firebaugh.

Time Frame: Every two years

Responsibility: City Engineer

- c. The modification of the City's development impact fees shall be consistent with the State Mitigation Fee Act, which requires a clear nexus between fees and their purpose.

Time Frame: Ongoing

Responsibility: City Engineer

Figure 2-17
Water System Storage Pump/Tank



5. The City should continue to seek state and federal grants for the upgrading and expansion of its infrastructure systems.
 - a. The City Manager shall continue to have staff or consultants pursue grant funding

Time Frame: Ongoing
Responsibility: City Manager

II. Maintain, rebuild and upgrade infrastructure systems.

1. The City shall update its 5-Year Capital Improvement Program to ensure that its infrastructure system can accommodate the urban growth prescribed by the Land Use Element.
 - a. The five year capital improvement program shall be updated, and input from the community invited.

Time Frame: Every five years
Responsibility: City Engineer

2. The City should work with the private sector to participate in the upgrading of the infrastructure system when developments occur in the City.
 - a. From time to time, the City may work with a developer to upgrade a part of the infrastructure or street system that is not part of the project being developed.

Time Frame: Ongoing
Responsibility: City Manager

ISSUE TWELVE: Economic Development

Economic development is an increasingly critical issue for many cities – particularly agricultural communities like Firebaugh that are especially dependent on one sector of the economy. New and well-paying jobs must be available for residents if a community is to prosper. In addition, new development can generate revenues needed to fund local government and services. Firebaugh must continue to pursue economic development to better the lives of its residents and to ensure that necessary services will be available to the community.

Goals, Objectives, Action Plans**Land Resources****I. Ensure that adequate land exists for future commercial and industrial development**

1. The General Plan's Land Use Map designates sufficient land to accommodate commercial and industrial land demand through the planning period.
2. The City shall maintain a map that shows readily-developable lands designated for commercial and industrial development.
 - a. The City Planner shall prepare this map

Time Frame: Within one year of adoption of the General Plan.

Responsibility: City Planner

3. Continue to monitor local market needs and amend the land use map (as appropriate) to accommodate commercial and industrial development.
 - a. The City Manager and City Planner will monitor local market needs and make recommendations to amend the land use map, as needed.

Time Frame: Ongoing

Responsibility: City Manager, City Planner



General Issues/Marketing**I. Foster a better business climate by developing communication among the business community, City Council and City administration.**

1. Provide City assistance to re-establish and strengthen the Chamber of Commerce and hold an annual meeting between the Chamber and City Council, to discuss business and development issues.

- a. The City Manager shall coordinate implementation of this goal.

Time Frame: Re-establish the Chamber within one year and hold Council/Chamber meetings annually

Responsibility: City Manager

2. Continue to participate in efforts to market Firebaugh to outside developers through the Fresno County Economic Development Commission.

- a. The City Manager shall be responsible to maintain a relationship with the EDC.

Time Frame: Ongoing

Responsibility: City Manager

II. Increase the number of businesses operating in Firebaugh, in order to generate employment, increased sales, property, business and transient occupancy taxes.

1. Conduct an economic study to target development of new businesses in Firebaugh.

- a. The City Manager shall contract with a consultant to prepare an economic study

Time Frame: Within five years after adoption of the General Plan

Responsibility: City Manager

2. Agressively pursue new commercial and industrial uses with Firebaugh's new Enterprise Zone program, which offers significant tax incentives to new or expanding businesses.

- a. The City Manager shall continue to market the Enterprise Zone program and work closely with the Fresno County Economic Development Corporation in this endeavor.

Time Frame: Ongoing

Responsibility: City Manager

3. The Firebaugh Redevelopment Agency should financially assist, where appropriate, businesses wishing to locate in the redevelopment project area. Targeted businesses should offer the "most bang for the buck" in terms of jobs created and potential tax revenues.

- a. The Redevelopment Agency should evaluate potential businesses to ensure the Agency's financial assistance is maximized – in terms of jobs and sales tax created.

Time Frame: Ongoing

Responsibility: City Manager and Finance Director

4. Invite a university team to conduct a project study aimed at improving Firebaugh's commercial and industrial climate.

- a. The City Manager shall make contact with a university to discuss the potential for having a business program study the economy of Firebaugh.

Fresno County Enterprise Zone

In 2006, Firebaugh and nine other cities in Fresno County (along with several unincorporated areas of the County) were designated as a State Enterprise Zone. This designation is intended to spur economic development in the community by offering a variety of incentives to new businesses, or existing businesses that wish to expand their operations.

The State designation will provide tax incentives to businesses located in the region to help improve economic conditions, promote the creation of jobs and improve the overall quality of life of its residents.

This program is administered by the City with assistance from the Fresno County Economic Development Corporation.

Time Frame: Within five years after adoption of the General Plan.

Responsibility: City Manager

5. Aggressively pursue grants to provide the installation of infrastructure to serve new commercial and industrial development.
 - a. The City shall monitor notice of grant availability and pursue those grants which are a good “fit” for the City.

Time Frame: Ongoing

Responsibility: City Manager

6. Continue to develop and maintain a web site for the City. The web site should be used to market the City, as well as provide essential information for residents.
 - a. The City Council should budget general funds for the maintenance and improvement of the City’s web site. The City could also consider utilizing high school or college students to design and maintain the website. The site should also provide socio-economic information on the city, information on city services, development opportunities, and a photo essay of the community.

Time Frame: Ongoing

Responsibility: City Manager

7. Consider hiring an economic development specialist/grant writer, to pursue industry leads and grant funds. The City may wish to consider sharing this position with other neighboring communities, in order to reduce expenses.
 - a. The City Manager shall examine the feasibility of hiring an economic development specialist and report to the City Council



Continue to develop and maintain a web site for the City

Time Frame: Within two years following adoption of the General Plan

Responsibility: City Manager

Business Retention/Expansion

I. Assist existing industries to expand their operations and increase employment.

1. Market the Enterprise Zone program to existing businesses considering expansion.

- a. The City should develop an outreach/marketing program to publicize the Enterprise Zone program.

Time Frame: Within six months of adoption of the General Plan.

Responsibility: City Manager

2. The City and/or Chamber of Commerce should (on an annual basis) contact existing industries to determine if they have plans for expansion and if there are tasks that the city and chamber could assist them with.

- a. The City Manager shall facilitate this program.

Time Frame: Ongoing/annually

Responsibility: City Manager

Employment

I. Diversify Firebaugh's employment base

1. Prepare an Industrial Area Specific Plan for Firebaugh's western area (*see also Industrial Economic Development Goals*).

- a. The City should budget funds for preparation of an industrial area specific plan.

Figure 2-18

Five Primary Things Firebaugh Can Do To Attract Commercial and Industrial Development

1. Maintain a supply of undeveloped land zoned for industrial and commercial development.
2. Ensure there is adequate water and sewer capacity to support new commercial and industrial development.
3. Maintain the City in an attractive fashion so that new businesses are willing to move to Firebaugh.
4. Seek grants and funding to assist new businesses to start operations.
5. Provide expedited processing of planning and building permits

- Time Frame: Within five years of adoption of the General Plan
Responsibility: City Manager/Finance Director
2. Work with West Hills College to provide technical training programs for employers and employees.
- a. Encourage additional college courses to be taught in the Firebaugh area.

Time Frame: Ongoing
Responsibility: City Manager

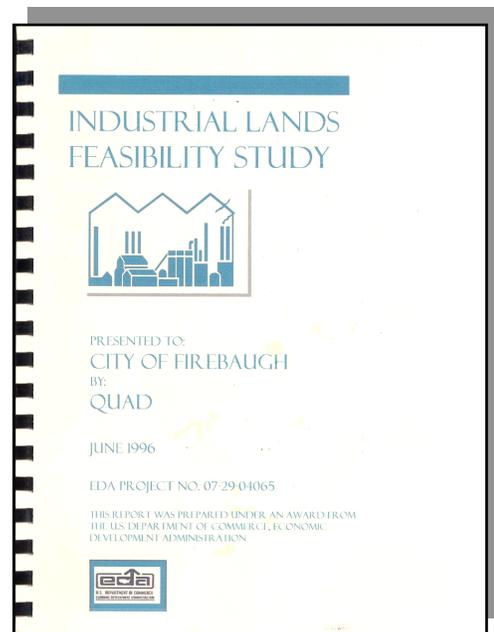
- b. The City and school district should make meeting facilities available to other institutions that wish to provide instruction, training or certification.

Time Frame: Ongoing
Responsibility: City Manager

Industrial

- I. **Attract industries that are complementary to the existing work force, that do not adversely affect air quality, the City's waste water treatment plant or the City's water system and do not have a negative impact on the health and safety of the neighborhood or on the community as a whole.**
1. Utilize the previously-prepared "Industrial Lands Feasibility Study" to prepare an Industrial Area Specific Plan for the area in western and southern Firebaugh designated "Industrial" in the General Plan's Land Use map. The Specific Plan will identify future roadway alignments, land parcellization, major utility trunk lines and specify property development standards. Once completed, the Specific Plan should be used to obtain grant monies to help develop the area.
- a. The City Council should appropriate money and establish a time goal for

Figure 2-19



1996 Industrial Lands Feasibility Study

completion of the Industrial Area Specific Plan.

Time Frame: Within five years of adoption of the General Plan.

Responsibility: City Manager

- b. Seek industries that complement the local work force, such as agricultural equipment, repair and manufacturing, nurseries, warehouses and packing houses, and trucking and farm management.

Time Frame: Ongoing

Responsibility: City Manager

II. Diversify the City's industrial base.

1. Work with the Chamber of Commerce and Fresno County EDC to attract new types of industries to the City.
 - a. Utilize Enterprise Zone tax incentives and redevelopment funds, where appropriate, to financially assist new types of companies to locate in Firebaugh, as well as assisting existing businesses to expand.

Time Frame: Ongoing

Responsibility: City Manager

Fiscal Conditions

I. Facilitate a strong sales tax base.

1. The City should attempt to reverse the leakage of sales tax dollars to surrounding communities by:
 - working to attract new retail establishments to the community.
 - retaining existing businesses.
 - maintaining high development standards that create an attractive

community which is inviting to prospective new businesses.

2. The City should seek to attract moderate-sized retail stores that sell the kinds of goods presently not found in Firebaugh, including groceries, appliances, furniture, electronics, and home improvement supplies.
 - a. The Land Use map shall identify adequate land reserves for future retail commercial development.
3. A sales tax audit should be prepared for the City of Firebaugh.
 - a. The City should contract with a consulting firm that provides this service.

Time Frame: Within three years of adoption of the General Plan.

Responsibility: City Manager

- b. Identify other types of high sales-tax generating dealerships (auto dealerships, boats, trailers, farm equipment) that could be located in Firebaugh, and market the City to these types of businesses.

Time Frame: Ongoing

Responsibility: City Manager

4. In the process of attracting new businesses, ensure that they are located and developed in a fashion that does not have a negative impact on existing retailers, particularly in the downtown area.
 - a. The City Planner will evaluate all development proposals to minimize negative impacts to existing businesses.

Time Frame: Ongoing

Responsibility: City Manager

Redevelopment

I. Enhance tax increment revenues by encouraging development to occur in the redevelopment project areas.

1. The Redevelopment Agency (RDA) should consider subsidies to reduce development impact fees in the redevelopment project in order to encourage infill development.
 - a. The Executive Director should undertake an analysis of subsidizing impact fees within the project area, and report their findings and recommendation to the City Council

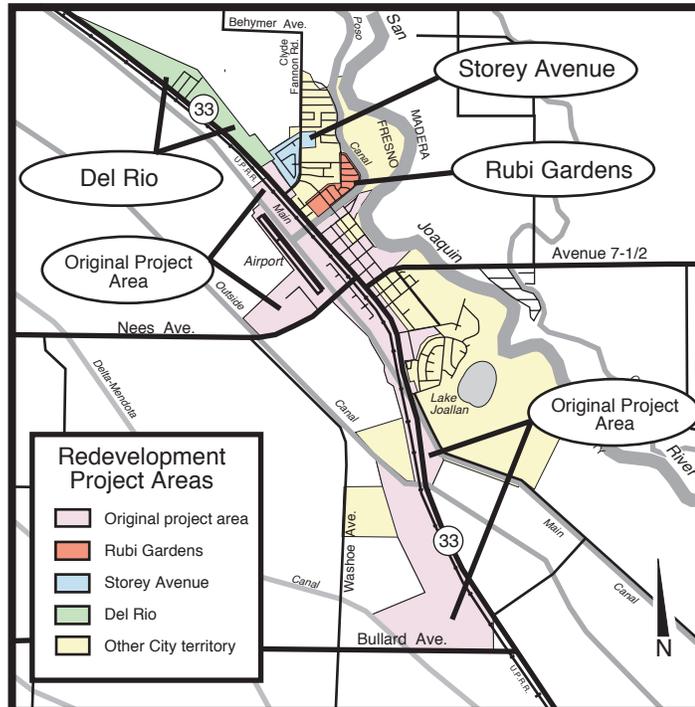
Time Frame: Within three years of adoption of the General Plan.
 Responsibility: City Planner

2. The RDA could consider encouraging higher residential densities in the redevelopment district in order to facilitate infill development.
 - a. Promote density bonuses for residential projects occurring in redevelopment project areas, consistent with State density bonus law. This must be combined with outstanding design quality of the projects. The proposed Design Guidelines will outline design strategies for residential projects

Time Frame: Ongoing.
 Responsibility: City Planner, City Engineer

3. The RDA should fashion a financial assistance program that promotes

Map 2-8
 Redevelopment Project Areas



development within the project areas. Such a program would have the RDA participating financially based on the number of new jobs and tax revenues being created.

- a. The RDA will formalize and market a financial assistance program

Time Frame: Within three years of adoption of the General Plan.

Responsibility: RDA Executive Director

- 4. The RDA should, as needed to assist existing companies or companies interested in locating in Firebaugh, apply for state or federal grants that assist the company with off-site improvements, purchase of land or equipment or training of employees.

- a. The RDA should identify state or federal grants that are available for the above listed costs.

Time Frame: Ongoing

Responsibility: City Manager

- b. The RDA should periodically send a letter to existing companies in Firebaugh asking about their long-term needs in terms of expanding their operation.

Time Frame: Annually

Responsibility: City Manager

Infrastructure/Public Services

I. Ensure that development impact fees pay for public improvements required by the General Plan and infrastructure master plans.

- 1. Review Firebaugh's development impact fees to ensure that new uses pay their fair share of the costs of providing infrastructure and services, while remaining competitive with other communities.

The City Engineer shall periodically review Firebaugh's sewer, water and storm drainage impact fees and forward a recommendation to the City Council regarding any modification.

- a. The City Engineer shall periodically review Firebaugh's sewer, water and storm drainage impact fees and forward a recommendation to the City Council regarding any modification. Fee adjustments shall be consistent with the State Mitigation Fee Act, which requires a clear nexus between the need for fees and their use.

Time Frame: Every two years
Responsibility: City Manager

- b. The City Engineer shall periodically review Firebaugh's park dedication fees and forward a recommendation to the City Council regarding any modification.

Time Frame: Every two years
Responsibility: City Engineer

- c. The City Planner shall identify any new impact fees that would be appropriate for financing other public improvements delineated by the General Plan, and forward a recommendation to the City Council regarding adoption. Fee adjustments shall be consistent with the State Mitigation Fee Act, which requires a clear nexus between the need for fees and their use.

Time Frame: Within two years of
adoption of the General
Plan
Responsibility: City Planner

2. The fees for Firebaugh's planning, subdivision and zoning applications should be reviewed and amended every five years, as necessary.
 - a. The City Planner shall survey staff on time expended in processing various types of development permits. This

information shall be used in updating these fees.

Time Frame: Every five years
Responsibility: City Planner

Agriculture

I. Promote and encourage agriculturally-related industries.

1. The City should prepare an Industrial Area Specific Plan to establish the planning framework necessary to attract agriculturally-related industries. The Plan would apply to areas in the western and southern portions of Firebaugh designated "Industrial" on the General Plan's Land Use Map.

The City should prepare an Industrial Area Specific Plan to establish the planning framework necessary to attract agriculturally-related industries.

- a. The City Council should budget funds for preparation of the industrial area specific plan.

Time Frame: Within five years after adoption of the General Plan
Responsibility: City Manager, City Planner

2. Periodically, the City should survey existing agriculturally-related businesses in the area to gather leads on other similar businesses that might wish to locate in Firebaugh.

- a. The City Manager should direct a survey of agricultural businesses. As appropriate the City should contact interested businesses and share information to consider locating in Firebaugh.

Time Frame: Every three years
Responsibility: City Manager

II. Attract technologies to the Firebaugh area that are related to the field crop industry, including plant breeding, nurseries, integrated pest management, and agricultural chemical companies.

1. The City working with the Fresno Economic Development Corporation (EDC) should develop and continuously update an information packet detailing the benefits of locating businesses in Firebaugh.
 - a. The City Manager shall direct the preparation of an informational packet.

Time Frame: Within one year of adoption of the General Plan

Responsibility: City Manager

III. Promote agriculturally-related tourism.

1. The City, working with the Chamber of Commerce and the agricultural community should develop tours of various sectors of the agricultural economy, including farms, packing houses, cold storage plants and other related businesses.
 - a. The City, working with the Chamber of Commerce, should form a citizen advisory committee composed of persons knowledgeable about the local agricultural economy. This committee should meet regularly to help formulate an ag tourism strategy.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Manager

2. Maintain and upgrade the Certified Farmers Market in the downtown area once a week.
 - a. The City should work to ensure the continued success of the Farmer's market.

Time Frame: Within one year of adoption of the General Plan

Responsibility: City Manager



ISSUE THIRTEEN: Public Participation

For planning to be successful, citizens must be involved in plan-making. A plan created without public input will more than likely fail, as residents of the community, over time, may not support the plan's goals and principles.

The City took an important step in public involvement by creating a citizen's General Plan committee to work on this General Plan. The Committee met over a period of many months to educate themselves on planning issues, and then formulate goals, objectives and action plans. A highlight of this process was a bus tour of various cities in central and northern California where participants were able to see cutting-edge examples of smart growth developments.

The City should continue to strive to involve citizens in the planning process. A number of strategies to do this are available.

*Goals, Objectives and Action Plans***I. Work to educate and involve Firebaugh's citizens in the city planning and development process.**

1. The City shall undertake a comprehensive program to share planning goals and programs with the community and interested developers and other parties.
 - a. Convert the General Plan's goals, objectives and action plans into display boards that will be permanently mounted in the City Council Chambers.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

- b. Maintain planning maps in the City Council Chambers and in the public lobby at City Hall. These maps should include the General Plan, Zoning, existing land uses, vacant



lands, flood zones and agricultural preserves.

Time Frame: Upon adoption of the General Plan

Responsibility: City Planner, City Engineer

- c. Continue to update and improve the City's website. The website should include details on the City's planning policies and procedures, ordinances and application forms.

Time Frame: Ongoing

Responsibility: City Manager

- d. Develop a set of brochures to explain zoning and development standards in a user-friendly fashion.

Time Frame: Within three years of adoption of the General Plan

Responsibility: City Planner

- e. Re-design planning application forms to make them more user-friendly.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

- f. Send staff, Planning Commissioners and City Council members periodically to planning workshops and seminars.

Time Frame: Ongoing

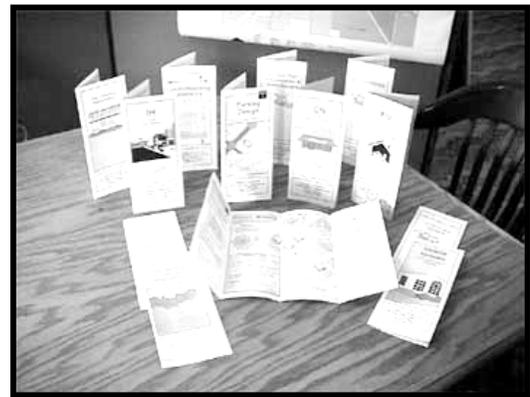
Responsibility: City Manager

- g. The City shall ensure that funds are available to implement the foregoing objectives.

Time Frame: Ongoing

Responsibility: City Manager

Figure 2-21



Develop a set of brochures to explain zoning and development standards in a user-friendly fashion

- h. Establish a beautification awards program where property owners in Firebaugh are recognized for their efforts to maintain and beautify their property or businesses. Awards could be given on an annual basis for residential, commercial, industrial and public/institutional land uses.

Time Frame: Annually

Responsibility: City Planner

- i. The City should work with the Chamber of Commerce to form a citizen's beautification committee, which will undertake an awards program.

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

- j. Review the General Plan in public hearings every five years. State planning guidelines recommend that cities review their general plans on a five year basis. This gives the community an opportunity to determine how well the plan is functioning and whether amendments may be necessary.

Time Frame: Every five years, including 2012, 2017, 2022, 2027. The General Plan should be comprehensively updated prior to the year 2030.

Responsibility: City Planner

- k. Amend the municipal code to require public notices be posted at proposed development sites, announcing public hearings on the public hearing for the project.

Time Frame: Within one year of adoption of the General Plan

Responsibility: City Planner

ISSUE FOURTEEN: Code Amendments

In order to implement various goals of the General Plan update the City will need to amend parts of the Municipal Code, particularly the Zoning Ordinance. In fact, it is a goal of this General Plan that the aged zoning ordinance be re-written entirely. Many parts of the ordinance are out of date, particularly requirements related to permitted uses and development standards. In particular, the City should give attention to updating the following sections:

- Residential setbacks
- Parking ordinance
- Sign ordinance
- Permitted uses in commercial and industrial zones

Goals, Objectives and Action Plans

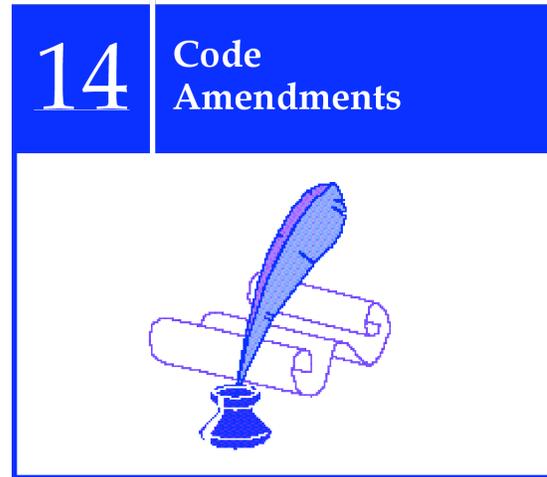
I. Amend city codes and standards to implement updated city requirements and planning practices.

1. Update city codes and ordinances as necessary to incorporate goals and policies of the General Plan.
 - a. The City should initiate a complete update of the Zoning Ordinance. The Ordinance should be re-written to incorporate modern development standards, including “Smart Growth” design mechanisms and “form based” codes, as appropriate. In addition, the ordinance should be reformatted to improve clarity and ease of understanding. The new ordinance should also make extensive use of graphics to illustrate development standards.

Time Frame: Within seven years of adoption of the General Plan

Responsibility: City Planner

- b. At a minimum, update critical sections of the Zoning Ordinance, including:



- Revise and clarify residential setback standards
- Revise permitted use lists for commercial and industrial zones
- Parking standards
- Sign ordinance
- Require specific standards, such as landscaping on properties developed along Highway 33, or wherever a new parking lot abuts a public street
- Eliminate un-used zone districts, including:
 - R-2-A (Low Density Multiple Family Residential (one story))
 - R-3-A (Medium Density Multiple Family Residential (one story))

Time Frame: Within five years of adoption of the General Plan

Responsibility: City Planner

- c. Eliminate or clarify the Mixed Use Commercial zone district which applies to the Del Rio area, to provide improved planning policy:

Time Frame: Within two years of adoption of the General Plan

Responsibility: City Planner

- d. Review and update the City's Improvements Manual to incorporate attractive designs for items like streets with parkways and street trees (see Circulation Element) and trash enclosures with arbors and separate pedestrian entrances:

Time Frame: Within three years of adoption of the General Plan

Responsibility: City Engineer and City Planner

What is "Form-Based" Zoning?

"Form-based" zoning is a type of zoning code where the *form* (or appearance) of the built environment is more closely regulated than is land use. Form based codes place more emphasis on regulating the size, mass and location of buildings – and less importance on the actual uses that inhabit the buildings.

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and words, are keyed to a *regulating plan* that designates the appropriate form and scale (and therefore, character) of development rather than only distinctions in land-use types. This is in contrast to conventional zoning's focus on the segregation of land-use types, permissible property uses, and the control of development intensity through simple numerical parameters (e.g., Floor Area Ratio, dwellings per acre, height limits, setbacks, parking ratios).

Proponents feel that form-based codes give communities a more effective tool to ensure that new development is compatible with community preferences

Adapted from Form Based Code Institute, 2007