

6-1-2011

City of San Joaquin 2040 Community Plan: Policy Document, Winter 2011

CRP 552/ 554 Community and Regional Planning Studio

Follow this and additional works at: http://digitalcommons.calpoly.edu/crp_wpp



Part of the [Urban, Community and Regional Planning Commons](#), and the [Urban Studies and Planning Commons](#)

Recommended Citation

June 1, 2011.

196 pages. NOTE: File is large and may take a few moments to download.

This Unpublished Paper is brought to you for free and open access by the City and Regional Planning Student Work at DigitalCommons@CalPoly. It has been accepted for inclusion in City & Regional Planning Studios and Projects by an authorized administrator of DigitalCommons@CalPoly. For more information, please contact pbleisch@calpoly.edu.



CITY OF SAN JOAQUIN 2040 COMMUNITY PLAN

VOLUME II:

POLICY DOCUMENT

JUNE 2011



CAL POLY



CITY & REGIONAL PLANNING
CAL POLY STATE UNIVERSITY SAN LUIS OBISPO

Acknowledgements

City of San Joaquin, California

City Council

Amarpreet Dhaliwal, Mayor
Julia Hernandez, Mayor Pro Tem
Abel Lua
Mary Helen Reynaga
Betty R. Vallejo

City Staff

Cruz W. Ramos, City Manager
Diana Brooks, City Clerk
Lupe Estrada, City Treasurer
Jeff Viau, Public Works Director
Stan Bulla, Code Enforcement Officer
Alex Porteshawver, Energy Program Manager

Consultants

Gary Horn, P.E., Yamabe & Horn Engineering, Inc.

Graduate Community and Regional Planning Studio

California Polytechnic State University at San Luis Obispo
College of Architecture and Environmental Design
City and Regional Planning Department

Faculty Advisor

Cornelius Nuworsoo, Ph.D., AICP

Studio Team Members

Jeffrey Ballantine	Cynde Kasperovich	Bijan Riley
Trina Blanchette	Michael Mottman	Scott Robidoux
Diego Castaneda	Darci Palmer	Justin Saydell
Peter Flier	Aaron Ray	Natalie Stiffler
Larissa Heeren	Christopher Read	Timothea Tway

Preface

The City of San Joaquin 2040 Community Plan was prepared by a group of 15 Graduate Students and one professor in the City and Regional Planning Department at California Polytechnic State University, San Luis Obispo, between September 2010 and March 2011. The Plan, which embodies seven months of research on the existing conditions and future direction for the City of San Joaquin, California, was completed as a component of the graduate degree requirements to obtain a Master of City and Regional Planning degree from the University. The plan represents a collaboration between the City and University.

The students would like to thank everyone who contributed to the research and preparation of this document. Sincere gratitude is extended to City staff for their assistance in data gathering and community outreach efforts. Special thanks are also due to elected City officials and the City Engineer. The students would especially like to thank the citizens of San Joaquin for their participation in community outreach events and positive visions for the future of San Joaquin. Without the participation of City residents, this collaborative effort would not have been successful.

Table of Contents

Preface	ii
List of Figures	viii
List of Tables	ix
EXECUTIVE SUMMARY	1
Planning Process	1
2040 Population & Housing Projections	1
Existing Conditions	2
Economic.....	2
Land Use	2
Circulation	3
Housing	3
Public Facilities and Services.....	3
Conservation	4
Open Space	5
Safety	5
Noise	6
Community Design	6
Health.....	6
Alternative Growth Scenarios	7
Preferred Growth Scenario	7
Goals, Objectives, Policies, and Programs	8
1. INTRODUCTION.....	13
1.1. The City and Its Planning Area.....	13
1.1.1. Setting	13
1.1.2. History	13
1.1.3. Planning Area and Sphere of Influence	14
1.2. Purpose, Intent, and Legal Authority	16
1.2.1. Plan Purpose and Intent.....	16
1.2.2. General Plan Requirements.....	16
1.2.3. General Plan Coverage.....	17

1.3. General Plan Overview.....	17
1.3.1. Economic Element	17
1.3.2. Land Use Element.....	17
1.3.3. Circulation Element	18
1.3.4. Housing Element.....	18
1.3.5. Public Facilities and Services Element	18
1.3.6. Conservation Element.....	18
1.3.7. Open Space Element.....	18
1.3.8. Safety Element.....	19
1.3.9. Noise Element.....	19
1.3.10. Community Design Element	19
1.3.11. Health Element.....	19
1.3.12. Contents of Each Element	19
2. PLANNING PROCESS	21
2.1. Introduction.....	21
2.2. Background Research and Fieldwork.....	22
2.2.1. Information Sources	22
2.2.2. Land Use Inventory	23
2.3. Community Outreach.....	24
2.3.1. Supplemental Trip 1: October 7, 2010	24
2.3.2. Community Meeting 1: October 9, 2010	25
2.3.3. Supplemental Trip 2, November 2, 2010	26
2.3.4. Community Meeting 2: November 18, 2010	30
2.3.5. City Council Meeting: January 25, 2011	31
2.3.6. Community Meeting 3: February 2, 2011.....	31
2.3.7. Community Meeting 4: February 16, 2011.....	33
2.3.8. Community Meeting 5: March 15, 2011	35
2.4. Stakeholder Interviews	37
3. CONDITIONS AND FACTORS OF GROWTH.....	39
3.1. Introduction.....	39
3.2. Existing Challenges, Strengths, and Opportunities	39
3.2.1. Community Challenges.....	39
3.2.2. Community Strengths and Opportunities	40
3.3. Growth Projections for 2040	41
3.3.1. Population Projections	41
3.3.2. Housing Projections	43
3.3.3. Economic Projections.....	44
3.4. Opportunities and Constraints for Physical Development	47
3.4.1. Constraints	47
3.4.2. Opportunities	48

4. ALTERNATIVES.....	49
4.1. Introduction.....	49
4.2. Current Trends Alternative	50
4.2.1. Conceptual Basis	50
4.2.2. Land Uses	50
4.3. Moderate Growth Alternative	53
4.3.1. Conceptual Basis	53
4.3.2. Land Uses	54
4.3.3. Moderate Growth Alternative Sub-Areas	57
4.4. Dynamic Growth Alternative	58
4.4.1. Conceptual Basis	58
4.4.2. Dynamic Growth Alternative Sub-Areas	60
4.4.3. Land Uses	61
5. PREFERRED GROWTH SCENARIO	65
5.1. Introduction.....	65
5.2. Concept and Proposal.....	65
5.2.1. Conceptual Basis	65
5.2.2. Land Uses	66
5.2.3. Preferred Growth Scenario Subareas.....	68
5.3. Effects on Community Needs	73
5.3.1. Public Facilities and Services	73
5.3.2. Circulation	77
5.3.3. Economic Development	83
5.3.4. Housing.....	83
5.3.5. Conservation	85
5.3.6. Park Space.....	88
5.3.7. Safety	90
5.3.8. Noise	90
5.3.9. Community Design.....	91
6. ECONOMIC	93
6.1. Introduction.....	93
6.2. Goals, Objectives, Policies, and Programs	93
7. LAND USE.....	97
7.1. Introduction.....	97
7.2. Goals, Objectives, Policies, and Programs	97

8. CIRCULATION.....	101
8.1. Introduction.....	101
8.2. Goals, Objectives, Policies, and Programs	101
 9. HOUSING	 105
9.1. Introduction.....	105
9.2. Goals, Objectives, Policies, and Programs	106
 10. PUBLIC FACILITIES AND SERVICES.....	 109
10.1. Introduction.....	109
10.2. Goals, Objectives, Policies, and Programs	109
 11. CONSERVATION	 115
11.1. Introduction.....	115
11.2. Goals, Objectives, Policies, and Programs	116
 12. OPEN SPACE.....	 125
12.1. Introduction.....	125
12.2. Goals, Objectives, Policies, and Programs	125
 13. SAFETY	 131
13.1. Introduction.....	131
13.2. Goals, Objectives, Policies, and Programs	131
 14. NOISE	 137
14.1. Introduction.....	137
14.2. Goals, Objectives, Policies, and Programs	137
 15. COMMUNITY DESIGN	 141
15.1. Introduction.....	141
15.2. Goals, Objectives, Policies, and Programs	141

16. HEALTH..... 147

16.1. Introduction..... 147

16.2. Goals, Objectives, Policies, and Programs 147

APPENDIX A: MEETING INSTRUMENTS 153

Community Meeting 1 153

Community Meeting 2 157

Community Meeting 3 157

Community Meeting 4 170

Community Meeting 5 184

List of Figures

Figure 1-1. Regional Overview of San Joaquin, California.	14
Figure 1-2. San Joaquin City Limits and Sphere of Influence.....	15
Figure 2-1. The Community Planning Process.	21
Figure 2-2. City Land Use Inventory.	23
Figure 2-3. Land Use Inventory for Sphere of Influence.	23
Figure 2-4. Architectural Visual Preference Survey.	28
Figure 3-1. San Joaquin Population Pyramid, 2000.	42
Figure 3-2. San Joaquin Population Pyramid, 2040.	42
Figure 4-1. Proposed Land Use Map for the Current Trends Alternative.....	51
Figure 4-2. Proposed Land Use Map for the Moderate Growth Alternative, 2040.....	55
Figure 4-3. Proposed Land Use Map for the Dynamic Growth Alternative.	59
Figure 5-1. Land Use Map under the Preferred Growth Scenario.	67
Figure 5-2. Example of mixed-use development in the Downtown Core.	70
Figure 5-3. Example medium density residential development near the Downtown Core.....	71
Figure 5-4. Example of potential mixed-use development in the Colorado Corridor.....	72
Figure 5-5. Proposed Bicycle Routes.	81
Figure 5-6. Target Intersections for Complete Streets.	82
Figure 5-7. Proposed future open space areas.	89
Figure 14-1. Acceptable Noise Exposure Levels by Land Use.	139

List of Tables

Table 2-1. Land Use Designations.....	24
Table 3-1. Population Projections for 2040	41
Table 3-2. Projected Housing Need, 2040	43
Table 3-3. Summary Projected Housing Need, 2040	43
Table 3-4. Projected Affordable Housing Need, 2040.	44
Table 3-5. San Joaquin Employment, 2002-2008.....	45
Table 3-6. Extrapolation of Historical Employment Trends in San Joaquin	45
Table 3-7. San Joaquin Employment by Industry, 2002-2008.	46
Table 3-8. San Joaquin Employment Extrapolations by Industry.	47
Table 4-1. Growth Alternative Projections and Targets in San Joaquin, 2040	49
Table 4-2. Residential Land Need under the Current Trends Alternative, 2040.	50
Table 4-3. Commercial Land Need under the Current Trends Alternative, 2040.....	52
Table 4-4. Proposed Residential Densities under the Moderate Growth Alternative.....	54
Table 4-5. Proposed Residential Acreages and Residential Potential under the Moderate Growth Alternative.	56
Table 4-6. Existing and Projected Commercial and Manufacturing Acreage under the Moderate Growth Alternative.	56
Table 4-7. Proposed Densities under the Dynamic Growth Alternative.	61
Table 4-8. Proposed Residential Acreages and Residential Potential under the Dynamic Growth Alternative.....	62
Table 4-9. Commercial Land Need under the Dynamic Growth Alternative.	63
Table 5-1. Future Residential Acreages and Residential Potential.....	66
Table 5-2. Commercial and Industrial Land.	68
Table 5-3. Comparison of Water Needs in 2009 and 2040.....	73
Table 5-4. Peak Water Demand Calculations for 2040.....	74
Table 5-5. Projected Wastewater System Demand in 2040.	75
Table 5-6. Additional Police Staffing Requirements Needed in 2040.	75
Table 5-7. Total Number of School-Age Children in San Joaquin.	76
Table 5-8. 2010 Existing On-Street Parking.	77
Table 5-9. 2010 Existing Off-Street Parking.	78
Table 5-10. 2040 Parking Need at Target and Maximum Residential Densities (Peak Hour). ...	78
Table 5-11. 2040 Parking Need.	78
Table 5-12. 2040 Projected Trip Generation.....	79
Table 5-13. 2000 Households by Income Group and 2014 RHNA Allocation for San Joaquin ..	84
Table 5-14. Projected Affordable Units by Income Group (2040).	84
Table 5-15. Affordable Housing Need Projection by Tenure for 2040.	85
Table 5-16. Projected City water savings if implemented in 2010.	87
Table 5-17. Estimated water savings and use based on 2040 projected population and per capita usage.	88

EXECUTIVE SUMMARY

The City of San Joaquin 2040 Community Plan contains long-term goals, objectives, policies, and programs to guide development and decision-making. Designed to create optimum levels of service, economic activity, and quality of life for residents and visitors, these statements are based on comprehensive research into existing community characteristics, anticipated opportunities, and public input. San Joaquin must be prepared to respond to challenges and changes that projected population growth will bring, and this Plan can help guide that response.

This Plan is both a statement of purpose and a decision-making tool. As a statement of purpose, the Plan consists of the goals and objectives of its citizens. It identifies guidelines and a course of action that provide direction and the policies and programs to move from today's conditions toward a shared community vision by the year 2040. In this sense, the overarching purpose of the Plan is to achieve the vision so vividly expressed by San Joaquin's residents.

In developing the 2040 Community Plan, the project team worked with City officials and community residents to formulate three different development scenarios. From these, a preferred scenario emerged, illustrating a possible future of San Joaquin in 2040. The preferred scenario accommodates the projected population and housing needs as well as the opportunities and constraints for future growth in San Joaquin.

Planning Process

Research for the City of San Joaquin Community Plan Background Report and Community Plan update undertaken by the Planning Team was completed through a four-part process. First, general demographic, economic and housing characteristics were obtained from federal and State agencies. Next, research to evaluate local, regional, State and federal regulations and guidelines were examined for relevance to the planning area. The project team then conducted a land use inventory in October, 2010 to identify the existing land uses and conditions of buildings in the City. The Team also held five community meetings between October and March to provide residents the opportunity to share their desires for the future of the community. The combination of information gathered from community feedback and research of existing conditions and needs was critical to the identification and formulation of the goals, objectives, policies and programs which formed the basis for the Community Plan.

2040 Population & Housing Projections

The projections used data from the 2000 U.S. Census, the Longitudinal Employment and Household Dynamics (LEHD) program and the California Department of Finance. Between 2010 and 2040, the population is projected to increase by 74 percent from 4,090 to 7,118 people. The proportion of people older than 30 is projected to increase by 43 percent between 2010 and 2040. 1,075 additional housing units will be needed to accommodate for the projected

2040 population growth. 398 of these additional housing units will need to be affordable to accommodate the proportion of the population growth that needs affordable housing.

Existing Conditions

The following is a summary of the existing conditions as reported in the *Volume I: Background Report of the City of San Joaquin, California Community Plan Update*.

Economic

The Economic Element is intended to maintain and enhance the economic character of the community while providing for a stable annual budget. The City faces difficulty covering the costs of public services as a result of lower than average per capita sales tax income, low wages among residents and distance from major trade routes. Also, the local economy was detrimentally affected by a federal program to retire arid farmland in the surrounding area which has greatly reduced employment opportunities.

Residents expressed concern about employment opportunities and retail availability in San Joaquin. Many people showed interest in education and job skills training. Strategies to be considered in order to enhance the economy include the attraction of large employers to the area, the development of local self-employment options and the attraction of job skills training programs to the City. Types of industries to be considered for recruitment are renewable energy generation and agriculture related industries. Consideration should also be given to the informal economy and how that might be developed into a more formal economy.

Land Use

The Land Use Element describes the findings from the 2010 Land Use Survey that identified the types and intensity of land use on each parcel in the City. This inventory revealed that general neighborhood commercial land is concentrated on Colorado Avenue and Main Street, totaling 25.02 acres. 46.09 acres in the City is designated as manufacturing land, focused on the southeastern portion of the City with a mix of light and heavy manufacturing uses. Residential land totaled 158.52 acres, distributed throughout the City with lower density housing in the southern and central parts of the City, medium densities in the north portion, and higher density in the northwest of the City. The inventory also revealed 230.95 acres of agricultural land in numerous parcels on the edges of the City. Roads in the City account for 106.00 acres of land, public facilities account for 78.13 acres, and railroad uses account for 19.09 acres. There are 6.71 acres of open space within the City, and a total of 39.69 acres of otherwise vacant land.

Input from community members indicates a recurring desire for a small and compact City, more parks and more stores. Emerging directions for land use include the possibility of using vacant parcels to accommodate additional parks, stores, and housing. Additionally, more land could be allocated for manufacturing purposes to help bring more jobs to the City. By developing appropriate goals, the City can ensure that land uses are compatible, appropriate, and contribute to the vitality of the community.

Circulation

The Circulation Element describes the existing conditions and emerging issues related to many aspects of transportation, including roads, highways, public transit, railways, parking, and bicycle and pedestrian infrastructure. The City lies between Interstate 5 and State Route 99. Major routes in the City include Colorado Avenue and Manning Avenue which operate at above average levels of service. San Joaquin also has a major rail line that parallels Colorado Avenue and divides the town, which impacts traffic, safety, and pedestrian connectivity. The City's streets and sidewalks are in fair condition and in need of maintenance. Additionally, the City lacks bicycle infrastructure. Thus future improvements include renovations to streets, bicycle lanes, and sidewalks, connectivity throughout the City, and expansion of public transportation service.

Housing

The purpose of the Housing Element is to ensure that local governments adopt land-use plans and regulatory schemes that provide adequate housing opportunities and development for residents of all incomes. In 2000, over one third of households in the City were overpaying for housing, and over one third were living under the poverty threshold. With the recent loss of employment opportunities, overpayment and poverty trends have likely worsened.

There are a total of 1,067 residential units in the City, over half of which are single family detached. The housing stock is in good condition overall, with only 78 units in need of minor repairs according to external assessment. Anecdotal evidence suggests, however, that subsidized rental units are in need of repair for basic livability. In addition, the needs assessment and public outreach indicate that more housing stock is needed, especially for large families in lower income brackets. Future directions include building low-income housing units with five or more bedrooms, developing high-quality housing to attract high-income residents, and improving maintenance of rental units.

Public Facilities and Services

The Public Facilities and Services Element guides the evolution of citywide infrastructure and programs that provide the foundation for development and growth. This element considers infrastructure and systems for water distribution, stormwater management, wastewater treatment, and solid waste disposal. In addition, the element examines services including police and fire protection, local schools, and the public library. Although the City has prepared master plans for nearly all of its infrastructure systems, both the water and sewer systems would be inadequate to meet potential future needs.

The City's only school serves a student population of roughly double its design capacity, and has failed to meet performance standards for five consecutive years. The City is fortunate to have a low crime rate in contrast with the rest of Fresno County, but lacks its own police protection force; instead relying on relatively limited access to police services under contract with the Fresno County Sheriff Department. The City also lacks its own fire station, and all fire calls within San Joaquin must be served by the nearby fire station in Tranquility, increasing response times in the event of an emergency.

Conservation

The Conservation Element is given special attention in the Plan. The City has expressed a desire to focus specifically on the Conservation Element, in order to become a model sustainable city in the San Joaquin Valley. Conservation has been divided into several sections including water conservation, biological diversity, air quality, green building and energy conservation.

Biological Resources

The City supports agriculture and urban development. Approximately 38 percent of the land use in the City is dedicated to agriculture; therefore, plant and animal life is minimal. In the few remaining areas not converted to urban or agriculture use, unique biological features exist. The areas not yet converted consist largely of non-native plant species and grassland habitats. The community has expressed the importance of additional trees in the City. The addition of trees in San Joaquin may potentially support a more abundant plant and animal habitat, and could also add to the aesthetics of the City.

Water Conservation

Because the City is located in the heart of prime agricultural land, City residents understand the importance of reducing water consumption to protect valuable water supplies. Current water demand is approximately 181 gallons per person per day equaling 257 million gallons per year for the entire City. The average daily water demand for Fresno County is 258.8 gallons per person and the State's average daily water use is approximately 192 gallons per person.

This section of the Conservation Element sets the tone for developing a Community Plan that emphasizes water conservation. According to State law, the City must reduce water consumption to 144.8 gallons per person per day. Compliance with State laws and regulations that help meet California's State Water Plan of a 20 percent water reduction by 2020 allows the City to qualify for State and federal funding. Some of these project themes include: educational programs for children and adults, incentive based programs such as "cash for grass" and water saving fixture installation, water metering installation with a tiered fee based system and ordinances restricting landscape watering. By adopting a Community Plan that lays a policy and implementation framework, the City can prioritize water conservation projects that make them a model city for water conservation.

The emerging directions portion of this section covers the feasibility of implementing water saving measures in San Joaquin. The size and overall economic situation makes it difficult for the City to make significant investments in water infrastructure and services without outside funding.

Energy Conservation

The Energy Conservation section of the Conservation Element aims to substantially decrease the amount of energy consumed by the City. The City is currently entirely dependent on non-renewable energy sources. Further, a majority of buildings in the City were built before minimum mandatory building efficiency standards were in place. This section suggests actions the City

can take to decrease dependence on non-renewable energy sources by supporting on-site power generation, municipal renewable energy sources, and building efficiency through enforcement of non-mandatory elements of Title 24 (California's Green Building Code).

Green Building

Building material and building construction comprise a majority of energy use and greenhouse gas (GHG) emissions in most cities. The Green Building section seeks to reduce the amount of resources that the building stock of the City consumes. The section uses parts of LEED-ND, a national tool used to evaluate the sustainability of neighborhoods, to assess the current green building conditions in the City. While the City currently fails to meet national standards for green building because of their age, the potential exists for the City to have highly efficient buildings and construction processes by encouraging recycled and sustainably harvested construction materials, on-site power generation, and energy and water efficient buildings. In the second community meeting, City residents confirmed that they would be willing to invest in energy efficiencies in their homes if it meant saving money and energy in the long term.

Air Quality

The City is located in the San Joaquin Valley Air Basin, which is regulated by the San Joaquin Valley Air District. Air quality in the San Joaquin region has generally been good according to nearby monitoring station data. Based on a review of pertinent literature, air quality issues relevant to the City include vehicle emissions, construction activity emissions, fugitive dust and odors. Future directions related to air quality include the creation of policies and programs to keep air pollutant emissions low, and protect the health and safety of the residents of San Joaquin.

Open Space

The Open Space Element contains a plan for the management and maintenance of open space resources for the City. Open space resources in San Joaquin are agricultural land and recreational spaces. Agriculture is the largest industry in the City, and the current land use policy reflects this by working to conserve agricultural lands as the City grows. Recreational open space in the City fails to meet national standards related to open space location and quantity. Future directions include providing more recreational space and planning for a greater variety of uses.

While not currently a pressing issue because of sound land use policy, prime agricultural land is a diminishing and irreplaceable resource that will only grow more valuable, so its conservation will always remain a priority.

Safety

The Safety Element addresses the protection of humans and property from natural and man-made hazards. Hazards addressed include seismic and geologic hazards, wildfire, flood, and hazardous materials storage and transport. Seismically, the City is relatively safe. The nearest active fault is approximately 40 miles away and there are no unreinforced masonry buildings in the City. Also, the City is not significantly threatened by liquefaction, landslide, or wildfire. The

City is located in an area of deep subsidence, which means there is a risk of the ground settling or sinking, especially if precautions are not taken when removing groundwater from aquifers. Flooding due to dam failure is also a potential issue in the City. There are several hazardous materials sites that are monitored by the EPA in the City, along with two major thoroughfares and the railroad that provide corridors to transport hazardous materials.

As the number and intensity of natural disasters potentially increases due to Future directions for the City include updating their hazard mitigation plan, or partnership with other agencies for a multi-jurisdictional hazard mitigation plan and the continued updating of the community emergency plan. The development and implementation of safety related community education programs can also be explored. As the City continues to develop and grow, there is also the opportunity to address community safety through environmental design.

Noise

The Noise Element discusses the regulatory framework upon which the noise element is based and identifies locations of major noise sources and noise sensitive land uses in the City. The greatest noise sources are traffic on Manning and Colorado Avenues with most sensitive uses such as schools and most residences located outside the limit of unacceptable noise levels. The greatest noise-related issues for the City in the future will be continuing to ensure land use compatibility among adjacent properties. This can be achieved through noise control measures and noise control programs to limit the exposure of residents to harmful levels of noise.

Community Design

The Community Design Element describes the aesthetic characteristics of the City's built environment and focuses on the City's identity as a small agricultural community. The City has a desire to maintain a unique sense of place and small town qualities into the future. Key areas that define San Joaquin's sense of place include the downtown, commercial area, residential neighborhoods and the agriculture industry.

To strengthen the City's character, community design guidelines can be created to address new construction, the downtown core, pedestrian connections, park space and "gateways" to the community. Emphasis on creating public spaces, implementing sustainable design principles, and preserving landmarks, open space, and historic buildings can further enhance San Joaquin's sense of place and identity. Residents have indicated aspects of the City's character that they wish to change, including improving the efficiency of land uses, attracting a diverse population to the City, and sustaining an attractive small town atmosphere.

Health

The Health Element addresses approaches to improve residents' health and wellness in the City in a series of policies and programs adapted from countywide long-term goals and policies outlined in the *Health Language Recommendations for Fresno County General Plan*. By promoting physical activity and healthy lifestyles, the City can help to lower rates of obesity, strokes, and diabetes while lowering risk of other chronic long-term health conditions including heart disease. Policies and programs in this effort include those focusing on access to healthy

food options, improving walkability in the City, and improving options to encourage residents to exercise daily.

Alternative Growth Scenarios

Three development alternatives were formulated for San Joaquin's future, each identifying a range of possible urban forms and locations for intensification. The three alternatives include:

- Current Trends Alternative, assuming that future development densities remain unchanged from current levels;
- Moderate Growth Alternative, assuming a modest increase in development densities; and,
- Dynamic Growth Alternative, assuming a dramatic increase in development densities in the City.

The Moderate and Dynamic Growth Alternatives also examine how development would affect specific sub-areas, or areas of focus, within the City.

Preferred Growth Scenario

The Preferred Growth Scenario for 2040 is a hybrid of the Moderate Growth Alternative and the Dynamic Growth Alternative. Development is focused within the existing downtown core and along the main thoroughfare (Colorado Avenue). The scenario is based on community input from five previous meetings, particularly the "Alternative Futures" meeting on February 16, 2011. The intent of the Preferred Growth Scenario is to stimulate economic growth within City limits without depending on annexing land in the sphere of influence. This scenario is designed to provide a variety of residential densities, create a mixed-use downtown core, increase park space, and set aside land for a new school. The scenario contains the following population, housing, and economic targets:

- The projected population for 2040 is 7,118.
- An additional 1,075 housing units will be needed.
- The target number of jobs is a total of 2,375, an increase of 1,909 from 2008.

The overall recommended development strategies are:

- Provide adequate supplies of all types and densities of housing
- Provide additional commercial areas
- Increase density and intensity of downtown development
- Limit new development from occurring in surrounding agricultural areas
- Maximize infill development opportunity
- Improve pedestrian safety and bicycle access throughout the City
- Expand industrial lands in the southeast portion of the City
- Increase acreages of parks and open spaces
- Improve existing school

- Allocate land for a new school
- Increase capacities of water and wastewater systems
- Improve programs to address natural hazards and City emergency preparedness
- Maintain a small-town character for the City

Goals, Objectives, Policies, and Programs

The following is a summary of the goals discussed in each element. Chapters 6 through 16 elaborate on these goals and outline their respective objectives, policies, and programs.

Economic

- Goal E 1: A well-educated workforce.
- Goal E 2: A Central Business District (CBD) that is the focus of economic activity.
- Goal E 3: A diverse and job rich economy.
- Goal E 4: A local commercial environment that meets the needs of residents.

Land Use

- Goal LU 1: A compact city form.
- Goal LU 2: An economically vibrant community.
- Goal LU 3: Diversified housing.
- Goal LU 4: Citywide access to park space and recreational areas.
- Goal LU 5: Compatible proximate land uses.

Circulation

- Goal CIR 1: A transportation system that is consistent with land uses.
- Goal CIR 2: An environmentally sustainable and healthy transportation system that improves energy efficiency and maintains good air quality.
- Goal CIR 3: An accessible and affordable transportation system for all residents.
- Goal CIR 4: An efficient transportation system.
- Goal CIR 5: A safe transportation system.

Housing

- Goal H 1: An upgraded housing stock.
- Goal H 2: An adequate supply of affordable housing, especially for large families and poverty households.
- Goal H 3: A diversified housing stock.
- Goal H 4: A legally compliant housing element and zoning ordinance.

Public Facilities and Services

- Goal PFS 1: Water supply and infrastructure sufficient to meet present and future demand.
- Goal PFS 2: Wastewater collection infrastructure and treatment facilities that meet present and future demand while ensuring water quality and protecting the environment.

- Goal PFS 3: Stormwater management systems that minimize impacts of flooding, runoff, and strain on the wastewater system.
- Goal PFS 4: Environmentally-sound and effective solid waste collection, management, diversion, and disposal resources.
- Goal PFS 5: Safe and peaceful neighborhoods.
- Goal PFS 6: Educational opportunities for all members of the community.

Conservation

- Goal CON 1: A biodiversified community.
- Goal CON 2: A model city for water conservation in the Central Valley.
- Goal CON 3: Groundwater quality through monitoring, protection and enhancement.
- Goal CON 4: An energy conservation leader in the Central Valley.
- Goal CON 5: A community protected from air pollutants.
- Goal CON 6: A model city for greenhouse gas reductions.

Open Space

- Goal OS 1: A community with an abundance of high quality accessible open space.
- Goal OS 2: Park and recreational facilities that meet a wide variety of public needs.
- Goal OS 3: Attractive and affordable park and recreation facilities.
- Goal OS 4: A community with a strong tradition of conserving adjacent agricultural land.

Safety

- Goal S 1: A community where residents and property are safe from seismic and other geologic hazards.
- Goal S 2: A community where residents and property are safe from urban and wildfire hazards.
- Goal S 3: A community where residents and property are safe from flooding.
- Goal S 4: A community where residents and property are safe from man made hazards.
- Goal S 5: A community with reliable emergency response and health care capabilities.
- Goal S 6: A community that, through planning and organization, can prevent, respond to, and recover from disasters.

Noise

- Goal N 1: A healthy community free of noise nuisances and hazardous noise.

Community Design

- Goal CD 1: A community with a strong identity and agricultural heritage.
- Goal CD 2: A safe, small town.
- Goal CD 3: A pedestrian-oriented and attractive downtown.
- Goal CD 4: A pedestrian and bicycle friendly community.
- Goal CD 5: A model “sustainable community” for water and energy conservation through design.

Health

- Goal HE 1: Access to healthy food choices.
- Goal HE 2: High quality water supply.
- Goal HE 3: A physically-active community.
- Goal HE 4: A pedestrian and bicycle friendly community.

1. INTRODUCTION

The 2040 San Joaquin Community Plan is the guiding document for future growth to help the City achieve its development goals. This Community Plan provides the City with a framework to guide public and private development of the City over the course of a thirty-year timeframe. It establishes a structure to actualize the community's vision by preserving the City's character and natural resources while allowing for new growth.

1.1. The City and Its Planning Area

1.1.1. Setting

San Joaquin is a rural town in Fresno County with a population of 4,070. As shown in Figure 1-1, the City of Fresno is located 30 miles to the northeast of San Joaquin. The foothills of the Sierra Nevada Mountains, the gateway to Kings Canyon and Sequoia National Parks lie 30 miles beyond the City of Fresno. San Joaquin is flat with an elevation of 170 feet. US Highway 99, 29 miles to the east, and Interstate 5, 22 miles to the west of San Joaquin, are both easily accessible via Manning Avenue, the main east-west roadway through the City. Cities close to San Joaquin are Tranquility to the northwest and Kerman to the northeast.

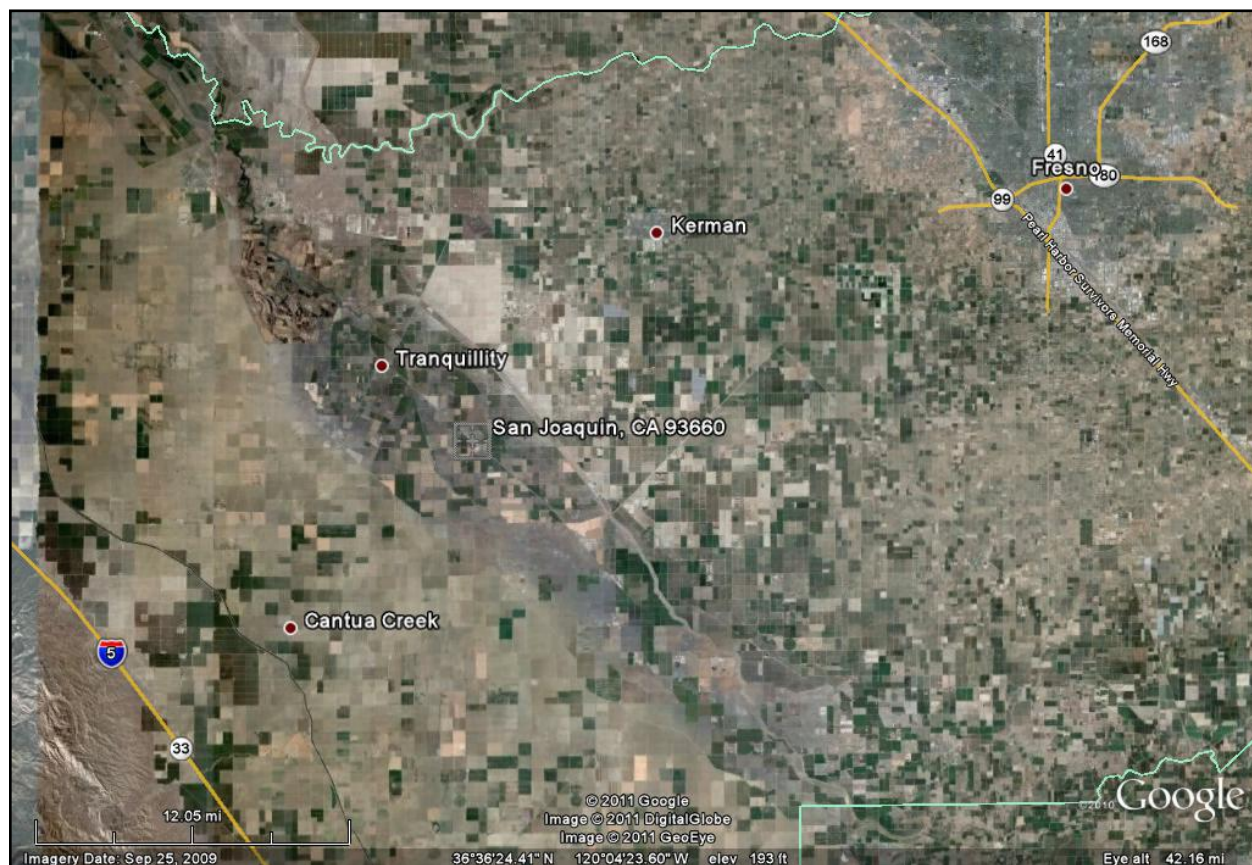
San Joaquin is predominately an agricultural city. Its location within the Central Valley of California as well as its prime soils makes the area ideal for farming. Land for farming is located within City limits, as well as regions surrounding the City. The primary crops produced within the area include cotton and others

1.1.2. History

The first people who lived in the Fresno County area were the Mono, Yokut, Chukchansi, Choinumi, Wachumni, and Wahtoke Native American Tribes, among others. Records indicate that the tribes lived in the foothills, near streams, and areas with wildlife throughout the County. The first European explorers visited the area in 1776 and according to the Fresno County General Plan Background Report (2000), "The area remained relatively unsettled by Europeans during the Spanish period until the 1820s and the Mexican period, which lasted until 1845." Settling was stimulated by the Gold Rush, and later by cattle grazing in the late 19th century.

In the early 1900s, the City of San Joaquin was founded and eventually incorporated as a general law city in 1920 (San Joaquin 1995). The City developed with a traditional grid layout, oriented around the railway and served as a center for services in an agricultural area. Throughout its history, the City has been a small community with a strong agricultural presence. The past few decades have seen an increase in Hispanic and some South Asian populations. In the 2000 census, more than 90 percent of those living in the City identified themselves as Hispanic or Latino of any race.

Figure 1-1. Regional Overview of San Joaquin, California.



Source: Google Earth

1.1.3. Planning Area and Sphere of Influence

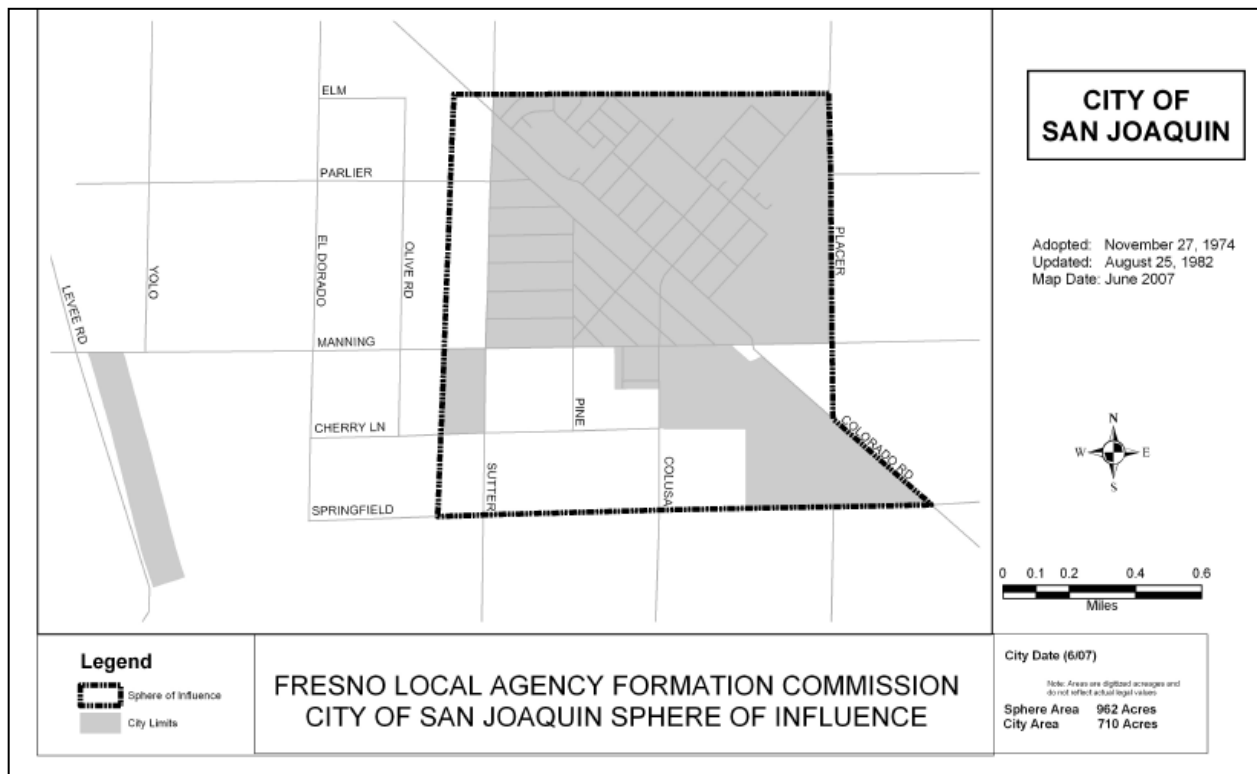
According to California law, the general plan applies to “the physical development of the county or city, and any land outside its boundaries which bears relation to its planning” (§65300). The first general plan in the City of San Joaquin was in 1973 and the most recent update took place in 1995, with a new Housing Element dated 2008.

As suggested by the Governor’s Office of Planning and Research (OPR), “When establishing its planning area, each city should consider using its sphere of influence as a starting point” (2003, p .10). The sphere of influence contains the City and any unincorporated County land where development or projects can influence the interests of the City. While the City itself is approximately one square mile in size, the City’s Sphere of Influence is about 1.57 square miles in size, illustrated in Figure 1-2.

The 2040 Community Plan applies to the planning area and sphere of influence of San Joaquin, as determined by Fresno Local Agency Formation Commission (LAFCO). Each county within the State of California with the exception of San Francisco has a LAFCO, with authority

delegated pursuant to Cortese-Knox-Hertzberg Local Government Act of 2000. LAFCO's three objectives are to "encourage the orderly formation of local governmental agencies, preserve agricultural land resources, and to discourage urban sprawl" (Fresno LAFCo, n.d.). Further, the sphere of influence also serves to prevent overlapping of jurisdictions and duplication of services. San Joaquin's sphere of influence is currently defined by Fresno LAFCO and is about 1.57 square miles as illustrated in Figure 1-2. In comparison, a city's planning area includes both incorporated as well as unincorporated land outside of the city's limits that is likely to impact the city's planning. The planning area may but does not necessarily need to coincide with the City's sphere of influence.

Figure 1-2. San Joaquin City Limits and Sphere of Influence



Source: Fresno County Local Agency Formation Commission

1.2. Purpose, Intent, and Legal Authority

1.2.1. Plan Purpose and Intent

In California, State law (Government Code §65300 et seq.) requires that, “ Each planning agency shall prepare and the legislative body of each county and city shall adopt a comprehensive, long-term general plan for the physical development of the county or city, and of any land outside its boundaries which in the planning agency's judgment bears relation to its planning.” The general plan is the foundation and central feature of the local planning process and works to, “...act as a 'constitution' for development, the foundation upon which all land use decisions are to be based. It expresses community development goals and embodies public policy relative to the distribution of future land use, both public and private” (OPR, 2003).

A general plan is a guide to achieving the type of community that residents desire for their future. According to the California Governor's Office of Planning & Research (OPR) *General Plan Guidelines* (2003), the general plan is a "constitution" for local decision making that addresses the immediate, mid-, and long-term issues that concern the community.

The general plan is intended to allow land use and policy determinations to be made within a comprehensive framework that incorporates public health, safety, and "quality of life" considerations in a manner that recognizes the resource limitations and the fragility of the community's natural environment.

The San Joaquin Community Plan updates the 1995 General Plan and provides policy direction for issues and development trends specific to the City. This update is necessary to respond to projected conditions through 2040, facilitate proper planning, and accurately reflect the prevailing visions and objectives of the City's residents. The San Joaquin Community Plan provides the general public, landowners, and decision makers with a framework for planning future development.

1.2.2. General Plan Requirements

The State of California mandates that the General Plan must:

- Address circulation, housing, conservation, open space, noise and safety with regards to how they relate to land use and development;
- Provide citizens with opportunities to participate in the planning and decision-making process that will affect the City and broader planning area;
- Provide a framework that the City can use to make future land use decisions, and
- Inform stakeholders of the rules that guide environmental protection and development decisions within the planning area

California statutory law requires that the general plan be internally consistent, comprehensive and long-term. The plan must include a land use diagram and written information that guides City development under the seven required General Plan elements mentioned above.

Additionally, the General Plan can be organized in a manner that best fits the City's long-term needs, including the addition of optional and relevant elements.

1.2.3. General Plan Coverage

The San Joaquin 2040 Community Plan provides a framework for long-term planning policies to guide city government decision-making. The Plan will direct future development of San Joaquin in a way that creates optimum levels of service, sparks economic activities, and enhances the quality of life for residents and visitors. This plan also addresses four optional elements: Economic, Community Design, Health, and Public Facilities and Services, in addition to the seven mandatory elements.

1.3. General Plan Overview

The General Plan crafts a vision of the City and provides guidance for the future development in San Joaquin from its current conditions identified in background research, until 2040, the end of the plan period. The purpose of the City of San Joaquin's Community Plan is to lay the groundwork to achieve this vision.

This Community Plan includes an explanation of the eleven elements, the process by which information was gathered from primary and secondary sources, the summary of existing conditions, the alternative development scenarios, a preferred growth scenario, and a discussion of each element's goals, objectives, policies and programs which work to meet the conditions of the preferred growth scenario. Government Code Section 65302 requires seven elements are addressed as part of any Community Plan: land use, circulation, housing, conservation, open-space, noise and safety. The San Joaquin Community Plan includes four optional elements: economic, public facilities and services, health and community design. An explanation of the breadth of each of these elements follows.

1.3.1. Economic Element

The Economic Element is intended to maintain and enhance the economic character of the community while providing for a stable annual budget. This is achieved through the development of policies and strategies related to retaining existing businesses, attracting new businesses and industries, creating jobs and expanding the tax base (Office of Planning and Research (OPR, 2003).

1.3.2. Land Use Element

The Governor's Office of Planning and Research (2003, pg 18) directs that the land use element designates the type, intensity and distribution of land uses such as housing, business, open space and other public and private land uses. The essence of the land use element is summarized by the land use map which is the only image required of the Community Plan. The land use map shows the designation of the type, intensity and distribution of designated land uses.

1.3.3. Circulation Element

State law requires that a circulation element specify the transportation infrastructure within the City's limits, which include major thoroughfares, transportation routes, terminals and other local public utilities and facilities. As required by law, all facilities in the circulation element are correlated with the land uses designated in the land use element. The circulation element does not just focus on the transport of people but as also on goods movement throughout the City and region.

1.3.4. Housing Element

The housing element is a comprehensive assessment of current and projected housing needs for all economic segments of the community. It includes policies and action programs for providing adequate housing. In contrast to the regularly updated, State-mandated housing element with a short-term planning period (i.e 2008-2014), this Community Plan's housing element addresses housing needs through 2040. This Community Plan's housing element lays a general foundation for long-term goals and objectives, on which the short-term housing element updates build and elaborate.

1.3.5. Public Facilities and Services Element

The public facilities and services element examines citywide infrastructure such as drinking water and wastewater treatment systems, as well as programs and services such as waste disposal and police services. The element also discusses functions that are essential to future growth in the City, but are provided by other agencies, such as public education and fire protection services. Although this element is optional under State law, these facilities and services have been included as a separate element because they provide much of the physical and virtual foundation upon which the City will evolve.

1.3.6. Conservation Element

The conservation element follows the State Community Plan Guidelines requirement to ensure that resources remain viable well into the future. Protecting critical resources such as air quality, water, energy, etc. can help reduce the impact of future development on those resources. The air quality section of the conservation element includes a discussion of local air quality conditions, a summary of regulations, and a set of comprehensive goals, policies, objectives, and programs to improve air quality in the City. The water conservation section creates a framework for the development of programs and policies that reduce inefficient water use to help ensure sustainable water supplies through wise water use into the future. Energy conservation and green building sections of a conservation element provide the framework for reducing energy consumption and increasing the amount of renewable energy that is generated and consumed in the City.

1.3.7. Open Space Element

The open space element is a mandatory part of the California Community Plan process which establishes guidelines for preservation of open space area, which can be used for managed resource production, the protection of sensitive areas, for recreation, and for community health

and enjoyment. It can be combined with the optional parks and recreation element, which provides for the acquisition and management of municipal parks, and sets the standards for the creation of park space or equivalent in-lieu fees that developers must meet under the Quimby Act.

1.3.8. Safety Element

The safety element is required by law and addresses strategies to protect the community from risks associated with seismic and geologic hazards, flooding, and wildfire and urban fires. It also addresses disaster preparedness and hazard mitigation measures.

1.3.9. Noise Element

The noise element is required by State law. Its purpose is to aid in minimizing community exposure to excessive noise by identifying existing and future noise quantities and sources through data gathering or modeling. Noise element goals, objectives, policies and programs are intended to guide compliance with noise control requirements.

1.3.10. Community Design Element

The community design element is the part of the Community Plan that brings several other elements together to further develop more specific goals and objectives for the physical development of the City. The community design element is used to encourage and promote the City's aesthetic value and how people interact with the built environment. This element is important for creating a strong sense of place and community identity.

1.3.11. Health Element

The Health Element is consistent with the Fresno County Department of Public Health's *Health Language Recommendations for Fresno County Community Plan* is the long-range vision of approaches that enhance the health level of residents by promoting physical activity through the built environment and improving access to healthy food options.

1.3.12. Contents of Each Element

Each element includes background information that addresses the existing conditions of the City as of March 2011. This information was collected from community members, primary research and other sources such as the US Census and California Department of Finance.

A series of goals, objectives, policies and programs that address specific issues identified during the background research, and present recommendations for the remediation of these problems is also presented for each element. The goals, objectives, policies and programs will direct the future development of San Joaquin and were generated through adaptation of the current Community Plan, consultation with city leaders, input from community members, California State law and technical expertise from the planning team.

Goals, objectives, policies and programs are defined by the Governor's Office of Planning and Research (2003, pg 14-16) and formatted in Chapters 6-15 as follows:

Goal. A goal is a general direction-setter. It is an ideal future end related to the public health, safety, or general welfare. A goal is a general expression of community values and, therefore, may be abstract in nature. Consequently, a goal is generally not quantifiable or time-dependent.

Objective. An objective is a specified end, condition, or state that is an intermediate step toward attaining a goal. It should be achievable and, when possible, measurable and time-specific. An objective may pertain to one particular aspect of a goal or it may be one of several successive steps toward goal achievement.

Policy. A policy is a specific statement that guides decision-making. It indicates a commitment of the local legislative body to a particular course of action. A policy is based on and helps implement a Community Plan's objectives.

Program. A program carries out Community Plan policy. It is the implementation measure a jurisdiction uses to carry out policies, meet objectives and work towards goals.

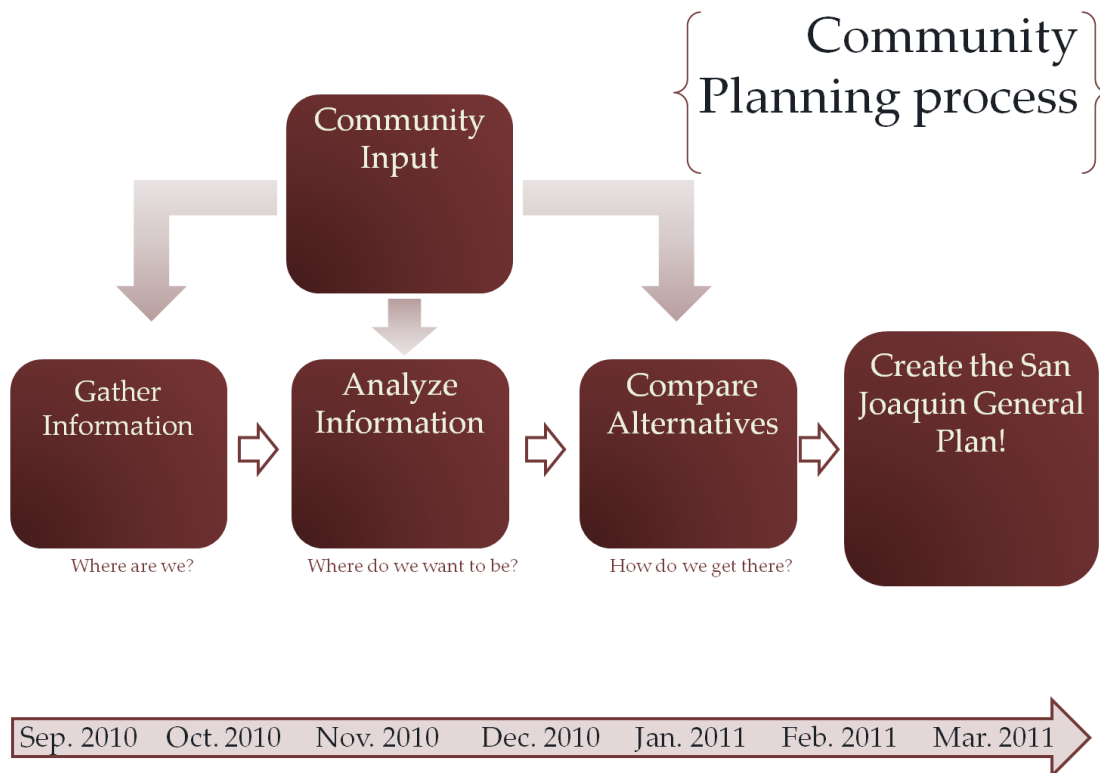
2. PLANNING PROCESS

2.1. Introduction

This section describes the community planning process undertaken by the study team during the preparation of the City of San Joaquin Community Plan Update. This planning process involved three distinct and important steps (See Figure 2-1):

1. Gathering information by conducting a land use inventory, researching background information about the City, conducting personal interviews with stakeholders, distributing and collecting surveys, and holding community meetings;
2. Analyzing information from primary and secondary research to develop future directions for the City; and
3. Comparing alternative scenarios for the future of the City.

Figure 2-1. The Community Planning Process.



Source: Cal Poly, 2010

Community feedback is an integral part of the community planning process. Community feedback was obtained through personal interviews with stakeholders, surveys of residents and community meetings. These outreach efforts are described in the community feedback section.

2.2. Background Research and Fieldwork

Each Community Plan element is influenced by policies set at the local, regional and state level. These policies guide the community's decision-making process concerning when, where, and how to grow, as well as determining what infrastructure is needed to serve growth. This section describes the formal research sources, organizations and fieldwork undertaken by members of the planning team.

2.2.1. Information Sources

Agencies with interests or responsibilities related to development and use of land in Fresno County were consulted to identify current land uses. The following agencies were consulted to establish policies and best practices:

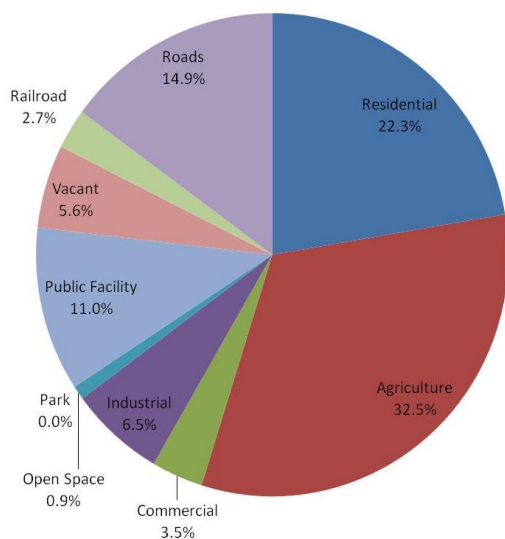
- California Department of Conservation
- California Department of Education
- California Department of Finance
- California Department of Fish and Game
- California Department of Forestry and Fire Protection
- California Department of Housing and Community Development
- California Department of Public Health
- California Department of Resources, Recycling, and Recovery
- California Department of Transportation
- California Department of Water Resources
- California Office of Planning and Research
- California State Water Resources Control Board
- City of San Joaquin
- Federal Bureau of Investigation
- Federal Emergency Management Agency
- Fresno Council of Governments
- Fresno County Department of Public Works and Planning
- Fresno County Environmental Health Department
- Fresno County Sheriff's Department
- Golden Plains Unified School District
- U.S. Access Board Guidelines
- U.S. Department of Energy
- U.S. Department of Housing and Urban Development
- U.S. Environmental Protection Agency
- U.S. Fish and Wildlife Service

These agencies either report on activities (e.g., Department of Finance records current population and employment information) or guide local decision-making (e.g., the Local Agency Formation Commission determines if and when bordering areas can be annexed by the City).

2.2.2. Land Use Inventory

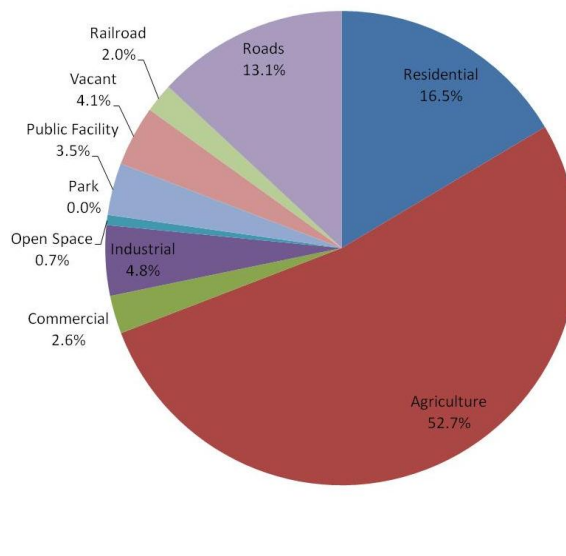
The planning team conducted a land use inventory in early October 2010 primarily to determine land uses and conditions of buildings within city limits. The inventory included a visual assessment of each parcel. A classification and coding system was adapted from Fairfax County, Virginia, to categorize the land uses. The condition of roads, sidewalks and trails were also noted. Figure 2-2, Figure 2-3 and Table 2-1 show the land uses in the City and its Sphere of Influence.

Figure 2-2. City Land Use Inventory.



Source: 2010 Land Use Survey

Figure 2-3. Land Use Inventory for Sphere of Influence.



Source: 2010 Land Use Survey

Table 2-1. Land Use Designations.

Land Use Designation	City		Sphere of Influence	
	Acres	Percent	Acres	Percent
Residential	158.52	22%	158.52	16%
Agriculture	230.95	32%	506.95	53%
Commercial	25.02	3%	25.02	3%
Industrial	46.09	6%	46.09	5%
Open Space	6.71	1%	6.71	1%
Public Facility	78.13	11%	78.13	4%
Vacant	39.69	6%	39.69	4%
Railroad	19.09	3%	19.09	2%
Roads	106.00	15%	126.00	13%
Total Acreage	710.20	100%	962.20	100%

Source: 2010 Land Use Survey

2.3. Community Outreach

Community outreach was fundamental to the development of the Community Plan. Five community meetings were conducted by the study team. Additionally, two supplemental trips were made to the City. A number of surveys were collected throughout the process; the details of which follow in the general and economic survey sections and following chapters. The vast majority of adult community members were non-native English speakers, so Spanish translators were present at each meeting. The format of the community meetings is discussed in the following subsections.

2.3.1. Supplemental Trip 1: October 7, 2010

This supplemental community outreach effort was held at the San Joaquin Veteran's Hall.

Purpose

The purpose of this trip was to introduce the planning studio to the City, and to encourage members of the City to participate in the upcoming meeting.

Format

A weekly Thursday night dinner is provided free of charge by local aid organizations (such as the Waterford Foundation and Salvation Army). Discussions with city staff brought to light that this weekly event saw participation in numbers approaching five hundred. Though no absolute

count was made, estimates place the crowd at well over two hundred, with a majority being children.

A table was provided by the City on which team members placed clipboards with a general supplemental survey for individuals to fill out in Spanish or English as preferred. Candy was also provided to encourage children to bring their parents to the table. Team members who spoke Spanish aided community members in completing surveys. Twenty survey responses were collected that night. Additional surveys were given to the Mayor Pro Tem and head of the local *Promotoras* (the participatory arm of a regional community non-profit organization). Details of this survey are included in the Background Report.

2.3.2. Community Meeting 1: October 9, 2010

Community Meeting 1 was held at the San Joaquin Veteran's Hall.

Purpose

The purpose of this meeting was to introduce the study team to the community, explain the Community Plan Process, record valuable input about the perceived state of the community and confirm initial feedback received from surveys. The combined feedback follows in the feedback section. Community members were asked to answer three questions:

- What do you like about your community?
- What does your community lack?
- What would make your community better?

Format

The first community meeting included a brief introduction of the study team, the purpose of the project, how this would be accomplished and an explanation of the final product (the update to the Community Plan). The meeting began with ten adult members of the community, but this number doubled as the meeting progressed. The language distribution witnessed at the first supplemental meeting held constant and most community members only spoke Spanish.

Two community member tables were established, along with one community leader table at which sat the Mayor, City Manager and Public Works Director, among others. A facilitator asked all groups three questions (translated in Spanish by the Mayor Pro Tem) and gave groups 15 minutes or more to respond to each question. Feedback and discussion ensued as the participants provided input. Answers were written on notepads for each of the three questions. One team leader for each group presented the answers to the entire gathering.

Feedback

This section discusses the common answers received in both surveys and community meetings. The team accumulated beneficial input that would help in determining the future vision for the City. Detailed descriptions of these answers follow in chapters under the community feedback sections and the input from community leaders follows in the stakeholder interviews section as

well as later chapters. There was a range of different feedback but common answers throughout the surveys and Community Meeting 1 included:

Likes about the community

- Everyone knows each other
- The farmer's market and other community activities
- Everything is within walking distance
- A very low crime rate

Things the community lacks

- A well-trained workforce to attract businesses
- A public transportation system
- Fast-food restaurants and shopping opportunities
- A youth center
- A 24-hour medical clinic
- Adequate school space
- A grocery store

Things to make the community better

- More parks, trees, flowers and landscaping
- More employment opportunities and job training
- More public facilities (bathrooms, benches, etc.)
- More stores and entertainment opportunities
- Teen activities
- General maintenance and upkeep of streets and sidewalks

2.3.3. Supplemental Trip 2, November 2, 2010

The second supplemental trip coincided with a public festival in the City: *Día de los Muertos*.

Purpose

The purpose of this trip was to obtain additional information regarding economic forces, understand community design preference and to advertise the next community meeting.

Format

The main downtown street was closed off to vehicular traffic for the street festival. In Mexican culture, the *Día de los Muertos* is a popular holiday which honors the deceased members of the community. Offerings are made to the deceased in the form of candy, liquor and toys (for deceased children). The City began its own celebration in 2009 with three altars to the dead and a handful of street vendors offering assorted cultural foods and beverages. The altars are part of a design competition entered into by local community members. In 2010, the festival boasted nine altars, numerous street food vendors, cultural dances and disk music for participants to dance to on an improvised dance floor. Though no head count was made, it is estimated that community member participation reached several hundred for the event.

Team members, with assistance of the Mayor Pro Tem set up a booth with different materials to help facilitate discussion. The booth, consisting of a table and some easels displaying posters stood at one end of the festivities near the heart of the celebration, the cultural dance stage. This location placed outreach team members in direct interaction with attendees. Two Spanish posters with 24 pictures in all were used to conduct a visual preference survey (see Figure 2-4 and Figure 2-5). This visual tool asked participants to select the style they most preferred from three designs of houses, neighborhoods, sidewalks and other amenities.

Also, team members administered a survey which asked the following general economic, housing and shopping and entertainment questions:

- Are you satisfied with the job opportunities in San Joaquin?
- Are you interested in obtaining new job skills?
- Are you satisfied with the shopping opportunities in San Joaquin?
- Where do you purchase a majority of your household goods?

Additional survey forms were left with the *Promotoras* to conduct throughout the City. Collected surveys were to be returned to the team members at a later date.

Feedback

This section discusses the answers provided and preferences for the economic survey and visual preference survey, respectively.

Economic Survey

41 surveys were collected from the *Día de los Muertos* festival. The proportion of answers to some of the more one-sided responses are as follows:

- 62.5 percent of respondents were not satisfied with the job opportunities in San Joaquin.
- 78.4 percent of respondents were interested in obtaining new job skills.
- 82.9 percent of respondents were not satisfied with the shopping opportunities in the City.
- 91.4 percent of respondents obtained a majority of their household goods in the City of Fresno.

Detailed examination of this survey is included in the Background Report.

Figure 2-4. Architectural Visual Preference Survey.

CITY OF SAN JOAQUIN GENERAL PLAN UPDATE

PREFERENCIAS VISUALES PARA SAN JOAQUIN

QUE ESTILO ARCHITECTURAL PREFIERE?



QUE TIPO DE CALLES PREFIERE



QUE ESTILO DE CASA PREFIERE?



QUE ESTILO DE VIVIENDA PREFIERE?



Note: English translation for the questions above are: "which architectural style do you prefer?", "which type of street do you prefer?", "which style house do you prefer?" and "which type of housing do you prefer?"

Figure 2-5. Street Visual Preference Survey

CITY OF SAN JOAQUIN GENERAL PLAN UPDATE

PREFERENCIAS VISUALES PARA SAN JOAQUIN

QUE ESTILO DE PASO DE PEATONES PREFIERE?



QUE TIPO DE ACERA PREFIERE?



QUE ESTILO DE BANQUETA PREFIERE?



QUE ESTILO DE FAROL PREFIERE?



Note: English translation for questions above are: "which style of crosswalk do you prefer?", "which type of sidewalk do you prefer?", "which bench style do you prefer?", and "which style of lighting do you prefer?"

Visual Preference Survey

Over 80 individuals participated in the visual preference survey which was administered both during Supplemental Trip 2 and Community Meeting 2. The majority of participants were from the *Día de los Muertos* festival so while the participants were given equal opportunity to cite their preferences, the results from the second community meeting served merely to confirm conclusions which were already developing about preferences. Some of the more striking results are as follows:

- 62 percent of respondents preferred the Spanish colonial style of architecture over the Craftsman and ranch style homes.
- 62 percent of respondents preferred low density neighborhoods over medium and high density neighborhoods.
- 81 percent of respondents preferred the sidewalk with more treatments, amenities and arcades over a sidewalk with simple tree-scaping or a blank sidewalk without adornment

A detailed discussion of this survey is included in the Background Report.

2.3.4. Community Meeting 2: November 18, 2010

Community Meeting 2 was held at the San Joaquin Veteran's Hall.

Purpose

The purpose of Community Meeting 2 was to present the background research to the community and to gain insight into future directions for the City.

Format

The decision was made to hold Community Meeting 2 at a time and place where attendance would be higher than the first meeting. The meeting was held at the free Thursday night dinner. The meeting coincided with the Thanksgiving dinner offerings so attendance was much greater than expected. A vast majority of those in attendance were young children and all participants who were not city officials were Spanish speakers.

At the end of dinner, the City Manager introduced the team and let community members know that a presentation would occur to discuss the future of their community. Children were asked to draw how they wanted the City to look. Crayons and pencils were provided to young children so their parents and other adults could give full attention to the activities and presentation of the team.

The second community meeting included a gallery of stations, displaying visual preference surveys and maps. Participants were asked to perform assessments similar to the previous visual preference survey. Stations which were not purely visual preference surveys (stations which used maps) asked participants to identify specific locations within the City. Community members were instructed to place a sticker on locations in the City which were especially noisy, where they felt unsafe or were particularly malodorous, among other questions.

There was also a presentation which included a brief explanation of what step in the Community Plan update process had been reached; analysis of information. Over 30 attentive adult community members were counted at the beginning of the presentation. The presentation was 35 minutes in duration and discussed many of the general conclusions about each element of the Community Plan. These conclusions form much of the basis for this document and are discussed in the Background Report.

2.3.5. City Council Meeting: January 25, 2011

The City Council Meeting was held at the Senior Center, 21991 West Colorado Avenue.

Purpose

The purpose of this meeting was to present the total set of recommendations in the form of goals and objectives for each element to the City Council.

Format

The City Council Meeting is held monthly on the last Tuesday of the month. All but one City Council Member were in attendance, along with members of City staff and the Sheriff's department. Members of the public were welcome to attend, but none did.

The presentation to City Council was a run-through of the proposed goals and objectives that the Community Plan would be pursuing. Council members were given an opportunity to comment and were also provided with copies of the goals and objectives for comment after the meeting.

The goals and objectives were generally positively received by the Council and the feedback contributed to their update.

2.3.6. Community Meeting 3: February 2, 2011

Community Meeting 3 was held at the San Joaquin Veteran's Hall from 6:00 pm to 8:30 pm.

Purpose

The purpose of Community Meeting 3 was to present the initial set of recommendations in the form of goals and objectives of the Community Plan to the residents of San Joaquin and to receive feedback.

Format

Community Meeting 3 was held in the San Joaquin Veteran's Hall. Due in part to the City's automated calling service, which announced the meeting to residents the previous night and paper flyer distribution announcing the meeting, there was high attendance. A total of 44 adult residents and four City officials participated.

There were also a number of children in attendance for whom accommodations were made. In an effort to minimize interference from children as occurred at the previous two community

meetings, a children's table was constructed at the back of the hall and youth were provided with coloring and writing instruments and closely supervised by multiple team members.

The meeting included a PowerPoint presentation conducted in Spanish. An English language table was available and supplied with a proctor to assist with translating the presentation for English speakers to facilitate their discussions. Four Spanish-speaking tables with no less than one team member and a translator facilitated table discussions. Translators were volunteers from California Polytechnic State University's Modern Languages and Literatures Department. Each table had at least one facilitator and one note-taker.

The goals and objectives were presented in three themes: (a) public health and quality of life; (b) sustainability; and, (c) economic stability. In an effort to remove confusion surrounding terminology and to facilitate discussion, the terms "Goals" and "Objectives" were described using less formal, colloquial terminology. A discussion of the Goals and Objectives followed.

The meeting facilitator and table assistants distributed forms for each section of the presentation and discussion ensued. Sample forms are included in the Appendix. Each form reminded participants of the key points from the section presented and then asked the following three questions:

- What goals do you think were the most appropriate? Please list three.
- What goal was your least favorite? Why?
- Do you have any additional goals that you would like to be included? How would you go about achieving these goals?

Following the discussion for each section, participants were reminded of the goals the Community Plan would pursue which were related to the section and asked "How would you go about achieving these goals?" This question, and the feedback received contributed to the policies and programs associated with each goal and objective discussed in Chapters 6 through 16.

Feedback

Major themes that came out of these discussions were recounted towards the conclusion of the meeting. Discussion tables provided a list of major topics as follows:

Public Health and Quality of Life

- Accessibility to youth programs
- Better regional transportation options
- Disaster preparedness opportunities
- Improve pedestrian access and lighting
- Improve the safety of the rail crossing
- More affordable housing
- Reduce robberies and other forms of petty crimes

Sustainability

- Increase green space and parks
- Install water meters on homes and businesses
- Invest in alternative energy infrastructure
- Make improvements to water quality and supply

Economic Stability

- Attract essential businesses to the City
- Extend the farmers market to operate through the entire year
- Improve the quality of schools
- Promote job creation opportunities
- Provide opportunities for adult education

Following table feedback, the meeting concluded with an announcement of Community Meeting 4 for the 16th of February at the Veteran's Hall.

2.3.7. Community Meeting 4: February 16, 2011

Community Meeting 4 was held at the San Joaquin Veteran's Hall from 6:30 pm to 8:30 pm.

Purpose

The purpose of Community Meeting 4 was to present three growth scenarios to the City that the project team developed through background research, feedback received at community meetings, and stakeholder interviews. The visuals provided at the meeting demonstrated the potential physical consequences of each scenario. The three scenarios presented included Current Trends, Moderate Growth, and Dynamic Growth. A more detailed discussion of these scenarios follows in Chapter 4, Alternatives.

Format

Community Meeting 4 was held at the San Joaquin Veteran's Hall. A similar strategy was employed to publicize the meeting with flyers and an automated call. The meeting was well attended by 30 San Joaquin adult residents and five City officials.

As with Community Meeting 3, the few children that attended were provided with a supervised table at the back of the hall. Two team members provided children with drawing instruments and games to minimize interference with the proceedings.

The meeting included a presentation conducted in Spanish. Four Spanish-speaking tables with no less than one team member and a translator facilitated table discussions. Volunteer translators were from California Polytechnic State University's Modern Languages and Literatures Department as well as nearby communities. An English-speaking table was provided for non-Spanish speakers and the table was proctored by a team leader who read the script of the presentation in English for the table. Each table had at least one facilitator and one note-taker. An additional table was provided for City officials to give them an opportunity to comment on alternatives independent of other tables.

The presentation had three separate sections (one for each scenario). The Current Trends Scenario was followed by the Moderate Growth Scenario which was followed by the Dynamic Growth Scenario. Each scenario listed a series of defining characteristics of the scenario to help meeting participants understand what changes might be necessary if the City chose to pursue that scenario. The following are the lists of these defining characteristics provided to meeting participants to aid in conceptualization:

Current Trends

- Buildings downtown would remain single-story
- Existing land use patterns continue
- Majority of the housing type would remain traditional
- San Joaquin would expand across current city limits

Moderate Growth

- Industry development in the southeast
- Mix of apartments and traditional houses
- Plaza in downtown
- Shopping along Main Street with second floor residential
- Space reserved for new school
- Use vacant land (before making buildings taller)

Dynamic Growth

- Additional land allocated for industrial and manufacturing
- Mix of high, medium and low density housing
- Shopping and job centers
- Small parks throughout town
- Three-story downtown with a mix of land use and activities

Conceptual maps were presented which showed the rough locations of different land uses under each scenario. Finally, the two more aggressive growth scenarios showed a 3-dimensional rendering of the potential building massing on Main Street of their respective scenarios. The Current Trends Alternative projection showed the logical progression of development under current trends.

Following the presentation of each scenario, a scenario-specific slide was displayed which listed key considerations which would likely occur under that particular scenario. These considerations were meant only to facilitate conversation and were as neutral as feasible. The following are the considerations of each scenario which were displayed for meeting participants during table discussions:

Current Trends

- Maintain low density housing
- Need to annex surrounding land and build on farmland

- Difficult to provide parks and services because the City is more spread out
- Requires high levels of energy and water use, which is costly

Moderate Growth

- Loss of some agricultural land
- Higher density
- Rezoning of areas
- Preservation of most agricultural land
- Improve walkability by placing services close.
- Additional school capacity
- Could meet County employment levels

Dynamic Growth

- Variety of activities downtown to shop, eat, and live
- Convenient to walk to school, work, and shopping
- Greater variety and affordability of housing
- Additional space dedicated to employment centers
- Houses are closer together

During table discussions for each scenario, table facilitators read the list of key considerations to their tables and then asked the following questions:

- What considerations concern you the most?
- What considerations do you like the most?
- What parts of this alternative did you like?
- What parts of this alternative did you not like?

Table members were given an opportunity to respond to these questions during discussion time for each scenario and were asked to write responses to questions. When the Dynamic Growth Scenario discussion had finished, the fourth and final discussion asked participants to identify the following:

- What idea did you hear in any of the alternatives that you are most excited about?
- What idea did you hear in any of the alternatives that you are most concerned about?
- Is there something you were hoping to see that you did not see presented?

Feedback from alternative growth scenario discussions was collected and a facilitator shared each table's preferences with the entire gathering. The content and detailed discussion of these preferences follows in Chapter 5, Preferred Alternative.

2.3.8. Community Meeting 5: March 15, 2011

Community Meeting 5 was held at the San Joaquin Veteran's Hall from 6:30 pm to 8:30 pm.

Purpose

The purpose of Community Meeting 5 was to present the preferred growth scenario to the City which the Community Plan would be modeled around. This meeting gave the team an opportunity to explain to community members the preferred scenario and allow participants at the meeting to understand the potential consequences of the targeted growth that the plan would recommend. This meeting was also the last opportunity to receive public feedback before the draft document is submitted to the City.

Format

Community meeting 5 was held at the San Joaquin Veteran's Hall. The meeting was publicized similarly to previous meeting with flyers and an automated call. 17 adult community members and 6 City officials participated.

As with Community Meetings 3 and 4, the few children who were in attendance were provided with a supervised table at the back of the hall. Two team members provided children with drawing instruments and games to minimize interference with the proceedings.

The meeting included a presentation conducted in Spanish. Two Spanish-speaking tables were provided. One team member facilitated discussion and another team member took notes. There was a greater proportion of English speakers in attendance than previous meetings, therefore two tables were provided with no less than one team member facilitating discussion and taking notes. These same facilitators read English scripts of the presentation to their respective tables. A translator facilitated table discussions and helped present with volunteer translators coming from California Polytechnic University's Modern Languages and Literatures Department as well as nearby communities. An additional table was provided for City officials to give them an opportunity to comment independent of other tables.

Every participant was presented with a proposed land use map for the preferred growth scenario which showed with colors and descriptive sentences the scenario's recommended land use. This aide is included in the Appendix. After the conclusion of the presentation, table facilitators asked two basic questions from the worksheets: "what did you like about these ideas?" and "what don't you like about these ideas?" Participants were also given the opportunity to include objectives or comments that might not have been addressed by the preferred scenario.

Feedback

In response to the first question "What did you like about these ideas?" responses were as follows:

- 3-story buildings
- Downtown mixed-use development.
- The location of manufacturing
- The commercial corridor
- New school or school improvements

- Plaza or park were liked, but much interest in a plaza
- Bike lanes
- Alternative energy sources, particularly solar power
- Green building standards; potential money savings in the long term
- Liked that while the plan recommends a higher density downtown, there is still opportunity for detached houses on the outskirts.

In response to the second question “What don’t you like about these ideas?” responses were as follows:

- Do not like the multi-story housing; too noisy
- Scenario did not address dirt alleyways
- Focus is on main street, but neglects residential areas
- Worried about expansion not addressing the current problems in the City

Additional comments were as follows:

- The easiest improvements should be undertaken first
- Fix the streets first, very bad drainage
- Include more trees on sidewalks
- Find a way to lower permitting costs
- Find an alternative site for City Hall
- Make conservation a priority

Facilitators from each table were given an opportunity to review what was discussed at their table with the Mayor Pro Tem who assisted with translation. The study team’s representative thanked those in attendance for their participation throughout the planning process and acknowledged the contributions of City Officials. The meeting concluded.

2.4. Stakeholder Interviews

To help identify Goals and Objectives for the City, interviews were conducted with major stakeholders of the City. Community Meeting 1 presented an opportunity to gain valuable input from community leaders. Interviews of the City’s stakeholders were conducted in San Joaquin, on November 18, 2010. Interviewees were asked the following questions, among others:

- Do you rent or own your space?
- What is the main advantage of this location?
- What is the main disadvantage?

Feedback

Community leaders and stakeholders came to many of the same conclusions in interviews and Community Meeting 1. The common trends found in their inputs were as follows:

- Keep the small town feel of the City
- Keep the crime rate low
- Increase the opportunities for businesses to thrive
- Develop more park land
- Create more jobs
- Create youth programs

3. CONDITIONS AND FACTORS OF GROWTH

3.1. Introduction

This chapter addresses the various challenges, opportunities, and strengths present in San Joaquin. These factors were gathered during background research through document analysis, data analysis, interviews, and community input. This chapter also includes population growth projections, housing projections, and employment targets.

3.2. Existing Challenges, Strengths, and Opportunities

The challenges, opportunities, and strengths identified in the following sub-sections were considered during the creation of the City's Community Plan.

3.2.1. Community Challenges

Unemployment: The unemployment rate in the City is higher than that of Fresno County and the State of California.

Emergency Response: Emergency response times for the City are much higher than the State average.

Transit: Transit services, both within the City and to surrounding areas, are inadequate for community needs.

Overcrowding: The City has a higher rate of overcrowded housing units than the State average.

School Facilities: School facilities in the City are inadequate. The elementary school is currently running at nearly double its design capacity. Students are bused to schools in nearby communities for high school.

Water Quality: While San Joaquin's water quality is considered safe, its aesthetic quality is a major concern among community members.

Water Sources: Currently, the City is entirely dependent on groundwater. In the future, other water sources or the addition of water storage will need to be considered.

Open Space/Park Facilities: The City lacks adequate acreage of parks and open space for the population. Additionally, the community lacks reliable funding for recreation activities.

Flooding: Local flood areas exist throughout the City. Additionally, the City was recently reclassified by the Federal Emergency Management Agency (FEMA) as being in the 100-year floodplain.

Air Quality: Poor air quality is an issue in the City, which can impact public health. Air quality in San Joaquin does not meet federal and state ozone standards.

High Poverty: The City has a higher level of poverty than Fresno County. This limits the City's sales tax revenue and the ability of residents to invest in property improvement and development.

Employment Opportunities: There are limited employment opportunities in the City. Many people commute to nearby cities for work.

Surrounding Agriculture Land: Prime agricultural land and parcels that are protected under the Williamson Act Contract surround much of the City and its Sphere of Influence. This limits the ability to expand into these areas.

Land Use: There are several vacant and underutilized parcels in the City that are not being used to their full potential.

3.2.2. Community Strengths and Opportunities

Employment: Aggressively pursuing and encouraging businesses to locate in San Joaquin can improve the employment rates in the City and lessen the need for workers to commute to surrounding areas.

Bicycle and Pedestrian Infrastructure: San Joaquin's flat terrain and small, compact size provides an opportunity to expand and develop bicycle and pedestrian infrastructure, which can encourage sustainable modes of transportation.

Agriculture: The agriculture surrounding the City provides opportunities for employment and food production, and also contributes to the unique sense of place in San Joaquin.

Housing Stock: The current housing stock in the City is well maintained. The vacant and underutilized properties identified can be used to increase the number of housing units in the City.

Energy and Sustainability: City residents and leaders are highly interested in the community becoming a leader for energy conservation and sustainability. There are many opportunities to create a walkable, dense, community and implement programs to encourage green building, conservation, and use of renewable energy resources.

Downtown Revitalization: The existing downtown core has relatively low density and several vacant parcels. The densification of this area, and infill development on the vacant parcels can encourage economic stability, job creation, and an attractive vibrant downtown.

Grants: The City may be eligible for a variety of State and federal grants because of its location, demographics, interest in sustainability, and other qualities.

Land Use: There are approximately 254 acres of vacant and underutilized land within City boundaries that can be used for housing, job creation, community facilities, and parks and recreation.

City Size: The small size of the City makes implementation of energy conservation and sustainability programs relatively easy.

Transit Corridors: The City has important regional connections due to its location near such major state roads (SR) as SR 180, SR 33, and SR 145, and the rail line.

3.3. Growth Projections for 2040

The following sections use past trends to project population, housing needs, and economic conditions in the year 2040.

3.3.1. Population Projections

The population projections were calculated using the cohort method. This method uses rates of birth, death and migration for Fresno County. These rates are then applied to 2000 U.S. Census population data for the City and Fresno County to project the population of San Joaquin for future years. In 2000, the City had a population of 3,270 people. Using the cohort method, the City is projected to have 7,118 people in 2040 (see Table 3-1). Between 2010 and 2025, the population is projected to increase by 36 percent and 28 percent between 2025 and 2040.

Table 3-1. Population Projections for 2040

Year	Population	Growth
2000	3,270	
2010	4,090	25%
2025	5,555	36%
2040	7,118	28%

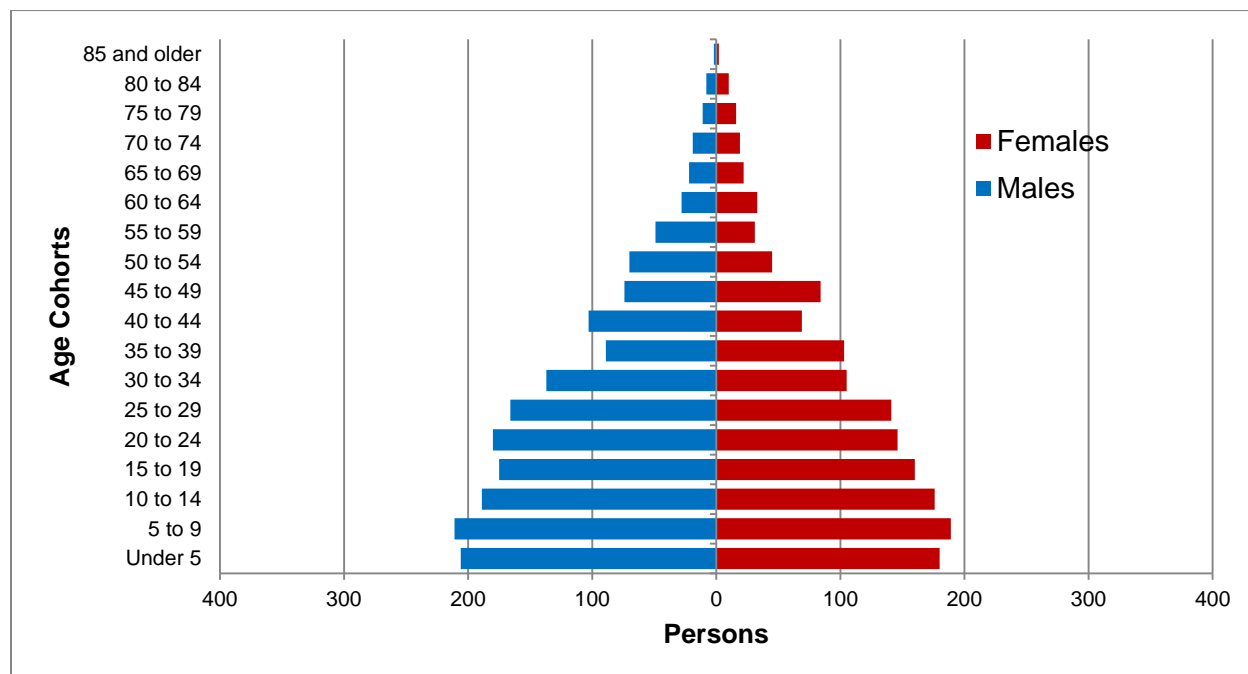
Source: 2000 U.S. Census, SF-1 Table P-1.

<http://www.dhs.ca.gov/hisp/chs/OHIR/tables/birth/fertility.htm>.

<http://www.census.gov/popest/counties/CO-EST2005-07.html>.

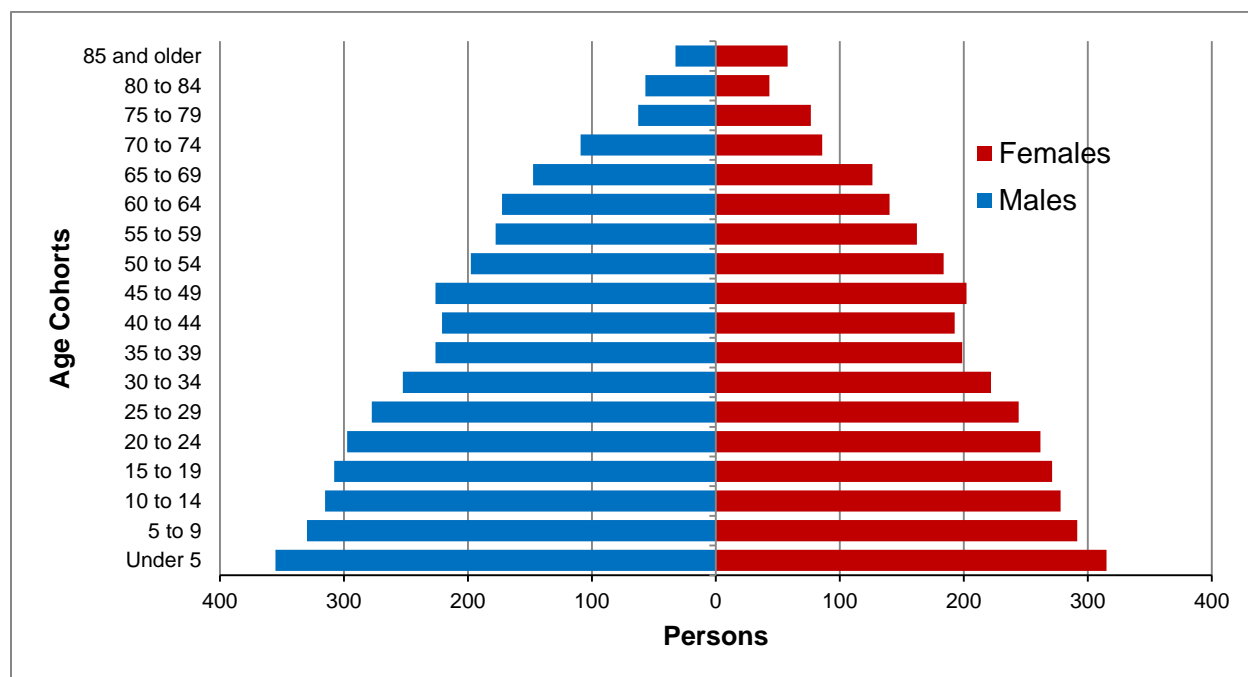
As the population pyramids for 2000 and 2040 (Figures 3-1 and 3-2) indicate, an increasing proportion of the population will be above age 30 in the next 30 years. 35 percent of the population was above age 30 in 2000 whereas 50 percent of the population is projected to be above age 30 in 2040. However, the proportion of people within the workforce age (ages 15 to 64) will remain constant at slightly over 60 percent.

Figure 3-1. San Joaquin Population Pyramid, 2000.



Source: 2000 U.S. Census, SF-1 Table P-1.

Figure 3-2. San Joaquin Population Pyramid, 2040.



Source: 2000 U.S. Census, SF-1 Table P-1.
<http://www.dhs.ca.gov/hisp/chs/OHIR/tables/birth/fertility.htm>.
<http://www.census.gov/popest/counties/CO-EST2005-07.html>.

3.3.2. Housing Projections

In order to accommodate the projected population growth from 2010 to 2040, 1,075 additional housing units will need to be constructed. This value was reached by using the head of household method. The headship method first calculates the percentage of people who own a household within each age cohort. Then these percentages are multiplied by the projected population for their respective age cohorts.

As Table 3-2 indicates, 67 percent of people between ages 55 and 64 in the City in 2000 owned a house. 652 people in this age cohort in the City were projected for 2040. Assuming that the household headship rate for each age cohort remains the same over the next 30 years, there will be 440 householders in 2040 between ages 55 and 64. The headship method projects that there will be a total of 2,038 householders and 2,038 housing units in 2040.

Table 3-2. Projected Housing Need, 2040

	2000			2040	
	Population	Total Householders	Household formation Rate	Projected Population	Households
15 to 24	661	67	10%	1138	115
25 to 34	549	170	31%	996	309
35 to 44	364	166	46%	838	382
45 to 54	273	140	51%	810	415
55 to 64	141	95	67%	652	440
65 to 74	82	40	49%	469	229
75 to 84	45	28	62%	239	149
85 years plus	4	0	0	90	0
Total Population	2119				
Total Households		706		5,233	2,038

Source: 2000 U.S. Census. SF-3 Table H-14. Data from Figure 3-2.

Table 3-3. Summary Projected Housing Need, 2040

	2000	2010	2040
Population	3,270	4,090	7,118
Total Housing Units	756	1,067	2,140
Additional Housing Need			1,075

Source: Data from Table 3-2. 2010 Land Use Survey.

The headship method assumes that the total number of housing units is obtained by increasing the number of householders by five percent to account for vacant housing units (this assumption is close to the City's vacancy rate of 6.5 percent in 2000). Thus, as Table 3-3 indicates, the City will need a total of 2,140 housing units in 2040 to accommodate the projected population growth. This would entail the construction of an additional 1,075 housing units.

Housing Affordability

Housing is considered affordable by the U.S. Department of Housing and Urban Development when it costs less than 30 percent of a household's monthly income. Table 3-4 projects that 398 new affordable units (208 owner occupied and 191 renter occupied) will be needed by 2040 to accommodate the projected population growth. This is calculated by multiplying the projected number of householders in each age cohort by the percentage of households paying greater than 30 percent of their income housing and then summing the results for each age cohort.

Table 3-4. Projected Affordable Housing Need, 2040.

Age Cohort	Household Population 2040	Householders					
		Owner occupied			Renter occupied		
		New HH	% Affordable	Affordable HH	New HH	% Affordable	Affordable HH
15 to 24	1138	15	80%	12	87	33%	29
25 to 34	996	81	64%	51	178	39%	69
35 to 44	838	163	37%	60	90	53%	47
45 to 54	810	137	28%	38	76	30%	23
55 to 64	652	79	33%	26	65	15%	10
65 to 74	469	43	36%	15	18	44%	8
75 to 84	239	29	21%	6	14	33%	5
85 years and over	90	0	21%	0	0	33%	0
Total	5,233			208			191
Total Units	398						

Source: 2000 U.S. Census. SF-3 Tables H-14, H71 and H96. Data from Figure 3-2

3.3.3. Economic Projections

Data from the Longitudinal Employer-Household Dynamics (LEHD) is used to calculate job projections for San Joaquin because economic census data is unavailable for the City. Employment and population data for the City from 2002 to 2008 was used to calculate percentages of jobs per total population for each of these years. Ideally this ratio would be jobs per number of working age citizens (ages 15 to 64) to get a more accurate depiction of the employment rate. However, data for the number of working age citizens in the City was not available for 2002 to 2008. Table 3-5 shows that the percentages for jobs per total population ranged from 12 percent to 17 percent per year with an average of 14 percent over the period.

If historical trends persist, it could be assumed that during the next 30 years, the ratio of jobs to population in the City would remain at 14 percent. Using this assumption, the number of jobs in 2040 would be 14 percent of the projected 7,118 residents. As Table 3-6 shows, there would be 1,010 jobs in the City in 2040.

Table 3-7 depicts industry specific employment data and the percentage of jobs in each sector compared to the total number of jobs from 2002 to 2008. The average percentages for each sector were then used to determine the approximate proportions of employment growth for each sector (see Table 3-8).

Table 3-5. San Joaquin Employment, 2002-2008.

	2002	2003	2004	2005	2006	2007	2008
Population	3,407	3,513	3,578	3,612	3,736	3,841	4,048
Jobs	565	499	494	507	611	491	466
Jobs Per Total Population	17%	14%	14%	14%	16%	13%	12%
Avg. Jobs Per Population 2002-2008	14%						

Source: LEHD 2002-2008. California Department of Finance Table E-4 Population Estimates for Cities, Counties and the State, 2001-2010.

Table 3-6. Extrapolation of Historical Employment Trends in San Joaquin

	2025	2040
Jobs Per Population	14%	
Projected Population	5,555	7,118
Total Jobs	788	1,010

Source: Data from Tables 3-5 and 3-1.

Table 3-7. San Joaquin Employment by Industry, 2002-2008.

		2002	2003	2004	2005	2006	2007	2008
Total Jobs		565	499	494	507	611	491	466
Industrial Jobs		318	33	247	241	174	68	60
Industrial Percentage of Total Jobs		56%	7%	50%	48%	28%	14%	13%
Industrial Avg. Percentage	31%							
Agricultural Jobs		39	35	33	48	57	124	157
Agricultural Percentage of Total Jobs		7%	7%	7%	9%	9%	25%	34%
Agricultural Avg. Percentage	14%							
Wholesale Trade Jobs		0	233	0	0	181	172	114
Wholesale Trade Percentage of Total Jobs		0%	47%	0%	0%	30%	35%	24%
Wholesale Trade Avg. Percentage	19%							
Retail Jobs		26	27	36	29	36	38	35
Retail Percentage of Total Jobs		5%	5%	7%	6%	6%	8%	8%
Retail Avg. Percentage	6%							
Office Jobs		28	30	32	32	30	57	68
Office Percentage of Total Jobs		5%	6%	6%	6%	5%	12%	15%
Office Avg. Percentage	8%							
Other Jobs		154	141	146	157	133	32	32
Other Percentage of Total Jobs		27%	28%	30%	31%	22%	7%	7%
Other Jobs Avg. Percentage	22%							

Source: LEHD 2002-2008.

Table 3-8 shows the allocation of future jobs by the approximations of average percentages for each sector (in Table 3-7)..The percentage used for the industrial sector (10 percent) is significantly different from the average percentage calculated in Table 3-7 (31 percent) because the number of industrial jobs in San Joaquin varied very significantly between 2002 and 2008. Consequently, the average for the Fresno County industrial sector was used which did not vary significantly for these years. For the wholesale trade, retail and office sectors, proportions were used which were very similar to the percentages calculated in Table 3-7.

Table 3-8. San Joaquin Employment Extrapolations by Industry.

	Percentage of Total Jobs	2025	2040
Total Jobs	100%	788	1010
Industrial Jobs	10%	79	101
Agricultural Jobs	30%	236	303
Wholesale Trade Jobs	20%	158	202
Retail Jobs	10%	79	101
Office Jobs	10%	79	101
Other	20%	158	202

Source: Data from Tables 3-6 and 3-7.

3.4. Opportunities and Constraints for Physical Development

Development potential is impacted by existing regulatory and physical conditions. These conditions act as opportunities or constraints to development in San Joaquin. Opportunities for development include vacant and underutilized parcels, as well as established government programs to promote economic growth. Constraints to development include existing physical conditions and regulations that limit the types and standards of development. The following opportunities and constraints were considered during the creation of the alternative and preferred scenarios for the City.

3.4.1. Constraints

Boundaries and Limits

Development outside the current City limits may be difficult due to the procedures for annexation and boundary redefinition. Development outside the sphere of influence is constrained by Williamson Act Properties in the vicinity. Development on these properties will not be possible unless the Williamson Act contracts are allowed to expire, and appropriate time has elapsed. For this reason, development in the near future should occur within the City limits and sphere of influence.

Flood Zone

As FEMA continues to reclassify flood areas in the state, it is possible that the City of San Joaquin will be in a 100 year flood zone. This reclassification would place constraints on the type of development allowed in the City.

Railroad

A rail line runs through the center of the City. The railroad is a constraint to development due to the right of way and state limitations on development within certain proximities. The railroad also reduces community connectivity by creating a physical boundary between the northeast and southwest sections of the City. Furthermore, the train is a main source of noise in the community, which may impact development potential.

3.4.2. Opportunities

Redevelopment Agency

The City has a state-designated Redevelopment Agency. Redevelopment agencies develop a plan and provide the initial funding to launch revitalization of identified areas. In doing so, redevelopment encourages and attracts private sector investment that otherwise would not occur. Redevelopment activities create jobs and expand business opportunities, provide housing for families most in need, help reduce crime, improve infrastructure and public works, and cleanup of environmentally-threatened and rundown areas.

Enterprise Zone

The City, in its entirety, is included in the Fresno County Enterprise Zone (EZ). The California Housing and Community Development Department establishes Enterprise Zones to encourage and stimulate growth, development, and investment in economically depressed areas.

Taxpayers who invest, operate, or locate a trade or business within an Enterprise Zone may be eligible for special tax incentives, which are intended to promote the City's business development and employment of residents. According to data provided by the Fresno County Enterprise Zone office, four of the 368 "vouchered companies" in Fresno County in 2010 were for San Joaquin businesses (Smith, K., personal communication, March 2, 2011). These four businesses had 135 employment positions earning them tax credits. From calendar years 2007 through 2010, no new Enterprise Zone employment positions were added in San Joaquin. The Enterprise Zone designation for Fresno County expires in 2022.

Vacant and Underutilized Property

There are approximately 40 acres of vacant land scattered within the built-up area of the City. There are approximately 231 additional acres of land available for development, but some are in temporary agricultural use within the City limits. Infill development of these properties will densify the city and reduce the cost of providing infrastructure.

4. ALTERNATIVES

4.1. Introduction

This chapter illustrates three alternatives envisioning different intensities, physical forms, and locales for future development in San Joaquin:

- Current Trends Alternative, assuming that future development densities remain unchanged from current levels;
- Moderate Growth Alternative, assuming a modest increase in development densities; and,
- Dynamic Growth Alternative, assuming a dramatic increase in development densities in the City.

The discussion of each alternative includes an explanation of its conceptual basis, key differentiators, densities, and potential development outcomes. Each alternative considered community input, projected growth, and the City's opportunities and constraints for development.

Projected population levels are the same for each alternative, based on the assumption that population will continue to grow according to natural growth patterns. Employment levels, however, differ between alternatives to illustrate envisioned increases in the labor force participation rate associated with more intense development. Assumed population and employment levels for each growth alternative are shown in Table 4-1.

Table 4-1. Growth Alternative Projections and Targets in San Joaquin, 2040

Alternative	Population Assumption	Employment Target
Current Trends	7,118	1,010
Moderate Growth		1,306
Dynamic Growth		3,834

Source: Cal Poly, 2011

4.2. Current Trends Alternative

The Current Trends Alternative projects land uses and development necessary to accommodate expected population and employment growth assuming that new development patterns match those already observed within the City. This alternative envisions that residential, commercial, and industrial densities will not significantly change in the future.

4.2.1. Conceptual Basis

The Current Trends Alternative designates land uses to accommodate projected population and economic growth through 2040. The projections in this model are based on historic trends in population and job growth in the City. Based on these calculations, San Joaquin will have approximately 7,118 residents and approximately 1,010 jobs in 2040. In order to accommodate this growth with the current land use patterns, the City will need an additional 164 acres of land dedicated for residential uses and 2 additional acres dedicated for commercial use. This would entail annexation of 115 acres in total. Figure 4-1 shows the current trends land use map; notice the two large parcels to the south of City limits that would be annexed for residential use.

4.2.2. Land Uses

Residential Land Uses

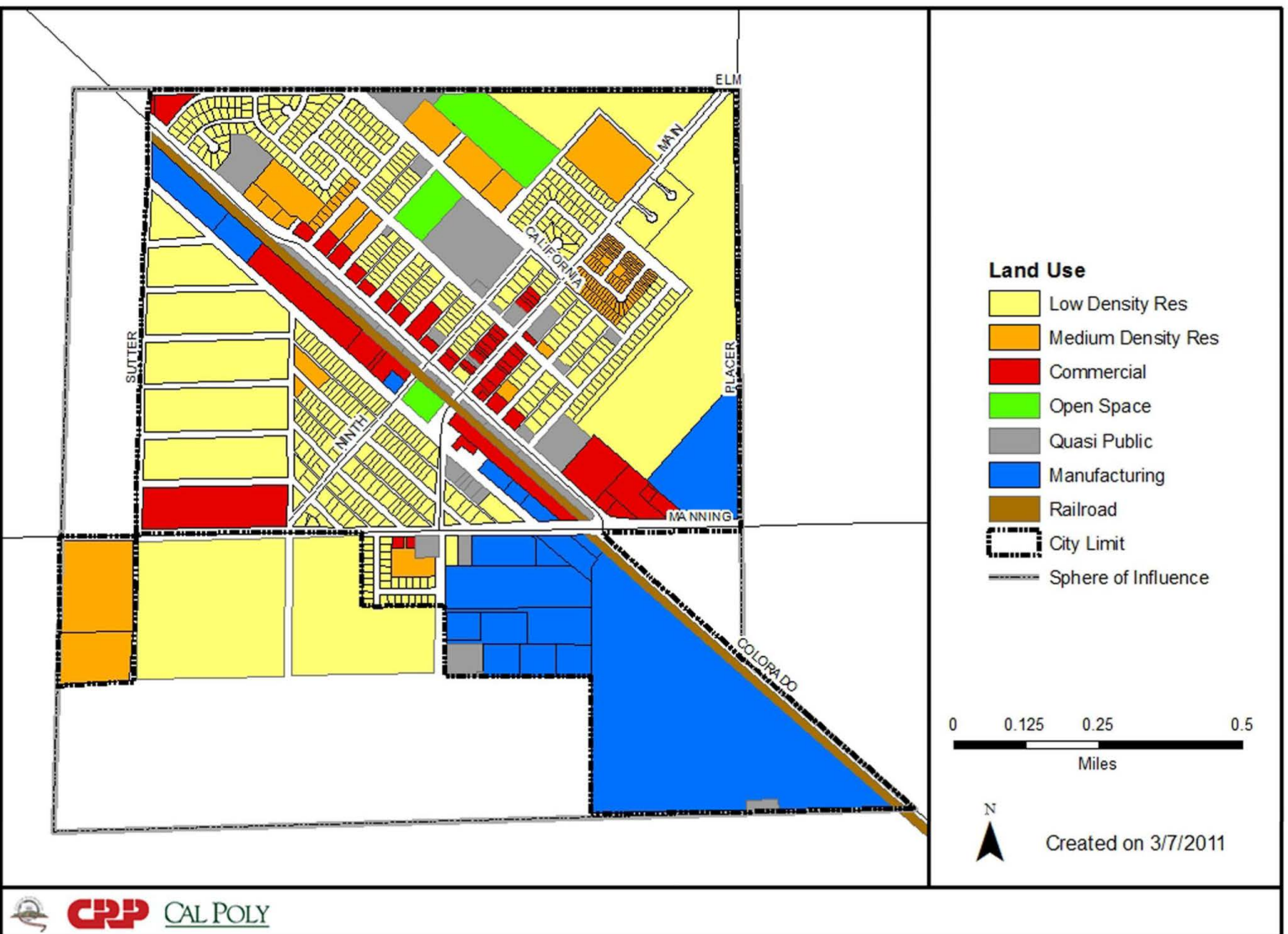
In order to accommodate the projected population growth for 2040, the City will need at least an additional 1,075 housing units. As Table 4-2 indicates, this model designates 321 acres for low density residential purposes and 71 acres for medium density residential purposes. Assuming that future development will be the same density as the existing average density for low and medium density residential (five and eight units/acre, respectively), 1,107 additional units can be developed on the designated residential land. Thus, the current trends model does not provide enough land to accommodate anticipated housing needs at existing densities without annexation of land adjacent to the City boundary within its sphere of influence.

Table 4-2. Residential Land Need under the Current Trends Alternative, 2040.

Land Use Designation	2040 Acreage	Avg. Density	Residential Potential
Low Density Residential	321.2	5	1,606
Medium Density Residential	71.0	8	568
Total	392		2,174
Existing Number of Units			1,067
Total Additional Units Accommodated For			1,107
2040 Housing Need			1,075
Over Target			32

Source: Cal Poly, 2011

Figure 4-1. Proposed Land Use Map for the Current Trends Alternative.



Source: Cal Poly, 2011

City of San Joaquin

Commercial, Manufacturing, and Agricultural Land Uses

Trends in job growth for the City from 2002 to 2008 were used to extrapolate the number of jobs by industry in 2040. These extrapolations were then used to calculate the additional acreages of land needed to accommodate job growth by 2040. In particular, acreage needed for manufacturing and the commercial sectors of retail, office, and wholesale trade were analyzed. While agriculture is a dominant industry in the area, much of the agricultural lands fall outside the City boundaries for which the City does not have to set aside land. Table 4-3 shows allocation of land for major commercial land uses.

Manufacturing is allocated land for 101 jobs in 2040. This indicates that only eight acres of land need to be dedicated to manufacturing uses in the future. There are currently 60 acres designated for manufacturing use (46 acres in use and 14 vacant acres), thus there is no need to designate additional land for manufacturing uses. This large discrepancy between existing manufacturing land and manufacturing land needed for 2040 is a result of a significant decline in the number of manufacturing jobs in the past nine years. As a result of this decline, there is significantly more land capacity for manufacturing than needed.

Table 4-3. Commercial Land Need under the Current Trends Alternative, 2040.

	Manufac- turing	Commercial				Agriculture	Total
		Retail	Office	Wholesale Trade	Other		
2040 Job Targets	101	101	101	202	202	303	1,010
Projected Percentage	10%	10%	10%	20%	20%	30%	100%
Standards for Jobs/Acre	12	16	23	28	10	0.1	89
Square Feet/Job	3,630	2,722.5	1,894	1,556	4,356	435,600	449,758
2040 Square Feet Required for Sector	366,479	274,859	191,206	314,125	879,549	131,932,321	133,958,538
2040 Total Acres Needed (details)	8	6	4	7	20	3029	3075
2040 Total Acres Needed	8	38					47
2010 Acreage in Use	46	25					71
2010 Vacant Acres	14	11					25
2040 Additional Acreage Needed	-52	2					-50
2040 Additional Acres (including reserves)	-43	40					-3

Source: Cal Poly, 2011

Retail and office are each allocated land for 101 jobs and wholesale trade and 'other' are each allocated land for 202 jobs in 2040. Altogether, retail, office, wholesale trade and other (collectively referred to as 'commercial'), are allocated land for 606 jobs and require a total of 38 acres of land. Since there are currently 36 acres designated for commercial use (25 acres in use and 11 vacant acres), two additional acres will need to be designated for commercial use in order to accommodate jobs under this scenario.

4.3. Moderate Growth Alternative

The Moderate Growth Alternative focuses growth within the City core and along Colorado Avenue. The growth is intended to favor economic expansion such as the creation of a more vibrant downtown, rather than simply planning for population growth or outward suburban expansion. The projected population for 2040, like each of the proposed alternatives, is assumed to be 7,118, based on natural growth.

4.3.1. Conceptual Basis

The intent of the Moderate Growth Alternative is to meet projected commercial and housing needs with the following characteristics:

- Two story development along Main Street from Colorado Avenue to California Avenue.
- Concentrated development in the downtown core and along Colorado Avenue, and infill vacant land on the west end of the City as needed.
- Commercial/manufacturing development in current locations.
- A Mixed-Use Corridor (residential above ground floor retail) along Main Street.
- Medium density two and three story residential housing adjacent to the downtown core.
- A new school site adjacent to new development in the western development area to address current overcrowding.
- A new park, plaza, or other open space downtown.

The primary goal of the Moderate Growth Alternative is to create an environment in which the City can improve the jobs/housing ratio and encourage economic growth. The Moderate Growth Alternative includes a denser downtown core meant to increase the economic viability of the area. Another element of the Moderate Growth Alternative is enhanced accessibility and improved alternative transportation infrastructure, including public transportation, walking, and bicycling.

The commercial/manufacturing corridor along Colorado Avenue would remain, and would be further developed to increase density so as to increase connectivity of the corridor. As the opportunity arises, the mixed-use corridor along Main Street would be redesigned to increase the density and to provide residential opportunities above commercial space. The medium density residential apartments adjacent to the downtown core are a means of increasing density in the area.

Under the Moderate Growth Alternative, the goal is focused redevelopment along Main Street in the Central Business District, minimizing the need for infrastructure expansion, which reduces

costs and maximizes efficiency of existing public services. Under this alternative, the land along Main Street will consist of a mixed-use retail corridor, abutted by medium-density residential.

Areas of Focus

This Alternative includes mixed-use development along Main Street, which would increase the density and vibrancy of the downtown core. Flexible parking requirements would be provided as an incentive for developers who wish to utilize the maximum building height and increased density within the downtown core. Based on community input, two-story development would be encouraged. The commercial strip along Colorado Avenue would be preserved and its density increased in order to maintain a strong secondary strip where large-scale commerce may develop. The residential districts on both sides of the downtown core would increase in density to assist in the densification of the downtown core.

4.3.2. Land Uses

The proposed land use concept map is shown in Figure 4-2. Redevelopment in the Moderate Growth Alternative would occur in the downtown core on Main Street between Colorado Avenue and California Avenue, as well as surrounding areas to the southeast, east, and northwest of the downtown core. The proposed mixed-use downtown core would allow two-story buildings with ground floor retail and second story housing units. The new Community Plan land use designations proposed for the Moderate Growth Alternative are mixed-use and increasing allowable density of medium density residential. Table 4-4 illustrates the proposed land use designations, number of stories, and dwelling units and floor area ratio associated with the proposed land uses in the Moderate Growth Alternative.

Table 4-4. Proposed Residential Densities under the Moderate Growth Alternative.

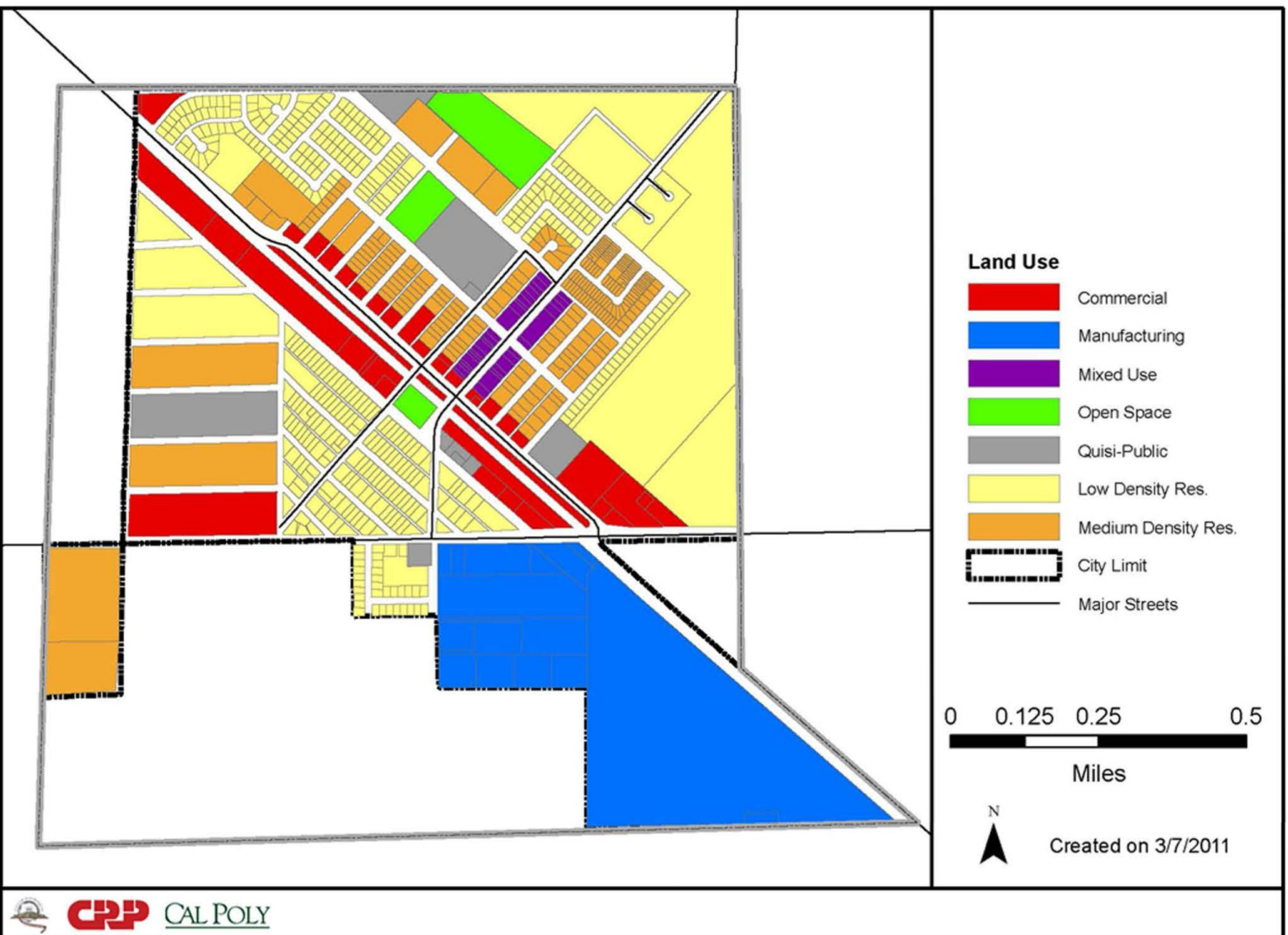
Proposed Land Use Designation	Number of Stories	Residential Density
Mixed-Use Corridor	2	8-20 DU/Acre
Medium Density Residential	1 and 2	8-20 DU/Acre

Source: Cal Poly, 2011.

Residential Land Uses

To accommodate the additional population of 3,000 people, the City will need to build 1,075 additional residential units. There are two main areas for additional residential growth: allowing mixed-use in existing commercial areas, and developing vacant and underutilized residential land within the City. The Moderate Growth Alternative designates 222 acres for low density residential use and 103 acres for medium density residential use. These areas account for a total potential increase of 2,869 units, 1,794 housing units over the required target to accommodate growth (Table 4-5). Under this scenario, San Joaquin has the ability to house its projected population by 2040 without expanding the City limits.

Figure 4-2. Proposed Land Use Map for the Moderate Growth Alternative, 2040.



Source: Cal Poly, 2011.

Table 4-5. Proposed Residential Acreages and Residential Potential under the Moderate Growth Alternative.

Land Use Designation	2040 Acreage	Maximum Units Per Acre	Residential Potential.	
			Minimum	Maximum
Low Density Residential	222	8	888	1,776
Medium Density Residential	102.5	20	410	2,050
Mixed-Use	7.4	15	30	111
Total	332		1,327	3,936
Existing Number of Units				1,067
Total Additional Units Accommodated For				2,869
2040 Housing Need				1,075
Over Target				1,794

Source: Cal Poly, 2011

Commercial, Manufacturing and Agricultural Land Uses

Commercial projections for the Moderate Growth Alternative analyze the square footage needed in order to accommodate job growth beyond the Current Trends Alternative. The additional growth originates from a job target set to meet existing County and State labor force participation rates. The same common standards for jobs per acre and percentage of jobs per commercial sector used for Existing Trends were applied to determine the amount of commercial acreage needed in 2040 under the Moderate Growth Alternative.

Commercial Acreage

Table 4-6 shows the commercial acreage required to meet the 2040 jobs target. To meet the target of 356 retail jobs, 190 office jobs, 475 wholesale trade jobs, and 285 other jobs, the City would need a total of 73 acres of commercial land. Given the 36 acres of vacant and existing commercial and commercially designated land, the City does not have sufficient commercial land dedicated to meet moderate growth land use designation requirements. An additional 37 acres are required.

Table 4-6. Existing and Projected Commercial and Manufacturing Acreage under the Moderate Growth Alternative.

	Manufacturing	Commercial	Total
2010 Acreage in Use	46	25	71
2010 Vacant Acres	14	11	25
2040 Additional Acreage Needed	9	37	46

Source: Cal Poly, February 2011

Manufacturing Acreage

Under the proposed moderate growth building intensity, San Joaquin would need a total of 70 acres of manufacturing designated space to accommodate 831 jobs by 2040. Given the existing 60 acres of underutilized and vacant manufacturing land in the southeast, there would not be enough acres to accommodate the growth in manufacturing jobs by 2040. An additional ten acres are required.

Agriculture Acreage

To accommodate 237 jobs in agriculture, the City would need a total of 2,375 acres of agricultural space by 2040. Given that a majority of agricultural activities and employment occur outside of the City, further examination of the required acreage allotment would be unnecessary under the City's Community Plan.

Through increasing FARs and encouraging greater density downtown, the City could accommodate much of the job growth projected in the retail and services sectors.

4.3.3. Moderate Growth Alternative Sub-Areas

Two Story Mixed Use Downtown

Two primary features of the Main Street Sub-Area in the Moderate Growth Alternative are two-story buildings and mixed-use. The downtown core along Main Street, currently zoned commercial, contains many vacant parcels which could be developed to provide space for jobs and housing. Constructing two-story mixed-use buildings on vacant parcels in this corridor could yield space for retail jobs and 105 additional residential units. Shops offering goods and services desired by the community can be located on the first floor of the buildings, with residential units located on the second floor. Another opportunity for creating homes is adding a second floor to already existing commercial buildings downtown. The new buildings, other building improvements, landscaping and street furniture can be designed to maintain the local and rural character of the City. Existing businesses could benefit from an increase in pass by trips generated through higher densities along this corridor.

Medium Density Residential Housing

A tract of land in the southwest of the City, bordered on the west and south by Sutter and Manning, currently used for agriculture, will be medium density housing under the Moderate Growth Alternative. In a medium residential housing zone, there can be a variety of housing types including single and multi-family dwellings. By designating this tract as medium density residential, 557 housing units can be created. Another proposed feature of this area is the new elementary school, which would allow convenient access for elementary school age children.

Manufacturing

In the southern part of the City, there is an existing manufacturing zone that would be expanded by an additional 14 acres, which is enough acreage for 168 new manufacturing jobs. It is envisioned that the City would attract manufacturing uses that are complimentary to existing businesses in the area, predominately related to agriculture. The location of manufacturing on

the main thoroughfare allows for more efficient commercial and manufacturing access to Interstate 5 and the City of Fresno.

4.4. Dynamic Growth Alternative

The Dynamic Growth Alternative proposes compact urban development, infill, and land uses that support job creation. The alternative focuses on several geographic areas including a downtown mixed-use core along Main Street, three neighborhood & highway-serving commercial centers, a commercial strip along Colorado Avenue, and an expanded manufacturing sector in the southeast region of the City. Similar to the other alternatives, the projected population for San Joaquin in 2040 is 7,118. However, in contrast to the previously-discussed alternatives, the Dynamic Growth Alternative plans for 3,834 jobs in 2040.

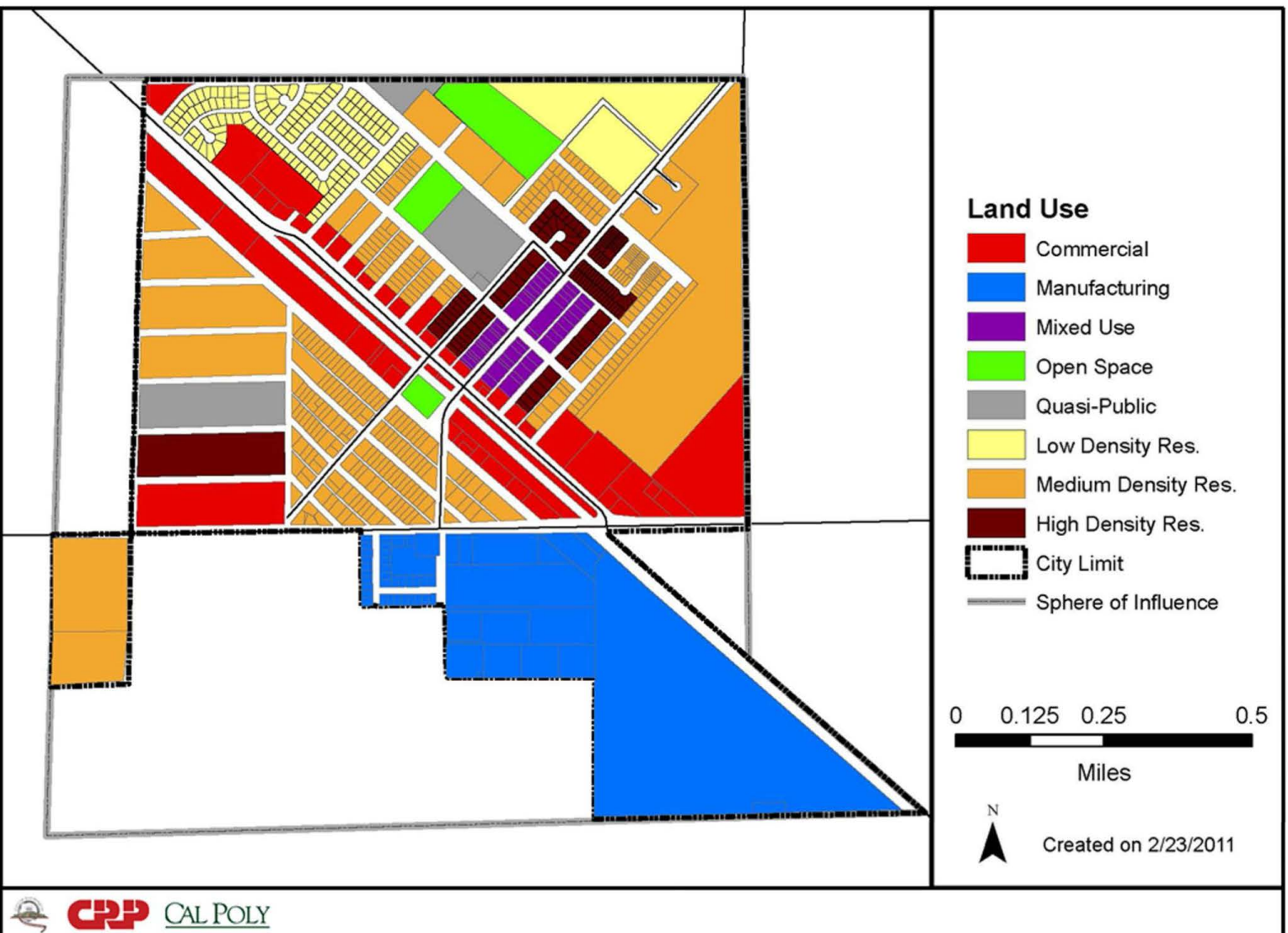
4.4.1. Conceptual Basis

The primary goal of the Dynamic Growth Alternative is to create a compact city and encourage economic growth in the community by allocating land for ample job creation in various sectors. The City has a large number of working age individuals who would benefit from job creation within the City. This alternative targets an ideal jobs-to-labor force ratio of 90 percent.

Several strategies are used in order to accommodate this high number of jobs through strategic land use designations, as shown in Figure 4-3. This Alternative will maximize infill opportunities throughout the City, densify the residential zones where appropriate, provide additional commercial areas throughout the City, and expand the manufacturing area in the southeast section of the City. A focal point of the alternative is the three-story mixed use core in and around the current downtown area. This dense core would provide space for commercial and retail jobs, office space, and residential, as well as an attractive walkable city center and increased “sense of place.” An important benefit of this mixed-use zoning in the downtown core is its flexibility of uses, which helps to accommodate real estate market demands and minimize vacancy rates.

Outside the mixed-use core, housing densities would be increased from existing densities. The proposed densities are highest in and around the downtown core, and the neighborhood and highway serving commercial centers. Medium density residential is placed slightly beyond the commercial uses. A relatively smaller amount of acreage is designated for low density, single-family homes, to be located in the northern and northwest edges of the City.

Figure 4-3. Proposed Land Use Map for the Dynamic Growth Alternative.



Source: Cal Poly, 2011

City of San Joaquin

4.4.2. Dynamic Growth Alternative Sub-Areas

As shown in Figure 4-3, the Dynamic Growth Alternative emphasizes several areas for growth and redevelopment in the City including the mixed-use downtown core, the manufacturing area, the commercial zone west of Colorado Avenue, and a wide variety of housing types and densities. While no new land uses are proposed in this Alternative, the most striking changes in zoning are the introduction of mixed-use, increase in building heights in designated locations, and the overall increase in residential densities.

Downtown Core and High-Density Residential

The Dynamic Growth Alternative places a high emphasis on Downtown San Joaquin as the primary node of the community. The mixed-use Downtown Core is located in the same geographic area as the existing downtown core but includes the addition of mixed residential and commercial uses, zero-foot setbacks, and an option for three-story buildings. As proposed, the Downtown Core would grow slightly from its present-day footprint to include the area along Main Street between Colorado Avenue and California Avenue. The mixed uses would include residential, retail, and office uses, primarily in three-story buildings with retail uses on the ground floor and residential units in upper stories, along South Main Street and South 11th Street, between West Colorado Avenue and West California Avenue, along with additional high-density residential development in the areas immediately adjacent to the Downtown Core.

Residential densities within and adjacent to the Downtown Core would be the highest in the City, at approximately 20-40 units per acre. This would result in a net increase of between 109 and 329 residential units and approximately 479,160 of additional square feet of commercial (office and retail) space within the Downtown Core.

Neighborhood and Highway-Serving Commercial Districts

The community commercial nodes, located in the southeast, southwest, and northwest corners of the City, are envisioned to be two and three-story mixed-use neighborhood commercial nodes with neighborhood and highway-serving retail, and commercial space for the jobs required in this alternative.

These nodes are intended to provide commercial services to both community members and visitors passing by via the highway. They are located to maximize exposure to high traffic corridors as well as serve specific neighborhoods. These districts will be two- and three- stories in height, with a mix of commercial and office space.

Manufacturing Area

The Manufacturing Area is proposed for the southern portion of the City. This site is easily accessed by critical transportation corridors. Compared to the previous alternatives presented, the Dynamic Growth Alternative allocates the most amount of land to manufacturing uses in order to provide adequate room for job growth and development.

4.4.3. Land Uses

The Dynamic Growth Alternative focuses on job creation in the mixed use downtown core, majority medium-density housing throughout the City, neighborhood and visitor-serving commercial centers, and a manufacturing job center at the southeast edge of the City.

Table 4-7. Proposed Densities under the Dynamic Growth Alternative.

Proposed Land Use Designation	Number of Stories	Residential Density (Maximum Dwelling Units / Acre)
Mixed-Use Core	3	30 DU/Acre
High Density Core	3	40 DU/Acre
Medium Density Residential	2	20 DU/Acre
Low Density Residential	2	8 DU/Acre
Commercial	2	n/a
Manufacturing	1	n/a
Parks and Open Space	2	n/a

Residential Land Uses

To accommodate projected growth, it is estimated that the City will need 1,075 additional housing units during this period. The Dynamic Growth Alternative accommodates these needed units by increasing residential densities throughout most of the City, while retaining some lower-density areas on the periphery. The varying densities promote diversity of housing stock and costs. Overall, the Dynamic Growth Alternative provides the potential for 6,923 residential units on 349 acres within the current City boundaries. This allows for the development of 5,856 additional units by 2040. This acreage includes vacant land, underutilized parcels, and newly-zoned residential parcels.

Table 4-8. Proposed Residential Acreages and Residential Potential under the Dynamic Growth Alternative.

Land Use Designation	2040 Acreage	Maximum Units Per Acre	Residential Potential	
			Minimum	Maximum
Low Density Residential	59.7	8	239	478
Medium Density Residential	250.8	20	1,003	5,017
High Density Residential	27.5	40	110	1,099
Mixed-Use	11.0	30	44	329
Total	349.0		1,396	6,923
Existing Number of Units				1,067
Total Additional Units Accommodated For				5,856
2040 Housing Need				1,075
Over Target				4,781

Manufacturing Land Uses

In light of the planned job growth under this alternative, it is estimated that 52 additional acres of manufacturing land should be zoned to accommodate the 1,342 jobs, bringing the total manufacturing zoned land to 112 acres, including reserves within the City's sphere of influence.

Commercial Land Uses

Of the total 3,834 jobs targeted in this alternative, 45 percent are expected to be in commercial sectors, thus requiring land designation for retail, office, wholesale trade, and other commercial uses. Table 4-9 shows the required acreage for each type of commercial use. A total of 89 acres would be designated for various commercial uses.

Table 4-9. Commercial Land Need under the Dynamic Growth Alternative.

	Manufacturing	Commercial				Agriculture	Total
		Retail	Office	Wholesale Trade	Other		
2040 Job Targets	1342	383	575	575	192	767	3834
Projected Percentage	35%	10%	15%	15%	5%	20%	100%
Standards for Jobs/Acre	12.0	16	23	28	10	0.1	99
Square Feet/Job	3630	2722.5	1894	1556	4356	435600	449758
2040 Square Feet Required for Sector	4,871,097	1,043,807	1,089,189	894,691	835,045	334,018,080	342,751,909
2040 Total Acres Needed (details)	112	24	25	21	19	7668	7869
2040 Total Acres Needed	112	89					201
2010 Acreage in Use	46	25					71
2010 Vacant Acres	14	11					25
2040 Additional Acreage Needed	52	52					104
2040 Acreage Allocated	125	97					222
2040 Reserves	13.4	8.4					22

Source: Cal Poly, 2011

Public Facilities, Recreation, and Open Space

The Dynamic Growth Alternative includes a number of new public facilities, recreation, and open space amenities, including an additional school, a public transit hub, and additional park space throughout the City. The Alternative designates space in the southwest portion of the City to build a new community school facility in partnership with Golden Plains Unified School District, while retaining the current school location near Downtown. With two public education facility sites within the City, the district will have flexibility to expand, remodel, or replace the current school facility without disrupting the current K-8 services provided to City residents, while also gaining the ability to add capacity at all grade levels in future years to accommodate additional population growth and student demand. These facilities could also include adult educational services including vocational training or local courses offered in conjunction with West Hills Community College District.

The Dynamic Growth Alternative also creates a designated transit hub facility in the Downtown Core, to support transit and alternative transportation services for local residents. In addition to supporting public transit agency service in the area, the transit facility would be available for use for a range of other transit and alternative transportation services, including shuttle services to regional employment and educational services, as well as public and/or private intercity bus services.

Finally, the Dynamic Growth Alternative sets a goal of ensuring that all City residents are within one-quarter mile of a public park. To achieve this goal, a number of additional park spaces would be created, including more traditional larger parks and a number of smaller “pocket” parks created by utilizing vacant land in existing residential neighborhoods. In new residential development, provision and maintenance of additional park space would be an integral requirement to the planning and approval of these projects.

5. PREFERRED GROWTH SCENARIO

5.1. Introduction

The Preferred Growth Scenario for 2040 is a hybrid of the Moderate Growth Alternative and the Dynamic Growth Alternative. Development is focused within the existing downtown core and along the main thoroughfare (Colorado Avenue). The scenario is based on community input from five previous meetings, particularly the “Alternative Futures” meeting on February 16, 2011. The intent of the Preferred Growth Scenario is to stimulate economic growth within City limits without depending on annexing land in the sphere of influence. This scenario is designed to provide a variety of residential densities, create a mixed-use downtown core, increase park space, and set aside land for a new school. The scenario contains the following population, housing, and economic targets:

- The projected population for 2040 is 7,118.
- An additional 1,075 housing units will be needed.
- The target number of jobs is a total of 2,375, an increase of 1,909 from 2008.

5.2. Concept and Proposal

5.2.1. Conceptual Basis

The primary goal of the Preferred Growth Scenario is to encourage economic growth in the community by allocating land for ample job creation in various sectors. San Joaquin has a large number of working age individuals who would benefit from job creation within the City. The Preferred Growth Scenario includes an increase of over 400 percent in the number of jobs to match the County labor force participation rate. Several strategies are used in order to accommodate this high number of jobs including maximizing infill opportunities throughout the City, densifying the housing stock where appropriate, providing additional commercial areas throughout town, and expanding the industrial area in the southeast section of town.

A focal point of this scenario is the three-story mixed-use core in the downtown area along Main Street. This dense core will provide an attractive, walkable city center, increasing the sense of place as well as the number of housing units, and space for commercial and retail jobs. Outside the mixed-use core, there will be a variety of housing densities. The densest housing will be located near the downtown core. Medium and low density housing will persist further from the commercial uses. The overall development strategies recommended are:

- Provide additional commercial area
- Maximize infill development opportunity
- Expand industrial sector in the southeast area of town
- Improve existing school
- Allocate land for a new school

5.2.2. Land Uses

Existing Land Uses

Numerous parcels currently designated for low density residential use have been changed to medium density residential use near the urban core of the City. In addition, a number of parcels currently designated for commercial and residential use have been changed to mixed-use development. The preferred growth future land use map is shown in Figure 5-1.

Proposed Land Uses

In addition to the existing land uses in the City, a mixed-use land use is proposed. The mixed land use designation will allow for two or three story buildings with commercial uses on the first floor, and residential uses on the second and third floors.

Residential Potential

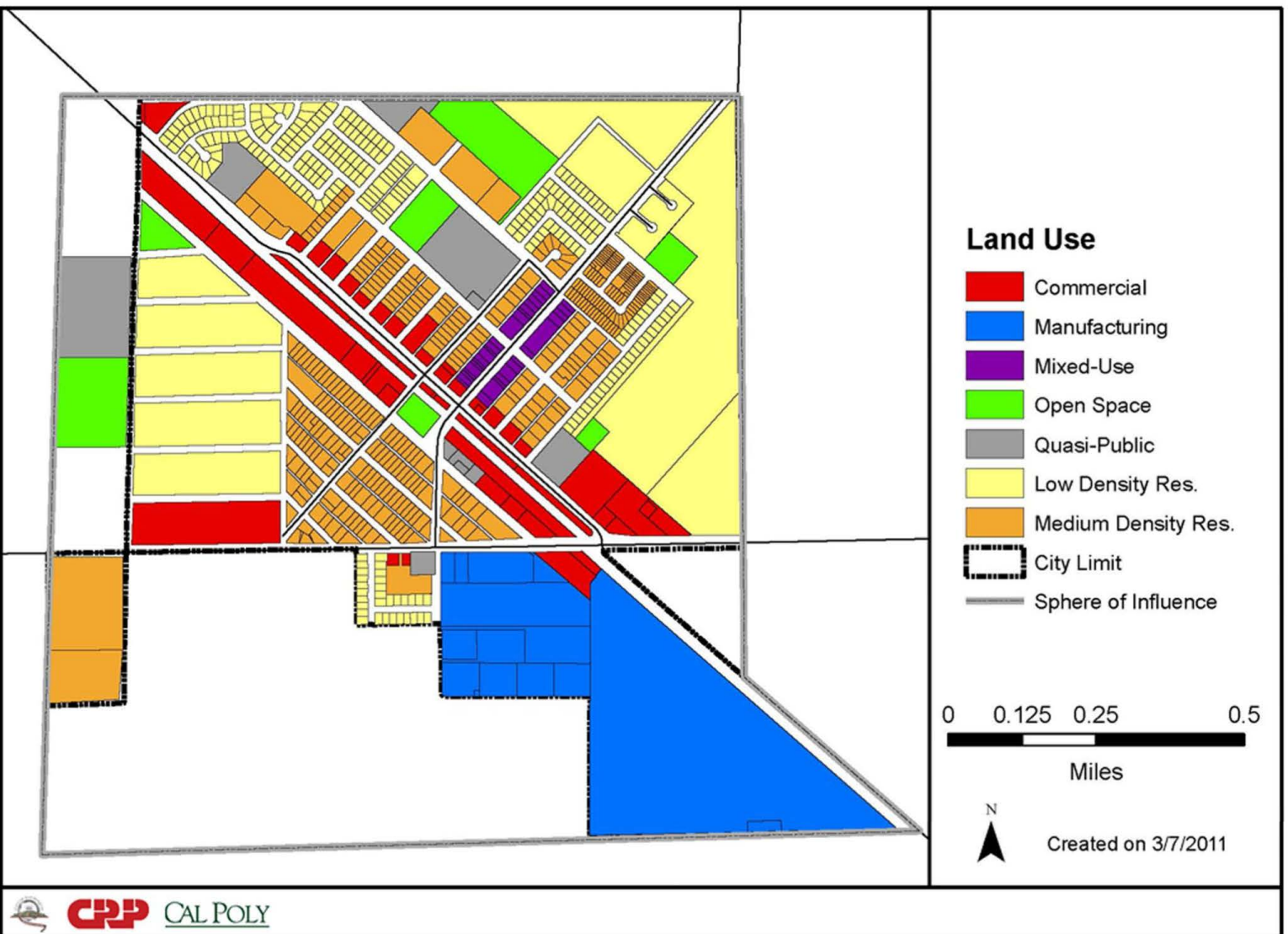
The future land use designations accommodate 1,931 additional housing units, which significantly exceeds the 2040 projected need of 1,075 units (See Table 5-1). This increase is due to the conversion of 142 acres from agricultural use to low density residential use, 57 acres from low density residential use to medium density residential use, and the allocation of residential uses in the newly designated mixed-use downtown area. In addition, an increase in the maximum allowable density for the medium density residential land use accommodates an increased number of housing units. The maximum number of units per acre for the medium density residential is changed from the existing 15 units per acre to 20 units per acre.

Table 5-1. Future Residential Acreages and Residential Potential.

Land Use Designation	Required (2040)	Maximum Units Per Acre	Dwelling Units	
			Minimum	Maximum
Low Density Residential	193.3	8	773	1,546
Medium Density Residential	120.8	20	483	2,416
Mixed-Use	7.4	15	30	111
Total	321		1,286	4,073
Existing Number of Units			1,067	1,067
Total Additional Units Accommodated			219	3,006
2040 Housing Need				1,075
2010 Available Acreage				271
Deficit for annexation (or surplus) by 2040				46
Over Target				1,931

Source: 2010 Land Use Survey. Figure 5-1.

Figure 5-1. Land Use Map under the Preferred Growth Scenario.



Source: Cal Poly, 2011

City of San Joaquin

Commercial and Industrial Potential

The Preferred Growth Scenario sets a target of 2,375 jobs in the City in 2040. As Table 5-2 indicates, the City will need to designate 50 acres for commercial use and 59 acres for manufacturing use. These acreage values are based on the targeted number of jobs for each economic sector and the standard number of jobs per acre for each sector. The land designated in the preferred growth land use map (Figure 5-1) for commercial land is 68 acres and 114 acres for manufacturing.

Table 5-2. Commercial and Industrial Land.

	Manu- facturing	Commercial				Agriculture	Total
		Retail	Office	Wholesale Trade	Other		
2040 Job Targets	713	238	238	356	119	713	2,375
Projected Percentage	30%	10%	10%	15%	5%	30%	100%
Standards for Jobs/Acre	12	16	23	28	10	0.1	99
2040 Total Acres Needed (details)	59	15	10	13	12	7,125	7,234
2040 Total Acres Needed	59	50				N/A	109
2010 Acreage in Use	46	25				N/A	71
2010 Vacant Acres	14	11				N/A	25
2040 Additional Acreage Needed	-1	14				N/A	13
2040 Acreage Allocated	114	68				N/A	183

Source: Cal Poly, 2011

Overall Potential

The overall potential for growth in the City includes increasing the allowable density of developed land, utilizing vacant land, and designating additional land within the City's sphere of influence for residential and commercial use. The proposed land uses in the City, built to their maximum potential can accommodate the projected population growth and targeted job growth through 2040.

5.2.3. Preferred Growth Scenario Subareas

Three areas have been identified as foci in the Preferred Growth Scenario: the downtown subarea, the Colorado Avenue Corridor, and the intersection of Colorado Avenue and Manning Avenue. Proposed changes for these subareas include allowing residential units in conjunction with commercial floor space and increasing the allowable number of stories of buildings.

Downtown Core

The downtown core is identified as an important node in the City. The goal in the downtown is to increase the density and create a unique city core through a mix of uses. A maximum of three

stories will be allowed in the downtown subarea in order to maintain the small town character of the City. Figures 5-2 and 5-3 illustrate the type of urban form envisioned for this subarea. Existing land use in the downtown area comprises predominantly retail and public facilities. The existing zoning designations within the proposed downtown corridor are Community Commercial (CC), Neighborhood Commercial (NC) and Single Family Residential (R-1). The new, mixed-use designation within the downtown corridor will occupy 7.4 acres and will have a residential density of 10 to 15 units per acre, which can support between 74 and 111 dwelling units.

Figure 5-2. Example of mixed-use development in the Downtown Core.



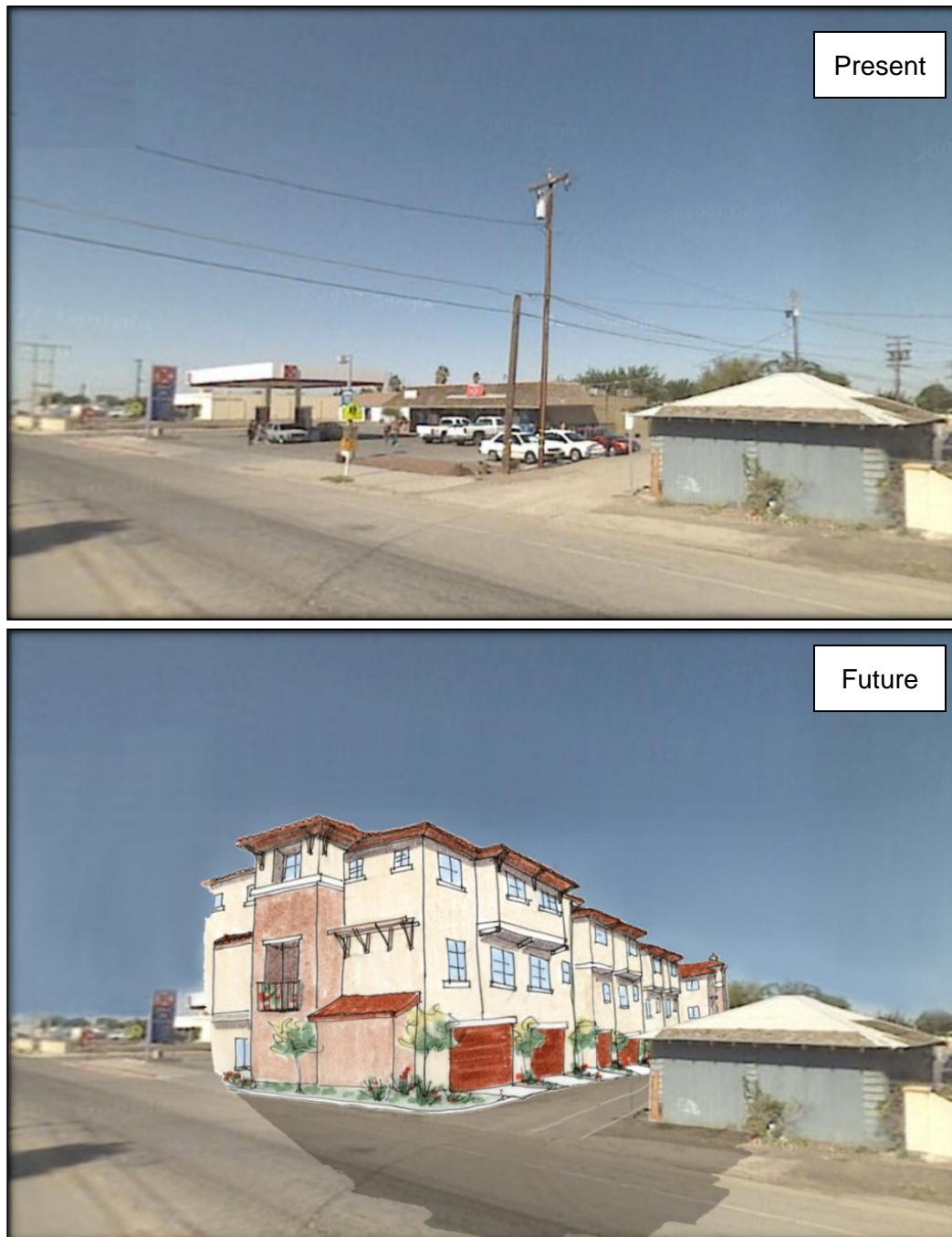
Figure 5-3. Example medium density residential development near the Downtown Core.



Colorado Corridor

This subarea is characterized as the corridor for general commercial and office related uses. The existing zoning designations for this subarea are: Community Commercial (CC), Highway Commercial (HC) and Light Manufacturing (M1). This subarea is proposed to be commercial (Figure 5-4).

Figure 5-4. Example of potential mixed-use development in the Colorado Corridor.



Manning and Colorado Intersection

The convergence of Manning Avenue and Colorado Avenue is a prime opportunity for the generation of large scale commercial activities to serve the region. This location is a major junction that connects the City to Fresno and surrounding communities. The existing zoning designations of this subarea is comprised of Light Manufacturing (M-1), Medium Manufacturing (M-2), Community Commercial (CC), and Neighborhood Commercial (NC). This subarea is proposed to be commercial with industrial uses on the periphery.

5.3. Effects on Community Needs

5.3.1. Public Facilities and Services

The Preferred Growth Scenario impacts a number of public facilities and services in the City, including water supply and distribution, wastewater generation and treatment, stormwater management, solid waste disposal and recycling services, police and fire protection, public education facilities and services, and public libraries. These impacts are discussed in detail below.

Water

A safe, reliable, and ample water supply is critical to the long-term development and quality of life of any city. San Joaquin relies entirely on pumped groundwater for its water supply, and future development will create new demands for the City in terms of water availability, distribution, conservation, and quality monitoring.

Demand Forecasts

In 2009, the City consumed 0.705 million gallons of water per day (mgd), or approximately 489 gallons per minute (gpm). The five-year average water usage per capita was 175 gallons per capita per day (gpcd). Based on population projections and assuming current trends, water demand in the City will be 1.245 mgd, or 865 gpm, as shown in Table 5-3.

Table 5-3. Comparison of Water Needs in 2009 and 2040.

Year	Water Demand Per Capita (gallons/day)	Total water demand	
		Million gallons/day	Gallons/minute
2009	175 gpcd	0.705	489
2040		1.245	865

Source: Cal Poly, 2011, based on City projections.

Water Supply and Distribution Infrastructure

The City currently utilizes groundwater pumping for its entire water supply, and does not store water to meet occasional surge demands. Current City infrastructure yields a maximum of 3,500 gpm (although one of three pumps are offline, yielding an actual capacity of 2,300 gpm). As shown in Table 5-4, this capacity will be insufficient to meet maximum daily water demands with sufficient reserves for firefighting. To address the projected demands shown in Table 5-4, the City will need to add a minimum of one well, and will also need to add pumping or storage capacity to allow for a contingency margin to prevent supply interruption in case of equipment failure.

Conservation Measures

Efforts to conserve water are presented in Chapter 11, Conservation, and a number of mandatory measures will likely reduce the amount of water being used citywide. To ensure that actual demands are met, however, these conservation measures are excluded from the calculations. Thus, it is likely that actual water consumption will be somewhat less than the projections shown in Table 5-4.

Table 5-4. Peak Water Demand Calculations for 2040.

Projection Type	Peaking Factor	Calculated Projection (gpm)
Average Demand	N/A	865
Maximum Day Demand	2x Average	1,730
Peak Hour Demand	3.5x Average	3,028
Maximum Day + Fire Flow	Maximum Day plus 2,000gpm for firefighting	3,730

Source: Cal Poly, 2011, based on City projections.

Wastewater

The City owns and operates a wastewater treatment facility serving all City users. The plant was constructed in 1975 with an original capacity of 0.25 million gallons per day (mgd); capacity will reach 0.50mgd once an ongoing expansion project is complete. The expansion project is also upgrading secondary biological treatment capabilities of the plant to meet current standards.

Over the past five years, City residents have generated an average of 81 gallons of wastewater per capita per day, or approximately 0.33mgd. If this trend continues, based on projected population in 2040, total wastewater generation will increase to 0.577mgd, approximately 15 percent over the design capacity of the newly-expanded plant. Table 5-5 shows this calculation. The City will need to initiate further expansion of the wastewater treatment facility prior to reaching its capacity in order to avoid an overage situation that can result in penalties from State and regional regulators.

Table 5-5. Projected Wastewater System Demand in 2040.

Projected Population in 2040	Per capita wastewater generated (gallons/day)	Total projected wastewater generated in 2040 (gal./day)	System capacity (gallons/day)	Percent of system capacity
7,118	81 gal	577,000	500,000	115%

Source: Cal Poly, 2011, based on City projections.

Solid Waste

Undiverted landfill waste generated within the City is sent to the American Avenue Landfill, located approximately 6 miles from the City. This facility opened in 1971 and is permitted to operate through 2031, although as of 2005, over 90 percent of its capacity remained unused. This makes it likely that its operating permit will be extended beyond 2031. If this facility is not retained, however, the City will need to coordinate with its solid waste management companies to secure an alternate location for solid waste disposal. The City is currently meeting statewide mandates for solid waste disposal, but will need to continue to monitor their waste generation.

Police Services

According to data from the Federal Bureau of Investigation, cities in the Western United States with fewer than 10,000 residents average 0.74 officers per 1,000 residents. The ratio in Fresno County is slightly higher, at 0.9 officers per 1,000 residents. In order to achieve national or regional standards, an additional 4 to 5 full-time equivalent (FTE) police positions will be necessary, as shown in Table 5-6. At these staffing levels, the City may wish to consider providing police services in-house, rather than continuing to procure services from the Fresno County Sheriff Department.

Table 5-6. Additional Police Staffing Requirements Needed in 2040.

Projected Population in 2040	Police Staffing Standard	Total Police Needed in 2040	Current Police Staffing	New Police Staffing Needed by 2040
7,118	Western U.S. (0.74 per 1,000 residents)	5.3 FTE	0.8 FTE	4.5 FTE
	Fresno County (0.9 per 1,000 residents)	6.4 FTE	0.8 FTE	5.6 FTE

Public Schools

Only one public school is currently located within City limits: San Joaquin Elementary School, operated by the Golden Plains Unified School District. The school accommodates children in kindergarten through grade eight. High school grades nine through twelve are offered at Tranquility High School, located approximately four miles to the northwest of the City. The District is required to offer transportation to students living in San Joaquin but attending school in Tranquility. In addition, some students are bused from outside the City to attend San Joaquin Elementary.

The current school facility, constructed in 1950, is already operating at nearly double its design capacity. Population projections through 2040 indicate that the number of students in all grades will continue to grow, pushing the current school beyond its design capacity and significantly expanding the number of students who must travel to Tranquility for high school classes. These projections are shown in Table 5-7.

Unless another educational facility is built within the City, 2040 enrollment at San Joaquin Elementary School will be 1,096 students, or 274% of its design capacity. At that point, the school facility will also be nearly 90 years old. Thus, the City should designate land for an additional educational facility to be built. Expanding the educational facilities in the City should be done in a manner to meet a number of outcomes: first, providing additional capacity to avoid severe overcrowding in existing facilities; second, providing additional facilities to allow for the phased renovation or replacement of the existing school without serious interruptions to education in the City, and; third, to ultimately allow the District to deliver high school instruction at a facility in San Joaquin, to avoid an increase in daily travel to Tranquility.

Table 5-7. Total Number of School-Age Children in San Joaquin.

	2000	2040	% Change
Elementary School (grades K-5)	473	740	56%
Middle School (grades 6-8)	219	356	62%
High School (grades 9-12)	274	466	70%
Total	966	1,561	62%

Source: Cal Poly, 2011.

5.3.2. Circulation

The Preferred Growth Scenario will impact many aspects of the City's transportation network, including parking demand, trip generation, transit services, and bicycle and pedestrian infrastructure, discussed in detail in the following sub-sections.

Parking

The Preferred Growth Scenario proposes additional development in five primary areas, including the Central Business District, low and medium density residential housing, and commercial areas serving neighborhood and highway users. Growth targets in the Preferred Growth Scenario envision 1,858 residential units and 2.17 million square feet of commercial space by 2040, with maximum projected residential growth at a total of 4,163 units in that time frame.

As of 2010, parking inventory within the City consisted of approximately 924 on-street and 84 off-street parking spaces, as shown in Tables 5-8 and 5-9. To estimate future parking demand, parking generation rates provided by the Institute of Traffic Engineers (ITE), were applied and adjusted for a reduction of 50 percent to account for reduced parking demand inherent with mixed-use types of development. These calculations are shown in Table 5-10. Based on these projections, the City will require 2,222 new parking spaces to accommodate target residential and commercial growth by 2040, or 5,253 new parking spaces to accommodate maximum projected growth, as shown in Table 5-11. New parking capacity should be distributed throughout the Central Business District, medium density residential housing, low density residential housing, corridor commercial use area, and the highway commercial area in the form of parallel on-street parking, slanted on-street parking, parking lots, and parking structures.

Table 5-8. 2010 Existing On-Street Parking.

Developed Area	Total Curb Front (feet)	Available Curb Parking Space* (feet)	Parking Space length (feet)	Number of Spaces
Downtown	1,833	1099.8	22	50
All Residential	32,040	19224	22	874
Total				924

**60% of curb space used for parking; other space used for driveways, no parking zones, and curb cuts.*

Source: Cal Poly, 2010

Table 5-9. 2010 Existing Off-Street Parking.

Total Parking Lot Acreage	Parking Spaces per Acre*	Number of Parking Spaces
0.845	100	84

*100 Parking Spaces per Acre accounts for 80 percent of land as usable parking space and 20 percent for aisles.

Source: Cal Poly, 2010

Table 5-10. 2040 Parking Need at Target and Maximum Residential Densities (Peak Hour).

Land Use	Quantity (units)	Rate/ Unit	Generation	Mixed-use Reduction	Generation
Mixed-use	30 - 111	1.38	42 - 154	0.5	21 - 77
Medium-Density Residential	483 - 2,416	1.38	667 - 3,335	0	667 - 3,335
Low-Density Residential	773 - 1,546	1.38	1,067 - 2,365	0	1,067 - 2,365
Total Residential	1,286 - 4,073				2,513 - 5,544
Land Use	Quantity (ft ²)	Rate/ 1,000ft ²	Generation	Mixed-use Reduction	Generation
Retail	646,594	2.26	290	0.5	145
Office	449,804	0.49	44	0	44
Wholesale Trade	554,223	0.49	71	0	71
Other	517,275	2.26	916	0.5	458
Total Commercial	2,167,896				717
Total					3,230 - 6,261

Table 5-11. 2040 Parking Need.

Scenario	Parking Demand (spaces)	Existing Parking Lot Spaces	Existing On Street Parking Spaces in Development Areas	Parking Spaces Needed
Targeted Growth	3,230	84	924	2,222
Maximum Growth	6,261	84	924	5,253

Source: Cal Poly, 2010

Trip Generation

Trip rates developed by ITE were used to estimate trips generated in the Preferred Growth Scenario assuming target residential densities and commercial activity in 2040. Trips generated with ITE rates were adjusted for a reduction of 50 percent to account for reduced trip generation inherent with mixed-use types of development and for 60 percent reduction in retail trips for pass-by capture. These calculations are shown in Table 5-12.

Table 5-12. 2040 Projected Trip Generation.

Land Use	Quantity (units)	Rate/ Unit	Mixed-Use Reduction	Pass-by Trip Reduction	Generation
Mixed-use	30 - 111	1.53	0.5	0	23 - 85
Medium-Density Residential	483 - 2,416	1.53	0	0	739 - 3,696
Low-Density Residential	773 - 1,546	1.53	0	0	1,183 - 2,365
Total Residential	1,286 - 4,073				1,945 - 6,147
Land Use	Quantity (ft ²)	Rate/ 1,000ft ²	Mixed-Use Reduction	Pass-by Trip Reduction	Generation
Retail	646,594	12.50	0.5	0.6	2,425
Office	449,804	1.58	0	0	711
Wholesale Trade	554,223	1.58	0	0	71
Other	517,275	12.50	0.5	0.6	1,940
Total Commercial	2,167,896				5,951
Total					7,896 - 12,098

Transit

Increased demands on the transportation network resulting from projected growth in the City may require additional investments in transit resources to adequately serve residents and businesses in the future. Although no fixed bus route within the City limits currently exists, such a service could be feasible if growth occurs as expected. New transit services implemented in the City would be most effective if structured as a circulator route with adequate connections to regional transit agencies providing intercity service.

Bicycle Routes

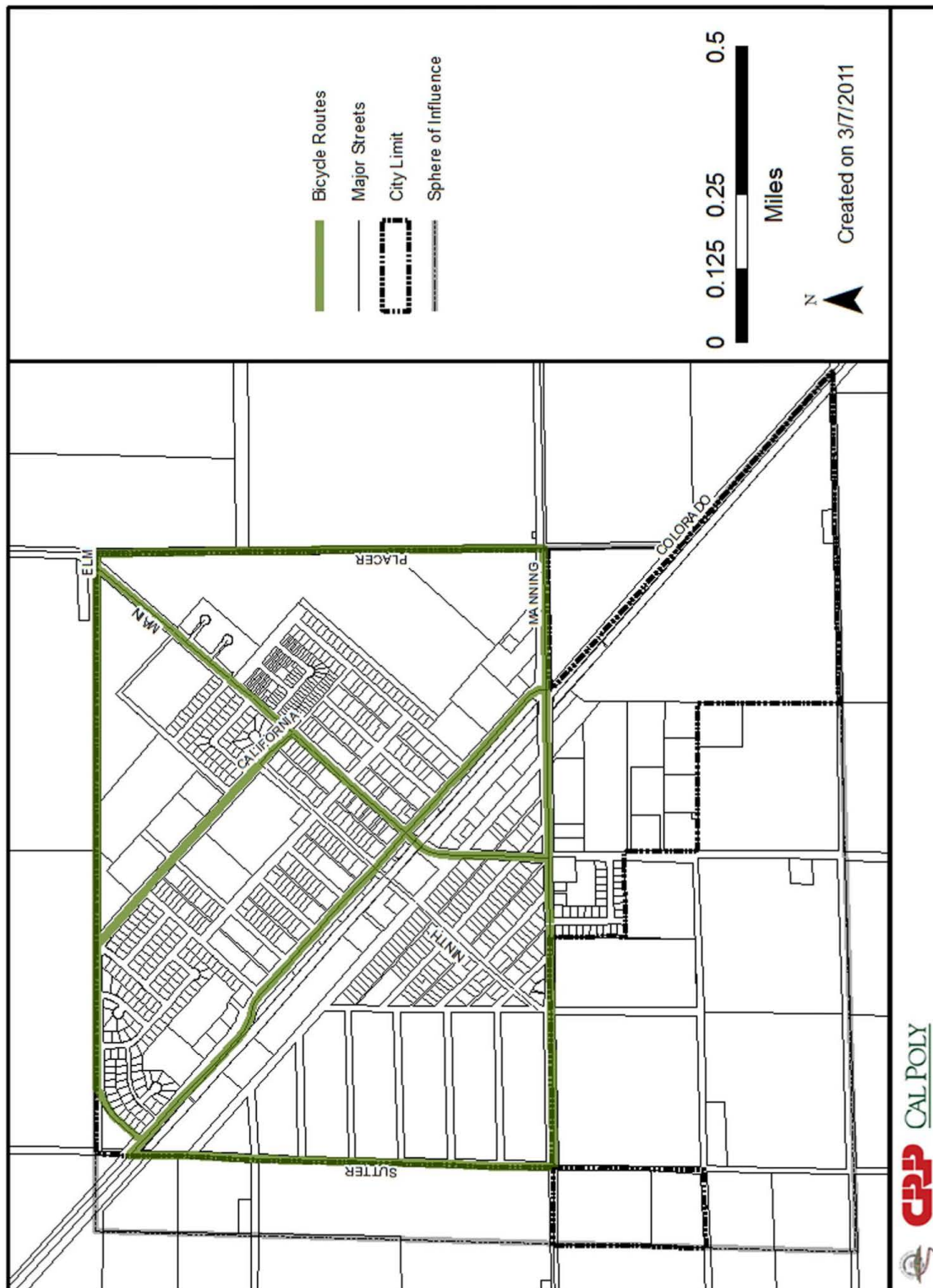
Improving accessibility and safety for bicyclists within the City should also be considered as a means of meeting residents' transportation needs in the future. The City currently has two designated bicycle routes on Colorado Avenue and Manning Avenue, but additional routes should be designated to accommodate growth envisioned in the Preferred Growth Scenario. As shown in Figure 5-5, Placer Avenue, Main Street, Sutter Avenue, and Elm Street should be considered for designation and improvement as bicycle routes. Along with these routes, a Bicycle Plan should be created that includes plans for the expansion of bicycle infrastructure such as bicycle lanes, routes, racks and paths.

Complete Streets

A "complete street" is one that addresses safety and usability by motorists, cyclists, and pedestrians in an integrated manner. This approach will be an important means of accommodating growth envisioned in the Preferred Growth Scenario. As shown in Figure 5-6, these five intersections should be examined for improvements to safety and usability:

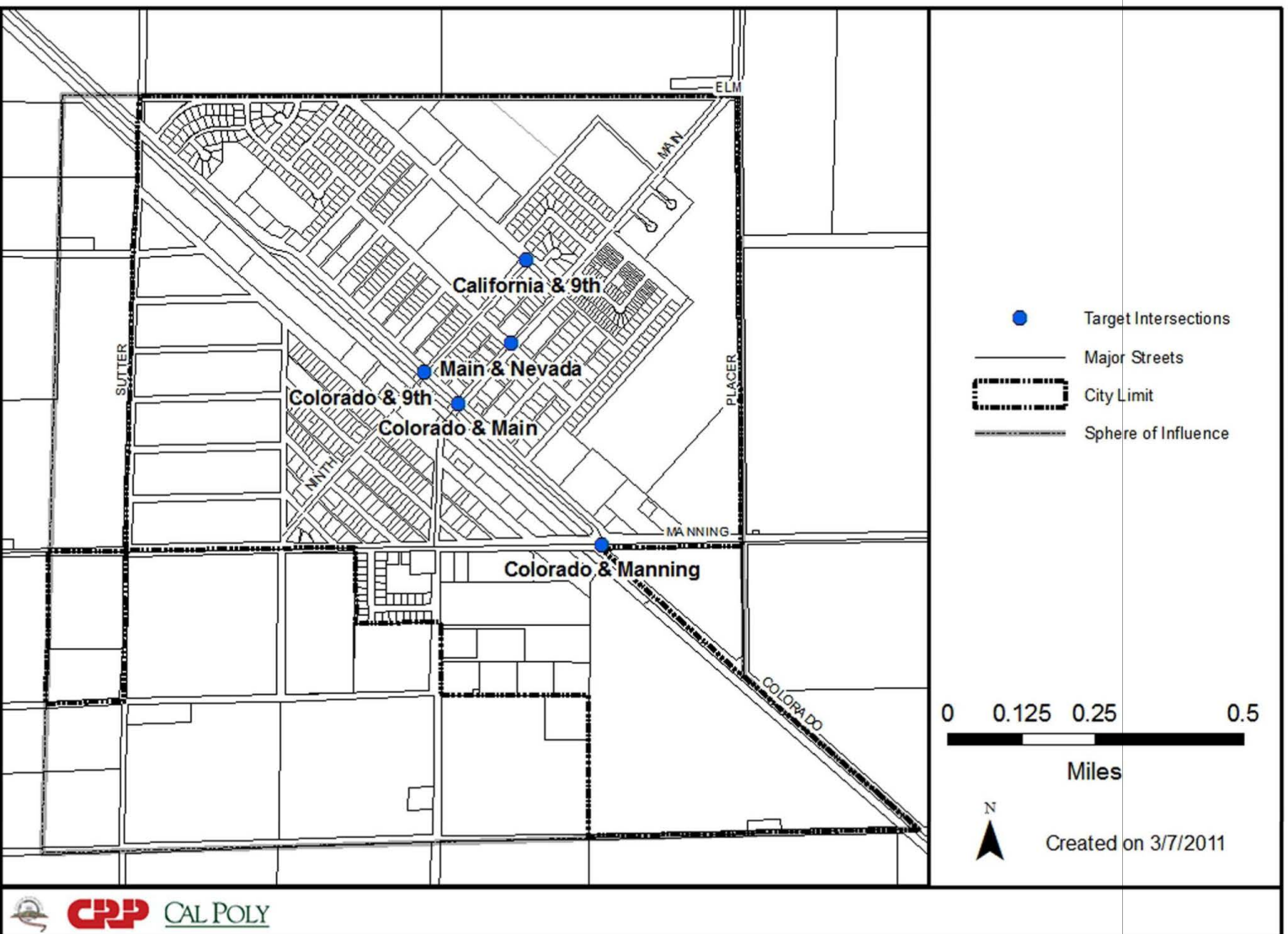
1. California Avenue and 9th Street
2. Nevada Avenue and Main Street
3. 9th Street and Colorado Avenue
4. Colorado Avenue and Main Street
5. Colorado Avenue and Manning Avenue

Figure 5-5. Proposed Bicycle Routes.



Source: Cal Poly, 2011.

Figure 5-6. Target Intersections for Complete Streets.



Source: Cal Poly, 2011.

5.3.3. Economic Development

The Preferred Growth Scenario is designed to accommodate 2,375 jobs by 2040. This would improve the jobs-housing balance and raise employment to match prevailing Fresno County employment levels. A better jobs-housing balance and more employment would create more opportunities for residents to spend their money locally. This would help generate revenue that the City needs for provision of public services.

Creating opportunities for people to spend money locally provides support to existing businesses. Reaching out to these businesses will also create a supportive business environment in which businesses ask for help when they need it. This allows the City to be proactive about business retention while also creating a more attractive business environment for outside investors.

Another anticipated effect of the policies contained in the Preferred Growth Scenario is that the City will become a more attractive location for businesses through the provision of a more educated workforce, more attractive downtown area and creation of opportunities for new industry within the City. It is hoped that new companies and industries will bring more high paying employment opportunities to the City. If these new industries provide jobs training, the cycle will then be perpetuated.

5.3.4. Housing

Every five years the City is required to update its Housing Element to accommodate housing needs for all income categories. The current period of San Joaquin's Housing Element is from 2007 to 2014. The City is mandated by the State Department of Housing and Community Development (HCD) and the Council of Fresno Governments (Fresno COG) to plan for its "fair share" of the regional housing need. As reported in the 2007 Fresno County Regional Housing Needs Allocation Plan (RHNA) this fair share target for San Joaquin by 2014 is 954 housing units, divided into four different income categories as shown in Table 5-13. When implemented, the City's current HCD-certified San Joaquin Community Plan 2007-2014 is expected to reduce regulatory constraints on development and lay necessary framework to reach RHNA allocation targets.

The City's population is projected to increase from 3,270 in 2000 to 7,118 in 2040, which will require 1,075 new housing units. The Preferred Growth Scenario plans to meet this need with land and density designations to allow for development of nearly three times the need. The majority of the projected housing need would be medium-density residential units, such as multifamily condominiums, duplexes, and triplexes. As shown in Table 5-14, 383 units should be affordable to very low, low, and moderate income groups. This represents 37 percent of added units, and they can be developed throughout the City's residentially zoned areas. Also shown in Table 5-14 is the maximum housing costs that are affordable for each income range. Approximately three percent of the potential dwelling units are proposed in the downtown core.

The area median income in Fresno County in 2000 was \$56,300. The income categories used by Fresno COG are:

- Very Low Income – 50% AMI and below
- Low-Income – 80% AMI and below
- Moderate Income – 120% AMI and below
- Above Moderate-Income – Above 120% AMI

Table 5-13. 2000 Households by Income Group and 2014 RHNA Allocation for San Joaquin

Income Group	Income Range	Number of Households	Percentage of All Households	2014 RHNA Allocation
Very Low Income	\$0 to \$17,363	231	33%	52
Low Income	\$17,364 to \$27,780	168	24%	43
Moderate Income	\$27,781 to \$41,670	148	21%	40
Above Moderate	\$41,671 and above	158	22%	63
Total		704	100%	200

Table 5-14. Projected Affordable Units by Income Group (2040).

Income Category	Household Income (2000 Dollars)	Number of Additional Affordable Units Needed	Percentage of All Additional Affordable Units	Maximum Monthly Housing Expense (for lowest income in range)
Very Low	Less than \$10,000:	74	19%	
Very Low	\$10,000 to \$19,999:	78	20%	\$830
Low to Moderate	\$20,000 to \$34,999:	124	31%	\$1,667
Moderate	\$35,000 to \$49,999:	60	15%	\$2,917
Moderate to Above Moderate	\$50,000 to \$74,999:	46	12%	\$4,166
Above Moderate	\$75,000 to \$99,999:	7	2%	\$6,250
Above Moderate	\$100,000 or more:	8	2%	\$8,333
Total		398	100%	

Table 5-15 shows the distribution of new affordable units between rental and ownership. Of the 398 new affordable units needed by 2040, 52 percent should be owner-occupied, while the remaining 48 percent should be rental units.

Table 5-15. Affordable Housing Need Projection by Tenure for 2040.

Affordable Units Needed (Very Low, Low, and Moderate Income households)	Percent	Number
Owner-Occupied Units	52% of Affordable Units	208
Renter-Occupied Units	48% of Affordable Units	191
Total Affordable Units	37% of New Units	398
Total New Housing Need		1,075

5.3.5. Conservation

The Preferred Growth Scenario will increase development in San Joaquin; however, since there is almost no sensitive habitat or species of concern, the impacts on the landscape and biota will be minimal. The compact nature of new development should work to lower per capita energy and water usage, and while additional trips generated by the proposed intensification of land uses may negatively affect air quality, these impacts may be mitigated with alternative forms of transportation and green building techniques. The generation and consumption of solar energy may also help mitigate air quality concerns for San Joaquin residents while still allowing for economic growth.

Energy Conservation

For the City to become a conservation leader in the Central Valley and meet AB 32 requirements, the projected 2040 population of 7,118 people will need to emit less carbon dioxide emissions than the current population. The best ways to mitigate decreasing quantities of non-renewable resources while simultaneously decreasing the effects they have on the environment is to cut energy use and generate/consume renewable energy. While the City does not have enough land to commit to the land intensive endeavor of large scale solar energy generation, the City can significantly reduce its dependence on non-renewable resources by cutting back the amount of energy consumed, purchasing non-renewable energy, and by generating solar energy at the site scale. Under the preferred growth alternative, the City will aim to reduce per-capita energy consumption through green building requirements, new partnerships with renewable energy providers, energy reduction programs, and solar energy generation.

Water Conservation

Analysis

Demand based on the 2040 population projection of 7,118 people equates to an overall water demand of 1,444 acre-feet per year based on the 2008 average gallons per capita per day water usage. Given the demand, the City should be able meet its water needs for 2040 based on groundwater assessments described in the Joint Water Groundwater Management Plan

(2010). The regional scale of the groundwater system makes water reliability questionable due to the fact that more municipalities and water districts are tapping into the groundwater system as their surface water systems run dry, particularly in the summer months. The water supply for the City is a regional groundwater system that is increasingly being tapped by agriculture. In addition, limited data exists on regional groundwater supplies. Thus, water conservation is very important to help address an uncertain water supply for the future.

The City has expressed concern regarding increases in regional water demand as well as the need to further protect water resources into the future. 48 of the 953 water service accounts are commercial and use approximately 12 million gallons annually (five percent of the City's total water usage) (San Joaquin Draft Conservation Strategy, 2009). Currently, approximately 61 percent of the water consumed in the City goes to landscaping (San Joaquin Draft Conservation Strategy, 2009). This indicates a prime area for the City to focus water reduction through future programming.

The State requires that local water agencies work with the community to reduce water use by 20 percent in the year 2020 and have several subsequent policies that enable the City to organize its conservation efforts. Under the preferred growth alternative, the City has the opportunity to exceed state water reduction goals and become a model for water conservation in the Central Valley.

Implementation

With guidance from the City's Community Plan, the City will devise strategies that implement programs, education, and monitoring of the effectiveness of water savings as a result of water conservation. First is to develop and solidify a comprehensive conservation plan that outlines the goals and implementation of programs. Adoption and implementation of the California Urban Water Conservation Coalition's Best Management Practices guide implementation strategies for the City and open up opportunities for grant funding to pay for program and citywide infrastructure. Implementation of programs must also be monitored for success in terms of water savings, with adjustments made to improve underperforming programs. This adheres to an adaptive management policy that will be strongly dependent on the use of water meters.

Water meters are required by law and according to the Capital Improvement Plan of 2008, the City aims to install water meters on all individual residential and commercial units by 2020, five years ahead of the state required deadline. This will help the City develop both a fee structure for per-unit water use as well as understand per-unit water trends to help focus water conservation efforts in the future.

Under the Preferred Growth Scenario, the City should develop a Department of Water Resources Water Management Plan. The State does not require the City to develop a management plan because of its small size, but in coordination with the Joint Groundwater Management Plan, it could be extremely beneficial to lay the groundwork for conservation and efficiency programs that bolster City water infrastructure and programmatic water conservation efforts. The City should adopt and implement an adaptive water management plan that lays the

framework for program implementation and subsequent monitoring, which will measure water-saving success and allow for adjustments based on monitoring results to ensure that future innovative programs realistically save the City and its residents water. With the City's interest in water conservation, funding is a constraint and yet essential component to program implementation that could be overcome through various state and federal grants as well as acquired fees once a volumetric tiered payment system is established for metered water users.

The City has been developing a water conservation strategy (2009) that suggests particular programs that could be implemented based on cost and water saved. Table 5-16 provides a list of some water saving measures and how much water they would save based on the 2040 population projection. Table 5-17 shows current water use estimates and the potential savings if water conservation measures were implemented. Total water savings if all residents in 2040 implemented these water conservation strategies, would result in 191 acre-feet (6.3 million gallons) of water annually. In addition, the City should continue to follow state water conservation requirements including CalGreen Building Codes and the Department of Water Resource's model outdoor water use ordinance. The City should require all new development to adhere to City Codes aimed at water-savings.

Table 5-16. Projected City water savings if implemented in 2010.

Type of Use	Amount (gpcd)	Percent of total	Amount (gpcd)	Percent of total	Savings
Toilets	18.3	28.4%	10.4	23.2%	44%
Clothes washers	14.9	23.1%	10.5	23.4%	30%
Showers	12.2	18.8%	10.0	22.4%	18%
Faucets	10.3	16.0%	10.0	22.5%	2%
Leaks	6.6	10.2%	1.5	3.4%	77%
Baths	1.2	1.9%	1.2	2.7%	0%
Dish washers	1.1	1.6%	1.1	2.4%	0%
Total indoor water use	64.6	100%	44.7	100%	31%

Source: American Water Works Association and Cal Poly 2011

Table 5-17. Estimated water savings and use based on 2040 projected population and per capita usage.

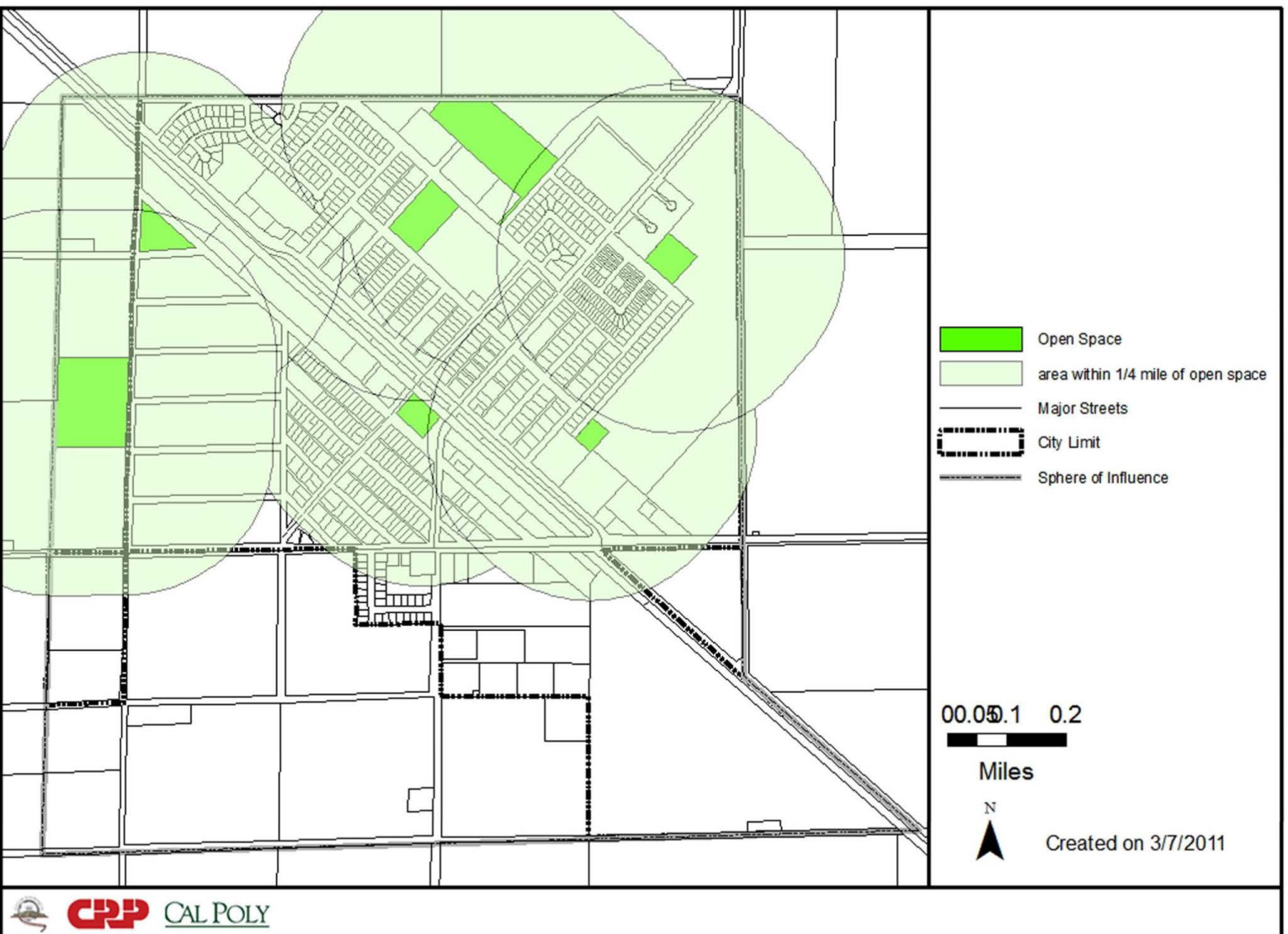
	Showers	Clothes Washers	Toilets	Dishwashers	Baths	Leaks	Faucets	Other Uses	Total
Traditional (AFY)	92	120	148	8	10	76	87	13	553
Conservation (AFY)	70	80	65	6	10	32	86	13	361
Water Saved (AYF)	22	40	82	2	0	44	1	0	191
% Saved	24	33	56	30	0	58	1	0	35

Source: American Water Works Association 2010 and Cal Poly 2011

5.3.6. Park Space

The Preferred Growth Scenario accommodates the need for additional public open space commensurate with population will increase from 4,090 to 7,120 by the year 2040. Within the Scenario are plans for the addition of 18.3 acres of open space. This new open space, combined with the existing 17.4 acres, will bring the City's total to 35.7 and will surpass the standard of 3 acres of open space per 1,000 residents. Additionally, the new open space planned for within this Scenario is distributed in such a manner as to ensure that nearly all residences will fall within a quarter mile distance of an open space facility, shown in Figure 5-7, keeping the City walkable and helping to promote a small town feel and to ensure that the health and well-being of residents will continue to be promoted.

Figure 5-7. Proposed future open space areas.



5.3.7. Safety

The Preferred Growth Scenario addresses the safety concerns of San Joaquin over the next 20 to 30 years. This scenario may affect the City in terms of emergency preparedness, the need for community education and outreach and hazard mitigation planning.

Emergency Preparedness Plan

The Preferred Growth Scenario proposes the creation of a city emergency preparedness plan. This plan will include identification of major corridors that connect regionally for emergency evacuation, which could include Colorado and Manning Avenues as well as the identification of critical facilities. These facilities may include the Veteran's Hall, Elementary School, City Hall, and the health center.

Community Education and Outreach

This scenario also proposes the establishment of a program for education and outreach related to community safety and disaster preparedness. This program would include plans to engage community members in planning for disaster, and educating community members and groups on general community safety and preparing for, and recovering from, potential disasters in San Joaquin.

Hazard Mitigation Plan

The Preferred Growth Scenario also proposes that the City participates in a hazard mitigation plan in order to be eligible for certain types of funding. The City should approach the County of Fresno and begin the process of joining the County multi-jurisdictional Hazard Mitigation Plan.

5.3.8. Noise

Noise levels associated with growth will tend to increase the most along corridors identified for development intensification, main arterials and primary collectors and near new manufacturing areas. Therefore, by the year 2040, noise will increase, but most noise problems will be localized.

Intensification in the downtown core and more commercial activity will increase noise in San Joaquin. However, taller buildings along Main Street will act as a noise barrier for any noise sensitive areas beyond this corridor. More traffic generated by commercial activity along Colorado and Manning Avenues will also likely be a cause of elevated noise levels.

If new manufacturing activities become established in the City, depending on type of use, there could be an impact on noise levels. New noise sources from the manufacturing zone in the southern part of the city could include industrial machinery, increased rail use for shipping, and truck and worker traffic. Residences across Manning or Colusa Avenues could be directly impacted by noise generated from manufacturing activities in this area.

As the distance of homes from jobs, retail, and services increases, so will the number of additional automobile trips. Since the preferred growth alternative identifies some new low residential uses away from the downtown core, there is likely to be an increase in vehicle traffic,

and therefore more noise. This will most likely pose the greatest problem along Colorado and Manning Avenues, and will also impact Sutter and Placer Avenues.

5.3.9. Community Design

In San Joaquin the preferred scenario would allow for the City to grow while still maintaining its small town feel, compact downtown center, and rural agricultural setting. Emphasizing these positive attributes through building and massing, streetscapes and landscaping, and architectural details will create a stronger sense of place for the residents of the City and help to secure an economically productive and energy and water conserving future.

By increasing the density and allowable building height in the downtown, it can become a more vibrant location for family gathering, shopping, and community activities, such as farmers markets, parades, and festivals. Increasing the building height, maintaining the street façade, and setting back the upper storey residential units will provide a sense of enclosure, allow eyes to be on the street from above, and create a pedestrian friendly atmosphere.

Architectural features such as arcades, balconies, awnings create interesting visual attractiveness while providing protection from the elements. Using the Spanish Colonial Revival and Southwestern architectural influences also helps to promote the cultural identity and allow for the varying architectural elements described. The stucco and tile materials are pleasing to the eye, can be inexpensive, and are usually durable and able to withstand the heat and cold typical of the area. Furthermore, the water and energy conserving techniques can be combined within these styles inconspicuously to maintain an overall focus on energy efficient affordable housing. Xeriscaping, and other drought tolerant landscaping, looks appropriate with the stucco, tile, iron, and wood features often used in Southwestern and Spanish Colonial Revival architecture.

6. ECONOMIC

6.1. Introduction

The Economic Element is intended to maintain and enhance the economic character of the community while providing for a stable annual public budget. The City is committed to economic development in order to continue to improve public services and to improve the overall quality of life in the community.

Population trends indicate that San Joaquin's working-age population will double by 2040. It will be important to attract new employment opportunities in order to prevent out-migration of this working-age population. Residents expressed concern with the current lack of jobs, which demonstrates that San Joaquin's economy is in need of diversification and stability. Policies attracting business and encouraging education of the workforce will improve existing conditions. Thus, the goals, objectives, policies, and programs in this element aim to support existing businesses and bring new industries to the City.

6.2. Goals, Objectives, Policies, and Programs

Goal E 1: A well-educated workforce.

Objective E 1.1: Expand adult education opportunities for residents.

Policy E 1.1.1: The City shall designate a staff coordinator to promote job training opportunities.

Program E 1.1.1a: Assign one staff member at City Hall to maintain and update job training information and to coordinate these activities with public library staff.

Policy E 1.1.2: Develop a partnership with West Hills Community College to provide educational opportunities to San Joaquin residents.

Program E 1.1.2a: Facilitate the use of City-owned buildings for adult education programs offered by West Hills Community College.

Goal E 2: A Central Business District (CBD) that is the focus of economic activity.

Objective E 2.1: Promote activity and interest in the CBD through community events.

Policy E 2.1.1: Support the Promotoras as necessary to continue to manage the Farmer's Market and facilitate other community events.

Program E 2.1.1a: Provide the Promotoras with use of City equipment, assistance with grant applications and administrative support related to community events.

Objective E 2.2: Attract new businesses to the CBD.

Policy E 2.2.1: The City shall promote the CBD as an attractive place for business to locate.

Program E 2.2.1a: Maintain an attractive appearance by creating and implementing design standards for the CBD.

Program E 2.2.1b: Partner with the Chamber of Commerce to create and implement programs to promote the City and CBD.

Goal E 3: A diverse and job-rich economy.

Objective E 3.1: Expand industrial activity, especially related to renewable energy generation.

Policy E 3.1.1: The City shall provide incentives and reduce obstacles to renewable energy companies wishing to locate to the area.

Program E 3.1.1a: Hire an energy program coordinator to research and develop financing programs and assist companies with permitting processes.

Program E 3.1.1b: Allocate adequate land for industrial uses.

Goal E 4: A local commercial environment that meets the needs of residents.

Objective E 4.1: Retain existing commercial outlets.

Policy E 4.1.1: The City shall regularly communicate with the existing business community.

Program E 4.1.1a: Establish a forum for existing business owners to communicate their needs to the City.

Objective E 4.2: Promote new commercial activity.

Policy E 4.2.1: The City shall promote opportunities for residents to learn about starting a business.

Program E 4.2.1a: Assign one staff member at City Hall to provide information on existing small business development programs, and ensure that this information

is also available through the public library and programs coordinated by the West Hills Community College District.

Policy E 4.2.2: The City shall promote the City to mid-size commercial retailers and provide incentives for development.

Program E 4.2.2a: The City shall maintain a list of commercial opportunities, incentives, and related programs to be provided to local and regional economic development officials, local businesses, and businesses investigating moving to the City.

7. LAND USE

7.1. Introduction

The Land Use Element is the long-range vision of land use designations and distribution of housing, jobs, manufacturing, open space and public facilities. This will allow the City to develop and enhance housing and job opportunities while maintaining a compact city form that preserves valuable farmland. As required by law, this element includes text and a land use map designating future land uses and intensities within the City.

A land use inventory was conducted in early October 2010 to determine land uses and conditions of buildings within the City. The inventory found that residential and agricultural land uses were the most prominent land uses in the City, accounting for roughly 22 and 33 percent of total land area respectively. Public facilities accounted for 11 percent of the City's land with the remaining land uses (other than roads) accounting for less than 15 percent of the City's land. Roughly 6 percent of the City's land was identified as vacant in the inventory. The majority of the neighborhood commercial land in the City is located near the intersection of Colorado Avenue and Main Street, with the bulk of industrial and highway commercial uses in the southeastern part of the City.

This analysis suggests that the City can maintain a compact city form while accommodating anticipated population and job growth through development of vacant parcels, targeted densification of land uses and rezoning parcels. The goals, objectives, policies, and programs of this element consider the regulatory, environmental and social characteristics of the City to address the needs and wants of community members that were identified in public meetings.

7.2. Goals, Objectives, Policies, and Programs

Goal LU 1: A compact city form.

Objective LU 1.1: Achieve an average net density of ten dwelling units per acre by 2030.

Policy LU 1.1.1: The City shall increase minimum and allowable densities for medium and high density residential areas.

Program LU 1.1.1a: Amend the zoning ordinance for R-2 zones such that the minimum density is four units per acre and the maximum density is 8 units per acre.

Program LU 1.1.1b: Amend the zoning ordinance for R-3 zones such that the minimum density is eight units per acre and the maximum density is 20 units per acre.

Program LU 1.1.1c: Amend the zoning ordinance to create an R-4 zone designation with a minimum density of 20 units per acre and a maximum density of 30 units per acre.

Program LU 1.1.1d: Establish and enforce criteria for the reduction of fees for medium and high density residential development.

Policy LU 1.1.2: The City shall designate Main Street and Colorado Avenue for increased densities.

Program LU 1.1.2a: Amend the Community Plan land use map and the zoning map to allow for increased residential and commercial densities along Main Street and Colorado Avenue.

Objective LU 1.2: Manage the rate of urban expansion.

Policy LU 1.2.1: New development shall not extend beyond the growth boundary line unless the area contains 80 percent infill or the City Council determines that overriding considerations exist concerning affordable housing, open space, or physical constraints, which preclude additional infill development.

Program LU 1.2.1a: The City shall designate and codify an urban growth boundary.

Policy LU 1.2.2: The City shall only approve new development if it will occur within one-tenth of one mile of existing development.

Objective LU 1.3: Preserve prime agricultural land.

Policy LU 1.3.1: Non-agricultural development on prime farmland shall only be approved where more than 50 percent of the perimeter of the land directly surrounding it is urbanized.

Goal LU 2: An economically-vibrant community.

Objective LU 2.1: Designate commercial corridors on Main Street and Colorado Avenue.

Policy LU 2.1.1: The City shall establish a distinctive central commercial district.

Program LU 2.1.1a: Amend the zoning ordinance to create a Central Business District on Main Street between Colorado Avenue and California Avenue.

Objective LU 2.2: Designate industrial land in the southeast portion of the City.

Policy LU 2.2.1: The City shall provide sufficient land to develop industrial uses in the southeast portion of the City.

Program LU 2.2.1a: Designate at least 68.21 acres of additional industrial land in the vicinity of the intersection of Manning Avenue and Colorado Avenue.

Objective LU 2.3: A strong Central Business District.

Policy LU 2.3.1: The City shall incentivize mixed-use development providing street-level businesses along Main Street between Colorado Avenue and Nevada Avenue.

Program LU 2.3.1a: Establish programs that streamline mixed-use corridor projects, increase flexibility in development standards, and/or reduce impact or permit fees.

Policy LU 2.3.2: The City shall remove barriers to prescribed commercial and mixed-use development in the defined Central Business District.

Program LU 2.3.2a: Amend the zoning ordinance to allow for a distinctive "Central Commercial" zone on Main Street between Colorado Avenue and California Avenue.

Goal LU 3: Diversified housing.

Objective LU 3.1: Designate sufficient land for low, medium, and high density residential areas on vacant parcels and areas to the north, northwest, and southeast of the City center.

Policy LU 3.1.1: The City shall amend its land use map and zoning map to have sufficient low, medium, and high density residential areas to meet projected demand.

Program LU 3.1.1a: Designate high density residential areas on blocks abutting the mixed-use central commercial zone.

Program LU 3.1.1b: Designate medium density residential areas that are bounded by Pine Street, Manning Street, and Railroad Avenue and surrounding the mixed-use area downtown.

Program LU 3.1.1c: Designate a low density residential area bounded by South Placer Avenue and Elm Street to the east and Sutter and Pine Streets to the west.

Goal LU 4: Citywide access to park space and recreational areas.

Objective LU 4.1: Distribute park space so every resident resides within one-quarter mile of park space or recreational area

Policy LU 4.1.1: The City shall analyze vacant parcels for viability as park space based on size and location.

Program LU 4.1.1a: Establish additional parks.

Program LU 4.1.1b: Establish a centralized plaza.

Goal LU 5: Compatible proximate land uses.

Objective LU 5.1: Separate or buffer incompatible uses from each other.

Policy LU 5.1.1: Commercial and industrial development shall be compatible with surrounding uses, and incompatible characteristics shall be mitigated.

Program LU 5.1.1a: Streamline provisions in City zoning to eliminate incompatibilities and promote orderly and structured growth.

8. CIRCULATION

8.1. Introduction

The Circulation Element provides the policy framework for the regulation and development of the transportation systems. California Government Code §65302 lists this element as one of the seven mandatory elements required for a Community Plan. This element focuses on the infrastructure used to transport people and goods throughout the City and region. According to the Governor's Office of Planning and Research Community Plan Guidelines (2003), the circulation element must correlate directly to the land use element and address major thoroughfares, transportation routes, terminals and other local public utilities and facilities.

The City lies between Interstate 5 and Highway 99 and has two major transportation corridors, Colorado Avenue and Manning Avenue. The City also has a rail line that runs parallel to Colorado Avenue and divides the town, creating traffic connectivity and safety problems. San Joaquin's streets, sidewalks, and street parking are in good condition. However, bike routes, public transportation, and traffic controls are insufficient. Thus, recommendations for the City include making infrastructure improvements along Colorado and Manning Avenues, implementing a bus transit system, adding bicycle lanes, and improving the sidewalk network.

8.2. Goals, Objectives, Policies, and Programs

Goal CIR 1: A transportation system that complements land uses.

Objective CIR 1.1: Place land uses with high levels of trip generation along arterials and highways where safe vehicle access can be accommodated.

Policy CIR 1.1.1: The City shall promote retail and tourism land uses along Manning Avenue and Colorado Avenue.

Program CIR 1.1.1a: Require traffic studies that evaluate traffic impacts and mitigation of traffic impacts to less than significant levels for new projects.

Objective CIR 1.2: Locate bus stops with shelters next to multi-family residential land uses and major activity centers.

Policy CIR 1.2.1: The City shall approve zoning changes as necessary to implement bus shelters or other facilities near multi-family residential land uses and major activity centers.

Goal CIR 2: An environmentally sustainable and healthy transportation system.

Objective CIR 2.1: Establish a fixed route bus system to serve San Joaquin and provide access to surrounding cities.

Policy CIR 2.1.1: The City shall identify potential funding sources for bus routes.

Program CIR 2.1.1a: The City shall investigate and apply for state TDA and federal FTA funding programs.

Objective CIR 2.2: Establish a citywide bikeway network to link all residential neighborhoods with downtown by 2040.

Policy CIR 2.2.1: The City shall promote bicycle path and bicycle lane development throughout San Joaquin.

Program CIR 2.1.1a: Establish a class II bicycle lane on Colorado Avenue from Elm Street to Manning Avenue.

Objective CIR 2.3: Encourage bicycling by providing sufficient bicycle parking facilities.

Policy CIR 2.3.1 The City shall establish bicycle parking at five percent of total automobile parking spaces downtown by 2040.

Program CIR 2.3.1a: Allocate Transportation Enhancement Activities (TEA) funding for bicycle parking.

Program CIR 2.3.1b: Install bicycle parking in front of commercial land uses downtown and next to all newly located bus stops.

Objective CIR 2.4: Create a safe and accessible pedestrian environment.

Policy 2.4.1: The City shall create a continuous network of sidewalks and crosswalks throughout the City by 2020.

Program CIR 2.4.1a: Improve all sidewalks that are poor quality and repair any new damage to sidewalks as soon as possible.

Program CIR 2.4.1b: Install ramps at all intersections for wheelchairs.

Program CIR 2.4.1c: Allocate Transportation Enhancement Activities (TEA) funds for all pedestrian improvements.

Program CIR 2.4.1d: Work with Caltrans to install crosswalks at all intersections crossing Main Street in the Central Business District.

Goal CIR 3: An accessible and affordable transportation system for all residents.

Objective CIR 3.1: Establish a transportation program for low income residents, youth, and the elderly.

Policy CIR 3.1.1: The City shall provide equitable access to transit systems.

Program CIR 3.1.1a: Provide reduced-price bus passes to residents who are transit dependent. These passes should allow unlimited use on San Joaquin transit services.

Program CIR 3.1.1b: Maintain dial-a-ride service to ensure accessibility for handicapped and special needs individuals.

Objective CIR 3.2: Institute carpool and vanpool programs.

Policy CIR 3.2.1: The City shall encourage carpool and vanpool programs.

Program CIR 3.2.1a: Maintain a page on the City Web site where residents can find carpooling information.

Program CIR 3.2.1b: Establish a program to provide vanpool services for farm workers commuting to and from Fresno.

Goal CIR 4: An efficient transportation system.

Objective CIR 4.1: Maintain Level of Service D or better on all roadways during non-peak traffic hours.

Objective CIR 4.2: Limit truck traffic to appropriate thoroughfares.

Policy CIR 4.2.1: The City shall Limit truck traffic to Colorado and Manning Avenues.

Program CIR 4.2.1a: Install signage that route trucks along Colorado and Manning Avenues.

Policy CIR 4.2.2: Use traffic calming methods in residential neighborhoods to reduce cut-through traffic.

Program CIR 4.2.2a: Provide a resource for citizens to report license numbers and names of trucking companies that violate truck route regulations.

Goal CIR 5: A safe transportation system.

Objective CIR 5.1: Reduce the number of accidents per capita on all roadways.

Policy CIR 5.1.1: The City shall install and maintain signs along Manning Avenue that caution drivers about passing slow moving farm vehicles.

Policy CIR 5.1.2: The City shall pursue safety improvements at all railroad crossings.

Program CIR 5.1.2a: The City shall investigate funding to add crossing guards to all railroad crossings.

Objective CIR 5.2: Create a safe environment for cyclists and pedestrians.

Policy CIR 5.2.1: The City shall install and maintain signs that promote road sharing with cyclists and pedestrians.

Program CIR 5.2.1a: Install and maintain signs near downtown and schools that slow traffic and inform drivers of pedestrians.

Objective CIR 5.3: Collaborate with the school district to promote safe and efficient bicycle/pedestrian routes between school and home.

Policy CIR 5.3.1: The City shall collaborate with the Golden Plains Unified School District to implement and maintain the Safe Routes to School program.

9. HOUSING

9.1. Introduction

The Housing Element is one of the seven State-mandated elements of the Community Plan. This element addresses the existing conditions with respect to housing affordability, type and quality in San Joaquin. It also identifies emerging directions for housing planning within the City, based on the conditions and initial input from community members.

According to the California Governor's Office of Planning and Research (OPR) Community Plan Guidelines, the purpose of the element is to ensure that local governments adopt land-use plans and regulatory schemes that "provide opportunities for, and do not unduly constrain, housing development for all income groups" (2003, p. 61). The State of California Department of Housing and Community Development (HCD), as explained by OPR, requires that the element have at least the following content: a review of the previous housing element, a housing needs assessment, an inventory of land and financial resources, an assessment of governmental and non-governmental constraints on housing, programs to promote development of needed units, and a statement of quantified housing development objectives by income group.

Housing is the only element that is statutorily required to be updated and certified by HCD. Several housing, community development and infrastructure funding programs include housing element compliance as a criterion in order to incentivize cities to produce effective plans that comply with state law. The City's current Housing Element 2008-2014 was adopted by the City Council in September 2009 and certified by HCD on March 22, 2010.

California Government Code §65584 requires HCD to project statewide housing needs and then allocate those needs to each region in the State. San Joaquin is a member of the Council of Fresno County Governments (Fresno COG). HCD determines the regional housing need for Fresno COG, which then distributes the Regional Housing Needs Allocation (RHNA) to counties and the incorporated cities within its region. Fresno COG allocates housing production goals for each jurisdiction primarily based on their "fair-share" of the region's population growth, which is outlined in Fresno County's 2007 Regional Housing Needs Allocation Plan (RHNA).

The projected housing needs in the RHNA are categorized by affordability based on standards for very low-, low-, moderate-, and above moderate-income households established by the U.S. Department of Housing and Urban Development (HUD) (California Health and Safety Code § 50079.5). The Housing element update must demonstrate the City's ability to accommodate residential development to meet the RHNA for the planning period, as well as the projected housing needs for the target date of the Community Plan.

The next section is comprised of goals, objectives, policies, and programs designed to preserve and improve the housing stock and accessibility in San Joaquin.

9.2. Goals, Objectives, Policies, and Programs

Goal H 1: An upgraded housing stock.

Objective H 1.1: Establish and adopt updated building standards.

Policy H 1.1.1: The City shall enact an updated ordinance for building standards compliance.

Program H 1.1.1a: Launch a system for awareness of, inspection of, and compliance with the updated building standards ordinance.

Objective H 1.2: Conserve and enhance the quality of existing dwelling units and residential neighborhoods.

Policy H 1.2.1: The City shall actively promote awareness of building standards and property owners' legal responsibilities.

Program H 1.2.1a: Launch a public awareness campaign to educate renters about their rights and responsibilities.

Program H 1.2.1b: Launch a public awareness campaign to educate property owners about their rights and responsibilities as property owners and/or landlords.

Program H 1.2.1c: Develop rehabilitation program and seek funds to subsidize property upgrades.

Goal H 2: An adequate supply of affordable housing, especially for large families and poverty households.

Objective H 2.1: Develop additional rental units and eliminate overcrowding.

Policy H 2.1.1: The City shall allow construction of secondary dwelling units, and minimize barriers to permitting and approval.

Program H 2.1.1a: Create ministerial permit option for secondary dwelling units.

Policy H 2.1.2: The City shall pursue housing subsidy funds such as HOME Investment Partnership Program grants or Community Development Block Grants.

Program H 2.1.2a: Dedicate staff time or recruit consultants to apply for funding.

Program H 2.1.2b: Incentivize development of appropriate housing through development subsidies, as funding becomes available.

Objective H 2.2: Develop low-cost housing units (such as modular or prefabricated units) for large households (more than five bedrooms).

Policy H 2.2.1: The City shall reduce or waive permit fees and offer density bonuses to incentivize development of large affordable units in areas with the highest relative access to amenities such as schools, shopping, and jobs.

Program H 2.2.1a: Develop a clear and regionally competitive development incentive program.

Program H 2.2.1b: Adopt an affordable housing overlay district for sites that are eligible for incentive programs.

Objective H 2.3: Remove constraints to development of affordable housing, especially for infill sites.

Policy H 2.3.1: The City shall amend the Zoning Ordinance to permit numerous locations, styles, and densities of low-cost housing styles.

Program H 2.3.1a: Provide adequate sites for housing development that meet the needs of all economic segments of the community at a level which can be supported by the infrastructure (including the downtown core, southwest corner of City, and the western subdivision).

Program H 2.3.1b: Conduct and regularly update an affordable housing land inventory and make it, as well as explanations of incentive programs, readily available to potential developers.

Program H 2.3.1c: Reduce or amend parking requirements that interfere with development of affordable units.

Program H 2.3.1d: Adopt a streamlined permitting option for low-cost housing.

Objective H 2.4: Preserve affordable units, especially those with high level of access to amenities such as schools, shopping, and jobs.

Policy H 2.4.1: In issuing building permits, the City shall require the preservation or replacement of affordable units or in-lieu fees to offset the loss of affordable units.

Program H 2.4.1a: Develop an Affordable Housing Fund from in-lieu fees to subsidize affordable housing development.

Program H 2.4.1b: Adopt an Inclusionary Zoning Ordinance.

Objective H 2.5: Remove constraints to residents' access to decent and affordable housing.

Policy H 2.5.1: The City shall enforce State and federal fair housing laws.

Program H 2.5.1a: Launch a public awareness campaign to educate landlords, renters, and City staff about fair housing laws.

Goal H 3: A diversified housing stock.

Objective H 3.1: Develop a mixture of low; moderate; and high-income, regionally competitive housing.

Policy H 3.1.1: The City shall reduce or waive permit fees and offer density bonuses to incentivize development proposals that combine competitive, above-moderate income housing with below-moderate income housing.

Program H 3.1.1a: Develop incentive programs to permit development proposals of more than five units catering to a mix of income levels (low, moderate, and high).

Program H 3.1.1b: Adopt an overlay district to identify eligible sites for low, moderate, and high-income, regionally competitive housing development incentives.

Goal H 4: A legally compliant housing element and zoning ordinance.

Objective H 4.1: Identify and remediate instances in which City regulations are inconsistent with State and federal laws.

Policy H 3.1.1: The City shall make regulatory changes necessary to bring housing-related regulations into compliance.

Program H 3.1.1a: Update the Housing Element according to HCD schedule.

Program H 3.1.1b: Implement the most recent HCD-certified Housing Element.

10. PUBLIC FACILITIES AND SERVICES

10.1. Introduction

Public facilities and services provide much of the physical and virtual foundation upon which a community evolves. A functioning and capable physical infrastructure is a critical prerequisite for development and growth of a City and effective public services are crucial to providing a high quality of life for residents, as well as an attractive environment for ongoing economic development and prosperity.

The overall goal of the Public Facilities and Services Element is to provide a basis and orientation for City policy and program development over the lifespan of the Community Plan. Ultimately, the general policies and needs identification included in the Public Facilities and Services element should positively contribute to neighborhood function, quality of life, and the community's fundamental identity. The Public Facilities and Services Element is an optional component of a Community Plan, according to Community Plan Guidelines (2003) published by the State of California Governor's Office of Planning and Research (OPR).

OPR guidelines recommend that public facilities and services elements include an evaluation of current and future capacities of a wide variety of public infrastructure and support programs crucial to the City's overall function and healthy growth. These analyses should consider other Community Plan element findings, particularly those discussing projected changes in population, land uses and development intensity, but also including community design, conservation, and recreation, among others. The analysis should include consultation with service providers, analysis of equitable distribution of facilities and services and identification of potential implementation funding sources.

10.2. Goals, Objectives, Policies, and Programs

Goal PFS 1: Water supply and infrastructure sufficient to meet present and future demand.

Objective PFS 1.1: Expand pumping and storage capacity to meet projected maximum day demand plus fire flow.

Policy PFS 1.1.1: The City shall condition approval of new development projects on the availability of adequate water supply and infrastructure to serve the new development.

Program PFS 1.1.1a: All new development projects shall be subject to impact fee assessments sufficient to fund additional water system capacity and infrastructure needed to service the new development.

Program PFS 1.1.2b: All new development projects shall construct adequate on-site potable water distribution infrastructure.

Policy PFS 1.1.2: The City shall periodically monitor its water consumption and manage supply and infrastructure in a manner to meet anticipated future demand.

Program PFS 1.1.2a: City staff shall produce annual public reports of recorded water consumption, demand projections, and the state of infrastructure improvements in progress.

Program PFS 1.1.2b: City staff shall review and revise the Water Master Plan on an annual basis.

Objective PFS 1.2: Maintain all water infrastructure in a state of good repair.

Policy PFS 1.2.1: The City shall budget for water system maintenance and repair on a biannual basis.

Objective PFS 1.3: Minimize water consumption growth, especially for new development.

Policy PFS 1.3.1: The City shall promote water conservation and reduced water demand in its operations and in existing and new development.

Program PFS 1.3.1a: Require water-conserving facility and building design in new construction and retrofit projects.

Program PFS 1.3.1b: Prepare a list of low-water-use and drought-tolerant plant species for use in new landscaping projects.

Program PFS 1.3.1c: The City shall condition approval of new development projects on the inclusion of water conservation design elements.

Goal PFS 2: Wastewater collection infrastructure and treatment facilities that meet present and future demand while ensuring water quality and protecting the environment.

Objective PFS 2.1: Plan for wastewater facility and infrastructure expansion to adequately serve future demand.

Policy PFS 2.1.1: The City shall periodically monitor its wastewater demand and capacity, and manage supply and infrastructure in a manner to meet anticipated future demand.

Program PFS 2.1.1a: The City shall assess and revise estimates of present and future wastewater demand on an annual basis.

Program PFS 2.1.1b: The City shall update its wastewater master plan every five years.

Policy PFS 2.1.2: The City shall condition approval of new development projects on the availability of adequate wastewater collection and treatment capacity to serve the new development.

Program PFS 2.1.2a: All new development projects shall be subject to impact fee assessments sufficient to fund additional wastewater system capacity and infrastructure.

Program PFS 2.1.2b: All new development shall establish that downstream wastewater infrastructure capacity is sufficient to accommodate new demand, and where sufficient capacity does not exist, provide additional facilities to accept additional wastewater demand.

Program PFS 2.1.2c: All new commercial and industrial development shall be subject to impact fee assessment or development conditions sufficient to address unique characteristics of wastewater generated by the development, including but not limited to fats, oils, and greases.

Goal PFS 3: Stormwater management systems that minimize impacts of flooding, runoff, and strain on the wastewater system.

Objective PFS 3.1: Maintain flood control and drainage facilities in a state of good repair to preserve their function and capacity.

Policy PFS 3.1.1: The City shall budget for flood control and drainage facility maintenance and repair on a biannual basis.

Objective PFS 3.2: Expand flood control and drainage capacity in tandem with new development in the City.

Policy PFS 3.2.1: The City shall condition approval of new development projects on the availability of adequate flood control and drainage facility capacity to serve the new development.

Program PFS 3.2.1a: All new development projects shall be subject to impact fee assessments sufficient to fund additional flood control and drainage facilities and infrastructure.

Goal PFS 4: Environmentally sound and effective solid waste collection, management, diversion, and disposal resources.

Objective PFS 4.1: Comply with state mandates for diversion of waste materials through reduction, reuse, and recycling practices.

Policy PFS 4.1.1: The City shall participate in State-mandated waste reduction, diversion, mitigation, recycling, reporting or other programs related to reducing solid waste disposal volumes.

Program 4.1.1a: The City shall produce an annual report detailing its estimated diversion rate from public facilities and for all City residents.

Policy PFS 4.1.2: The City shall provide recycling at all public facilities.

Program PFS 4.1.2a: The City shall collect and pick up recycling at all public buildings and events. Each public facility shall make a minimum of three recycling containers visible and accessible for use by the public.

Program PFS 4.1.2b: The City shall include recycling containers and a scheduled, ongoing pickup program in any work to place new or replace existing public waste containers and garbage cans within or adjacent to public parks, facilities, and rights-of-way.

Objective PFS 4.2: Plan for waste collection, disposal, and recycling resources that meet present and future demands.

Policy PFS 4.2.1: The City shall support regulatory approval of the American Avenue landfill facility past its current license period unless substantial and unmitigated environmental impacts are identified.

Policy PFS 4.2.2: The City shall condition approval of new development projects on the availability of adequate solid waste collection, disposal, and diversion/recycling resources to serve the new development.

Program PFS 4.2.2a: All new development shall establish that solid waste disposal and recycling resources sufficient to accommodate new demand, and where sufficient capacity does not exist, provide additional facilities to accept additional demand.

Program PFS 4.2.2b: All new development shall include on-site recycling facilities and an ongoing, regular program of pickup and disposal from the site. For residential developments, recycling and solid waste disposal facilities and pickup schedules shall be aligned to simplify use for residents.

Program PFS 4.2.2.c: All new commercial and industrial development shall be subject to impact fee assessment or development conditions sufficient to address unique characteristics of solid waste generated by the development.

Goal PFS 5: Safe and peaceful neighborhoods.

Objective PFS 5.1: Expand police services to ensure that low crime rates within the City can be sustained.

Policy PFS 5.1.1: Maintain a ratio of 0.9 police officers per 1,000 residents on a full-time equivalent basis.

Program PFS 5.1.1a: All new development shall be evaluated to determine the additional service demands for police protection, and subject to impact fees sufficient to meet the cost of providing these new services.

Program PFS 5.1.1b: The City shall budget for police services on a biannual basis.

Policy PFS 5.1.2: Crime rates and patterns within the City shall be monitored and periodically analyzed to identify unmet needs and refine police services.

Program PFS 5.1.2a: The City shall request call frequency, type, and response time reports from the Fresno County Sheriff Department monthly.

Program PFS 5.1.2b: The City shall review and refine its agreement with Fresno County Sheriff Department as reports dictate.

Policy PFS 5.1.3: The City shall collaborate with local, regional, and statewide agencies to address crime and community safety.

Program PFS 5.1.3a: The City shall continue to participate in regional gang prevention and enforcement coalitions.

Goal PFS 6: Educational opportunities for all members of the community.

Objective PFS 6.1: Coordinate planning with partner agencies to improve the quality and availability of educational services and facilities within the City.

Policy PFS 6.1.1: The City shall coordinate efforts to improve K-12 education services and facilities with the Golden Plains Unified School District.

Program PFS 6.1.1a: The City shall support and facilitate efforts by the Golden Plains Unified School District to expand its educational facilities in San Joaquin, including the construction of an additional school facility in the City.

Program FPS 6.1.1b: The City shall support the addition of high school courses to educational facilities within the City as soon as feasible.

Policy PFS 6.1.2: The City shall coordinate efforts to improve the availability of adult vocational and job training services with the West Hills Community College District.

Program 6.1.2a: The City shall support the addition of local adult vocational and job training services provided by the Community College District, particularly as a component of new educational facilities established within the City.

Policy PFS 6.1.3: The City shall coordinate efforts to maintain and expand library services with the Fresno County Public Library District.

Program 6.1.3a: The City shall collaborate with the Fresno County Public Library District to ensure that adequate services and service hours are provided to all residents.

Program 6.1.3b: The City shall facilitate funding improvements to support library operations in San Joaquin, potentially including sources such as developer fees, tax credits, grants, contributions, or other resources that are compatible with other City budget needs.

11. CONSERVATION

11.1. Introduction

Conservation is the planned management, preservation, and wise use of natural resources. The Conservation Element of the Community Plan provides direction regarding the conservation, development, and utilization of natural resources within a community and surrounding area (Office of Planning Research [OPR], 2003). The City has expressed a desire to focus on the conservation element, in order to become a model sustainable city in the San Joaquin Valley. For this reason, the Conservation Element includes traditional required and innovative non-required sections.

This element addresses the following aspects of conservation: biological resources, water conservation, energy conservation, green building, air quality, and greenhouse gases.

Biological Resources

Approximately 38 percent of the land use in the City is dedicated to agriculture; therefore, plant and animal life is minimal. The areas not yet converted consist largely of non-native plant species and grassland habitats.

Water Conservation

The importance of water conservation in California is becoming increasingly realized, particularly in the Central Valley. Much of the economy in the Valley is attributed to water availability for agriculture. The City, nestled in the heart of prime agricultural land, understands the importance of reducing water consumption to protect valuable water supplies. By adopting a Community Plan that lays a policy and implementation framework, the City can prioritize water conservation projects that make them a model city for water conservation.

Energy Conservation

The Energy Conservation section of the Conservation Element aims to substantially decrease the amount of energy consumed by the City. This section suggests actions the City can take to decrease consumption of and dependence on non-renewable energy sources.

Green Building

Buildings and the process of building comprise a majority of energy use and GHG emissions in most cities. The Green Building section seeks to reduce the amount of resources that the building stock of the city consumes.

Air Quality

The City is located in the San Joaquin Valley Air Basin, which is regulated by the San Joaquin Valley Air District. Based on a review of pertinent literature, air quality issues relevant to the City include vehicle emissions, construction activity emissions, fugitive dust, and odors. Future

directions related to air quality include the creation of policies and programs to keep air pollutant emissions low, and protect the health and safety of the residents of San Joaquin.

11.2. Goals, Objectives, Policies, and Programs

Goal CON 1: A biodiversified community.

Objective CON 1.1: Protect special-status species and other species that are sensitive to human activities.

Policy CON 1.1.1: The City shall require a biological survey be prepared by a qualified biologist for proposed development areas that may contain sensitive species.

Program CON 1.1.1a: Maintain an inventory and map of locations of special status habitat types and special status species within the San Joaquin Planning Area.

Policy CON 1.1.2: Coordinate with the California Department of Fish and Game, the U.S. Fish and Wildlife Service, and other appropriate agencies to protect wildlife species and habitats.

Program CON 1.1.2a: In the event that they are identified within the City, limit public access in areas that support rare wildlife populations and sensitive nesting and breeding sites.

Objective CON 1.2: Incorporate existing trees into development projects, and where preservation is not feasible, require mitigation for the loss of removed trees.

Policy CON 1.2.1: The City shall require development projects to preserve trees if feasible.

Program CON 1.2.1.a: Develop and implement a group to organize tree planting activities.

Objective CON 1.3: Preserve and enhance natural resource areas.

Policy CON 1.3.1: Native plants shall be used wherever feasible in public and private landscaping.

Program CON 1.3.1a: Require new development to use native plants or other appropriate non-invasive, drought-tolerant plants wherever feasible to reduce maintenance and irrigation costs.

Policy CON 1.3.2: Landscaping shall provide wildlife habitat where appropriate.

Program CON 1.3.2a: Create and make available a list of native, non-invasive plants for local area.

Goal CON 2: Be a model city for water conservation in the Central Valley.

Objective CON 2.1: Complete an Urban Water Management Plan for the City.

Policy CON 2.1.1: The City shall conform to the Urban Water Management Plan Act of 2009.

Program CON 2.1.1a: Develop an Urban Water Management Plan and update the plan every five years.

Program CON 2.1.1b: Develop citywide water reduction targets below the State Water Plan targets of 20 percent reduction per capita by 2020.

Program CON 2.1.1c: Develop water efficiency standards for all retail water use customers and for the City itself to meet established targets.

Program CON 2.1.1d: Locate and pursue funding sources for water resource infrastructure and programs that promote conservation.

Program CON 2.1.1e: Construct an adaptive management strategy that demonstrates proposed water conservation projects and implements them based on their effectiveness to conserve water.

Program CON 2.1.1f: Conduct annual assessments to measure success of implemented programs with relation to citywide reduction targets.

Objective CON 2.2: Implement California Urban Water Conservation Council's Best Management Practices.

Policy CON 2.2.1: The City shall manage its water supply, distribution infrastructure, and regulations in a way that maximizes water conservation.

Program CON 2.2.1a: Complete water audits of distribution systems using methodology consistent with that described in American Water Works Associations Water Audit and Leak Detection Guidebook, including annual prescreening and assessment of full-scale audit needs.

Program CON 2.2.1b: Designate a conservation coordinator to oversee all water conservation programs in the City.

Program CON 2.2.1c: Implement and enforce ordinances prohibiting water waste in residential, commercial, and industrial areas.

Program CON 2.2.1d: Amend City ordinances as necessary to allow and promote the use of water recycling/grey water systems.

Policy CON 2.2.2: The City shall meter all residential, commercial, and industrial water use as required by California Water Code (§525b).

Program CON 2.2.2a: The City shall install water meters on all connections to the water distribution system, both new and existing.

Program CON 2.2.2b: The City shall adopt commodity rates (by volume of use) for all new connections and retrofit of existing connections, with revenues designated for the operation of the City's water system and funding of water conservation incentive programs.

Policy CON 2.2.3: The City shall continually provide water conservation information, incentives, and assistance to all residential and commercial users.

Program CON 2.2.3a: Continue and expand on-going public information programs to promote water conservation and water conservation related benefits, including individual surveys, and consultations with users.

Program CON 2.2.3b: Provide commercial and residential customers with support and incentives to improve their landscape water use efficiency.

Program CON 2.2.3c: Provide customers with individual water conservation information, including use trends, in all periodic water billing statements.

Program CON 2.2.3d: Proactively notify customers whenever it appears possible that leaks exist on the customer's side of the meter.

Program CON 2.2.3e: In coordination with Golden Plains Unified School District, provide information and resources related to water conservation for use in local classrooms and educational programs.

Policy CON 2.2.4: The City shall encourage and incentivize the adoption of low-flow water appliances in all City residences, businesses, and public facilities.

Program CON 2.2.4a: Incentivize the purchase and/or installation of ultra-low-flush (1.6 gallons or less) toilets in new and existing single-family and multi-family residences.

Program CON 2.2.bl: Incentivize the purchase of high-efficiency clothes washing machines (HEWS) meeting a water factor value of 8.5 or less, in both new and existing residential and commercial installations.

Program CON 2.2.1c: Incentivize the purchase and/or installation of low-flow faucet and shower heads in new and existing residences.

Objective CON 2.3: Meet (and where feasible, exceed) state water reduction requirements

Policy CON 2.3.1: The City shall adopt CalGreen's Tier 2 Voluntary Building Codes.

Program CON 2.3.1a: Implement, enforce and provide information on conforming to CalGreen Tier 2 standards.

Policy CON 2.3.2: The City shall continue to conform to the Department of Water Resource's Model Landscape Water Use Ordinance and adopt more stringent outdoor water use policies where feasible.

Program CON 2.3.2a: Implement and enforce current Department of Water Resources (DWR) Model Landscape Water Use Ordinance.

Program CON 2.3.2b: Research methods for outdoor water conservation not included in DWR's model landscape water use ordinance that can feasibly be implemented.

Goal CON 3: Ensure groundwater quality through monitoring, protection, and enhancement.

Objective CON 3.1: Monitor ground water quality.

Policy CON 3.1.1: The City shall develop a systematic mechanism that collects data and shares and receives information on the state of its groundwater supply.

Program CON 3.1.1a: Participate in programs that gather groundwater quality data in coordination with James Irrigation District.

Program CON 3.1.1b: Implement the elements of the Joint Groundwater Management Plan (2010) addressing on-going groundwater monitoring and information sharing.

Program CON 3.1.1c: Implement a water quality early warning groundwater monitoring system.

Objective CON 3.2: Preserve and enhance groundwater quality.

Policy CON 3.2.1: The City shall collaborate with other local and regional agencies and municipalities to develop and implement programs that protect and enhance local and regional groundwater quality.

Program CON 3.2.1a: Collaborate with regional water agencies to share information as outlined in the Upper Kings Basin Integrated Regional Water Management Plan.

Program CON 3.2.1b: Work with the James Irrigation District to review available water quality data to identify areas with the potential for saline water intrusion and ways to protect those areas through saline reduction programs.

Program CON 3.2.1c: Participate in development and implementation of the James Irrigation District Joint Groundwater Management Plan.

Program CON 3.2.1d: Work with regional agencies and municipalities to target non-point source pollution and vulnerable recharge areas and develop programs to reduce the impacts of these pollution sources region-wide.

Policy CON 3.2.2: The City shall implement programs on its own where feasible to protect local groundwater quality.

Program CON 3.2.2a: Encourage local growers to incorporate proper wellhead protection into all new wells, and retrofit old wells with proper wellhead protection.

Program CON 3.2.2b: Locate recharge basins next to areas with water quality problems to blend water supplies and create a hydraulic barrier to impede movement of contaminant plumes.

Goal CON 4: Become an energy conservation leader in the Central Valley.

Objective CON 4.1: Increase the amount of locally generated and consumed alternative energy.

Policy CON 4.1.1: The City shall permit installation of solar panels on all roofs.

Program CON 4.1.1a: Amend development code to allow solar panels.

Program CON 4.1.1b: Encourage development review and entitlement to prefer energy generation over aesthetics.

Policy CON 4.1.2: The City shall pursue local generation of 35 percent of its total City energy demand by 2030.

Program CON 4.1.2a: Work with Pacific Gas & Electric to identify locations near San Joaquin for the installation of solar panels.

Policy CON 4.1.3: The City shall pursue subsidies for the installation of solar panels in new and existing residential buildings and City facilities.

Program CON 4.1.3a: Seek funds from the California Utility Commission for the installation of solar panels on existing residential and commercial buildings.

Program CON 4.1.3b: Seek funds from the California Energy Commission's New Solar Homes Partnership program for the installation of solar panels on new homes.

Objective CON 4.2: Decrease energy consumption in new and existing buildings.

Policy CON 4.2.1: The City shall encourage development that reduces the amount of per-capita energy consumption by 10 percent by 2030.

Program CON 4.2.1a: Streamline the entitlement process for buildings with proper solar orientation (where one axis of the building is at least 1.5 times longer than the other, and the longer axis is within 15 degrees of geographical east-west).

Program CON 4.2.1b: Amend development code to include residential CalGreen items, particularly Section A4.2.

Program CON 4.2.1c: Amend development code to include non-residential CalGreen items, particularly Section A5.2.

Policy CON 4.2.2: The City shall reduce per-capita energy levels by 10 percent by 2030 or as dictated by State and Federal legislation.

Program CON 4.2.2a: Continue participation in PG&E's Energy Watch program.

Program CON 4.2.2b: Create educational programs to inform residents and commercial building owners about benefits of Energy Watch program such as energy audits and weatherization.

Program CON 4.2.2c: Apply for other energy conservation grants such as the "Innovator Pilot Program" which provides money to towns for innovative energy reduction programs.

Objective CON 4.3: Increase the amount of purchased alternative energy.

Policy CON 4.3.1: The City shall purchase at least 35 percent renewable energy from PG&E by 2030.

Program CON 4.3.1a: Amend PG&E contracts to include 35 percent renewable energy for municipal purposes.

Policy CON 4.3.2: The City shall educate residents about the types of energy that they can purchase from PG&E.

Program CON 4.3.2a: Create an educational program about available renewable energy options through PG&E.

Objective CON 4.4: Build net zero carbon footprint buildings.

Policy Con 4.4.1: The City shall be an example to the region by building highly efficient buildings.

Program CON 4.4.1a: The City shall build, or provide incentives for a private developer to build, at least one LEED-certified building by 2025.

Program CON 4.4.2b: Create an energy efficient, affordable rural housing model.

Goal CON 5: A community protected from air pollutants.

Objective CON 5.1: Determine and mitigate the local and regional air quality impacts of proposed projects.

Policy CON 5.1.1: Require that development projects are submitted to the San Joaquin Valley Air Pollution Control District for CEQA comments and review of air quality analysis.

Program CON 5.1.1a: Determine project air quality impacts using analysis methods and significance thresholds recommended by the District.

Policy CON 5.1.2: The City shall reduce the air quality impacts of development projects that may not be significant by themselves, but cumulatively are significant.

Program CON 5.1.2a: Establish local ordinances that institutionalize mitigation measures, making them applicable to all projects regardless of size.

Objective CON 5.2: Coordinate local air quality programs with regional programs.

Policy CON 5.2.1: The City shall work with neighboring jurisdictions and affected agencies to address cross-jurisdictional and regional transportation and air quality issues.

Program CON 5.2.1a: Send representatives to air quality meetings.

Objective CON 5.3: Integrate land use planning, transportation planning, and air quality planning to make the most efficient use of public resources and to create a healthier environment.

Policy CON 5.3.1: The City shall consider air quality when planning the land uses and transportation systems to accommodate the expected growth in this community.

Program CON 5.3.1a: Develop coordinated land use and transportation plans to meet federal, state, and local air quality requirements.

Program CON 5.3.1b: Support land uses proposed in Community Plan updates and Community Plan amendments with a multi-modal transportation system.

Policy CON 5.3.2: The City shall work with CalTrans and the Regional Transportation Planning Agency to minimize the air quality, mobility, and social impacts of large scale transportation projects on existing neighborhood.

Objective CON 5.4: Locate sites for industrial development to minimize the health risks resulting from industrial toxic or hazardous air pollutant emissions.

Policy CON 5.4.1: The City shall require industrial development projects to be located an adequate distance from sensitive receptors to minimize health risks from toxic air pollutants.

Objective CON 5.5: Educate the public on the impact of individual transportation and land use decisions on air quality.

Policy CON 5.5.1: The City shall work to improve the public's understanding of the relationship between land use, transportation, and air quality.

Program CON 5.5.1a: Conduct public meetings, workshops, seminars, and providing consultation opportunities for developers.

Program CON 5.5.1b: Work with the ARB, the Air District, and the local school district, to develop educational materials regarding air quality, the impact of air quality on people, plants, and animals, and measures that help to improve air quality.

Objective CON 5.6: Minimize exposure of the public to toxic air pollutant emissions and noxious odors from industrial, manufacturing, and processing facilities.

Policy CON 5.6.1: The City shall require residential development projects and projects categorized as sensitive receptors to be located an adequate distance from existing and potential sources of toxic emissions such as freeways, major arterials, and industrial sites.

Program CON 5.6.1a: Consult with the Air District to identify sources of toxic air emissions and determine the need for and requirements of a health risk assessment for the proposed development.

Objective CON 5.7: Reduce particulate emissions from sources under the jurisdiction of the City.

Policy CON 5.7.1: The City shall work with the District to reduce particulate emissions from construction, grading, excavation, and demolition to the maximum extent feasible.

Program CON 5.7.1a: Include particulate matter control measures as conditions of approval for subdivision maps, site plans, and grading permits.

Objective CON 5.8: Encourage the use of energy conservation features and low-emissions equipment for all new residential and commercial development.

Policy CON 5.8.1: The City shall work with the local energy providers and developers on voluntary incentive-based programs to encourage the use of energy efficient designs and equipment.

Program CON 5.8.1a: Perform an energy audit of existing public buildings within five years and retrofit where cost-effective.

Program CON 5.8.1b: Develop an energy management system for public buildings.

Program CON 5.8.1c: Assist developers with customized new construction applications to identify potential incentivized savings.

Program CON 5.8.1d: Assist developers with rebate applications and filing processes for retrofit installations.

Goal CON 6: A model city for greenhouse gas emissions.

Objective CON 6.1: Comply with AB 32 requirements for GHG emissions reductions.

Policy CON 6.1.1: The City shall commit to AB 32 reductions.

Program CON 6.1.1a: Adopt a climate action plan.

Program CON 6.1.1b: Seek implementation funds for climate action plan policies.

Program CON 6.1.1c: Complete a government operations GHG inventory.

12. OPEN SPACE

12.1. Introduction

The Open Space Element is a mandatory element of all Community Plans in California, defined by Government Code § 65302(e). Open space is defined by the Office of Planning and Research (OPR) in the Community Plan Guidelines (2003) as land that can be utilized “for the preservation of natural resources” (p. 82), “for the managed production of resources” (p. 83), “for outdoor recreation” (p. 83), and “for public health and safety” (p. 84). San Joaquin currently has two types of open space: agricultural land outside of the urbanized area and park space/recreational facilities within the urbanized area.

The Open Space Element contains goals and objectives that reflect the community’s desires for open space, and policies and programs that provide implementation strategies. Agriculture is the largest industry in San Joaquin, which makes the conservation of agricultural lands a priority. A primary concern of residents is increasing the amount of park and recreational space available to better meet community needs. The aim of this Element is to address these concerns and provide a guide for the development and management of open space facilities as the City grows.

12.2. Goals, Objectives, Policies, and Programs

Goal OS 1: A community with an abundance of high quality accessible open space.

Objective OS 1.1: Allocate additional park space and recreational areas to achieve three acres of open space per thousand residents.

Policy OS 1.1.1: New developments shall undergo a review process to ensure open space needs of current and future residents are met.

Program OS 1.1.1a: Use the Quimby Act to require the dedication of at least three acres of park space per thousand residents, or the payment of in-lieu fees to pay for future open space dedication. A mixture of park space dedication and reduced in-lieu fees is permissible.

Program OS 1.1.1a: Final plans for park space dedication reducing or eliminating the needs for in-lieu fees must have City approval.

Policy OS 1.1.2: The City shall prioritize the conversion of vacant lots into pocket parks.

Program OS 1.1.2a: Target vacant lots that would serve well as playlots or miniparks, and develop as such with a dedicated share of gathered in-lieu fees.

Ideal lots are those near residences that are over a quarter mile from open space, or have a busy street separating them from open space.

Objective OS 1.2: Improve existing park infrastructure.

Policy OS 1.2.1: Increase the appeal of existing parks by developing a plan for planting trees and adding benches, picnic tables, and other amenities.

Program OS 1.2.1a: Dedicate a portion of gathered in-lieu fees for improvements to the San Joaquin Sports Park.

Objective OS 1.3: Achieve a high level of accessibility for parks and recreational areas.

Policy OS 1.3.1: The City shall focus the creation of park space with the aim of bringing every residence within one-quarter mile of a park.

Program OS 1.3.1a: Establish a park on the northwestern edge of the City, north of the planned unit development.

Program OS 1.3.1b: Establish parks on the eastern and northeastern edges of the City, so that future growth towards the City Limit is near park space.

Program OS 1.3.1c: Establish a park adjacent to the new school on the western edge of the City.

Objective OS 1.4: Connect parks, recreational areas, and residential zones.

Policy OS 1.4.1: Develop a Complete Streets plan to promote pedestrian and bicycle travel in dedicated corridors that meet local needs.

Goal OS 2: Park and recreational facilities that meet a wide variety of public needs.

Objective OS 2.1: Create spaces for families with young children.

Policy OS 2.1.1: New facilities shall meet prevailing professional standards for park design.

Program OS 2.1.1a: Focus the design of new parks to include such features as play structures, picnic tables and shaded areas to better serve the families of the City.

Objective OS 2.2: Create spaces for youth, especially for after school activities.

Policy OS 2.2.1: Prioritize the creation of sport and multi-use fields near the school and residential areas.

Program OS 2.2.1a: Co-locate park space and recreational facilities with the development of the City's new school.

Program OS 2.2.1b: Establish an edible schoolyard program in the open space adjacent to the new school to educate the youth about healthy food alternatives and to highlight the City's agricultural heritage.

Policy OS 2.2.2: The City shall use financial incentives to actively recruit private developers to engage in a project such as a fitness center.

Policy OS 2.2.3: The City shall explore the idea of creating a recreational facility that would serve City residents as well as attract visitors to the area.

Objective OS 2.3: Achieve greater use of City facilities by the public.

Policy OS 2.3.1: The City shall promote both youth and adult sport leagues.

Policy OS 2.3.2: The City shall monitor how well existing facilities meet the needs of residents.

Program OS 2.3.2a: Conduct a biannual survey of residents to determine met and unmet parks and open space needs.

Objective OS 2.4: Create open space that can serve as a community gathering place and foster commercial activity.

Policy OS 2.4.1: The City shall develop a plan for the creation of a community plaza in the City's multiuse business core.

Program OS 2.4.1a: Pursue development of a community plaza with visitor and resident serving vendors in the vacant parcel at the western corner of the intersection of Main Street and Nevada Avenue.

Goal OS 3: Attractive and affordable park and recreation facilities.

Objective OS 3.1: Share costs of new park space and recreational facilities with other agencies.

Policy OS 3.1.1: The City shall continue to work with other governmental agencies, such as the School District, County and State in the development of shared recreational facilities when possible.

Policy OS 3.1.2: The City shall pursue grant opportunities wherever possible, such as those provided in the Park Development and Community Revitalization Act of 2008.

Objective OS 3.2: Minimize maintenance costs of parks.

Policy OS 3.2.1: The City shall utilize hardy trees and landscaping with low water and trimming requirements wherever feasible in public parks and spaces.

Program OS 3.2.1a: Develop a landscaping plan with a registered landscape architect to choose species that would work best in the City.

Objective OS 3.3: Involve the community in the maintenance of park and recreational facilities.

Policy OS 3.3.1: The City will promote community involvement in planning and operation of recreational facilities and programs.

Program OS 3.3.1a: Develop a volunteer calendar and establish periodic community workdays with picnics.

Goal OS 4: A community with a strong tradition of conserving adjacent agricultural land.

Objective OS 4.1: Protect agricultural land from unnecessary development, preserving for future generations the greatest possible freedom of choice in the use and enjoyment of the area's natural resources.

Policy OS 4.1.1: The City shall promote growth in a compact form.

Program OS 4.1.1a: Incentivize developers to take advantage of the maximum densities allowed in the Community Plan.

Policy OS 4.1.2: The City shall avoid leapfrog developments.

Program OS 4.1.2a: Require a review of compatibility with City policy before the approval of the extension of municipal services into agricultural areas.

Policy OS 4.1.3: The City shall work with Fresno County to ensure all willing landowners in the Sphere of Influence are given Williamson Act Contracts in order to create a virtual growth boundary.

Objective OS 4.2: Promote the industry of agriculture.

Policy OS 4.2.1: The City shall establish Right to Farm ordinances.

Program OS 4.2.1a: Establish buffers between agricultural and non-agricultural lands to prevent a conflict of uses.

13. SAFETY

13.1. Introduction

The Safety Element is a required element in any Community Plan in the State of California according to Community Plan Guidelines published by the Governor’s Office of Planning and Research (OPR). In the safety element, the Community Plan addresses the protection of humans and property from natural and man-made hazards. Some of these hazards are naturally occurring, such as seismic, wildfire or geologic hazards. Others are related to human activity including risks related to developing in flood plains, increasing urban fire hazards through buildings and the storage, handling, and transport of hazardous materials. At a minimum, the safety element of a Community Plan must address seismic, fire, flood, and geologic hazards as outlined under California Government Code §65302(g).

An important aspect of ensuring community safety is identifying hazards in and around a jurisdiction. Hazards are defined by the California State Hazard Mitigation Plan (CSHMP) as “an event or physical condition that has the potential to cause fatalities, injuries, property damage, infrastructure damage, agricultural losses, damage to the environment, interruption of business, or other types of harm or loss” (2010, p. 98). Hazards related to the elements presented in the Community Plan have been identified in this background report and mapped when appropriate. Identifying hazards can help guide other sections of the Community Plan and ensure that humans and property are protected from the hazards. Hazard identification can also guide local decisions related to zoning, subdivisions and other permits.

13.2. Goals, Objectives, Policies, and Programs

Goal S 1: A community where residents and property are safe from seismic and other geologic hazards.

Objective S 1.1: Maintain up-to-date information regarding seismic and geologic hazards.

Policy S 1.1.1: The City shall make use of any new information regarding seismic and geologic hazards to maintain up to date maps.

Program S 1.1.1a: Update maps of faults within 200 miles of San Joaquin when new seismic information becomes available, check maps annually.

Program S 1.1.1b: Update maps of subsidence risks within 100 miles of San Joaquin when new information becomes available, check maps annually.

Program S 1.1.1c: Work with the James Irrigation District to collect and analyze information regarding ground water levels and quality to avoid subsidence.

Goal S 2: A community where residents and property are safe from urban and wildfire hazards.

Objective S 2.1: Maintain low incidence of urban fires.

Policy S 2.1.1: The City shall continue to mandate safe levels of property maintenance for fire protection.

Program S 2.1.1a: Establish an inspection and enforcement system to reduce potential for urban fire on under-maintained lots.

Program S 2.1.1b: Establish a website for community members to learn about property maintenance related to fire hazards and request assistance.

Program S 2.1.1c: Promote fire extinguisher installation in all structures.

Goal S 3: A community where residents and property are safe from flooding.

Objective S 3.1: Reduce annual incidence of localized flooding.

Policy S 3.1.1: The City shall maintain roadways and drainage systems to prevent localized flooding.

Program S 3.1.1a: Check storm drains and roadways annually for flooding related maintenance.

Program S 3.1.1b: Continue to monitor Colorado Avenue for localized flooding.

Program S 3.1.1c: Annually update localized flooding map.

Objective S 3.2: Minimize risk of flooding in all new developments.

Policy S 3.2.1: The City shall not approve projects that do not employ design standards to minimize the risk of loss of property or life due to flooding.

Program S 3.2.1a: Require all new developments to employ design standards to minimize risks from flooding and dam inundation.

Program S 3.2.1b: Provide community members with information regarding flooding related design standards at the Library and City hall. Include information with all permitting packets.

Program S 3.2.1c: Work with FEMA to conduct community outreach regarding the change in flood plain classification and local implications of the change.

Goal S 4: A community where residents and property are safe from human made hazards.

Objective S 4.1: Reduce the number of hazardous sites in the City by 2035.

Policy S 4.1.1: The City shall encourage private owners of property to clean up hazardous sites.

Program S 4.1.1a: Create a program to help property owners identify and secure funding for cleanup of hazardous sites.

Program S 4.1.1b: Provide development incentives for property owners wishing to clean up and develop contaminated sites including expedited permitting, reduced fees, and increased allowable densities.

Goal S 5: A community with reliable emergency response and health care capabilities.

Objective S 5.1: Improve emergency response time.

Policy S 5.1.1: The City shall continue to work on response time with all corresponding agencies.

Program S 5.1.1a: Investigate and adopt specific strategies to reduce current response time.

Objective S 5.2: Maintain post-disaster operational emergency response and health care facilities.

Policy S 5.2.1: The City shall ensure that health care center, critical facilities, and emergency response system are capable of operating post disaster.

Program S 5.2.1a: Identify and map all critical facilities in the City.

Program S 5.2.1b: Annually monitor healthcare and emergency response facilities/systems to identify potential hazard susceptibility.

Program S 5.2.1c: Coordinate with health center annually to review and align its disaster management plan with citywide disaster recovery plans.

Objective S 5.3: Improve access to high quality health care services for all community members.

Policy S 5.3.1: The City shall provide development incentives to property owners who wish to develop health care related facilities in the city.

Program S 5.3.1a: Incentivize health care related development through the reduction of permitting fees and accelerated permitting.

Objective S 5.4: Increase transportation options for residents to healthcare outside the City.

Policy S 5.4.1: The City shall explore options to increase the ability of residents to access low cost, reliable transportation to major health care centers in the region.

Program S 5.4.1a: Negotiate with a provider for an on-call shuttle service between the local health center and all health centers in Fresno.

Program S 5.4.1b: Identify funding sources for on-call shuttle services.

Goal S 6: A community that, through planning and organization, can prevent, respond to, and recover from disasters.

Objective S 6.1: Plan for hazard mitigation in San Joaquin by 2020.

Policy S 6.1.1: The City shall continue to participate in a hazard mitigation plan.

Program S 6.1.1a: Continue participation in the Fresno County Multi-jurisdictional Hazard Mitigation Plan and ensure that the plan addresses the potential increase in natural disasters because of climate change.

Objective S 6.2: Update the emergency response plan for the City by 2020.

Policy S 6.2.1: The City shall annually review and revise its emergency response plan to ensure it is up to date.

Program S 6.2.1a: Create an emergency response plan task force to update the plan.

Program S 6.2.1b: Identify critical facilities and educate community members about their services and location.

Program S 6.2.1c: Train City staff on implementation of an emergency response plan.

Objective S 6.3: Educate all community members about risks and preparedness in the City.

Policy S 6.3.1: The City shall create and implement a program to facilitate the education of all community members annually about all potential risks citywide including but not limited to fire, flood, earthquake, and hazardous materials events.

Program S 6.3.1a: Encourage partnerships between community groups to educate citizens.

Program S 6.3.1b: Conduct appropriate staff training that addresses emergency readiness, first aid, evacuation routes, and critical facilities.

Program S 6.3.1c: Utilize libraries, the City website, and City hall to disperse information related to emergency preparedness risks and changes in hazards.

Program S 6.3.1d: Hold at least one community outreach event per year about community safety covering topics including but not limited to fire prevention, flood preparedness, earthquake response, and general emergency preparedness.

14. NOISE

14.1. Introduction

Noise, defined as unwanted sound, is measured in decibels (dB) on a logarithmic scale. Noise varies in intensity according to distance from the source: as distance doubles, there is about a 6 dB reduction in loudness. Like distance, natural (like trees and hills) or manufactured (sound walls, for instance) barriers between the source and receptor can also reduce the intensity of noise. While some noises are minor nuisances, others can cause permanent damage to human hearing.

Since noise levels can pose a risk to public health, noise is a required element of the Community Plan in the State of California. The first noise element guidelines were created in the Health and Safety Code §46050.1; subsequent changes to Community Plan guidelines in 1984 (Chapter 1009, Statutes of 1984) outline the current noise element procedures. Noise is measured either through modeling or noise sample collection. Current and projected noise levels are depicted on a noise contour map and then used as a guide in land use planning. In the City, the primary noise source is traffic along Colorado and Manning Avenues. Goals, objectives, policies and programs contained in this element aim to preserve the quiet rural character of the City as reported by community members without inhibiting activities related to economic development.

14.2. Goals, Objectives, Policies, and Programs

Goal N 1: A healthy community free of noise nuisances and hazardous noise.

Objective N 1.1: Base land use decisions on compatibility and existing and projected noise levels.

Policy N 1.1.1: The City shall not permit development of noise sensitive uses within an unacceptable noise range of a major noise generator, as specified in Figure 14-1.

Program N 1.1.1a: Conduct an acoustical analysis to determine existing noise levels at the site of proposed development.

Policy N 1.1.2: The City shall not permit development of major noise generators within an unacceptable range of noise sensitive uses, as specified in Figure 14-1.

Program N 1.1.2a: Use projected noise levels to determine impact on surrounding uses.

Objective N 1.2: Utilize design elements to minimize adverse noise impacts.

Policy N 1.2.1: The City shall require that all proposed development incorporate design elements to minimize adverse noise impacts on surrounding land uses.

Program N 1.2.1a: Incorporate strategic project design and site planning such as setbacks, earthen berms and building orientation where mitigation measures are required.

Policy N 1.2.2: The City shall ensure multi-family residences and hotels comply with state interior noise insulation standards in cases where they fall within the 60 dB (CNEL or Ldn) noise exposure contours.

Program N 1.2.2a: Establish a development review process to determine noise impact.

Objective N 1.3: Reduce traffic noise levels.

Policy N 1.3.1: The City shall enforce statewide vehicle noise regulations of illegal or faulty exhaust systems.

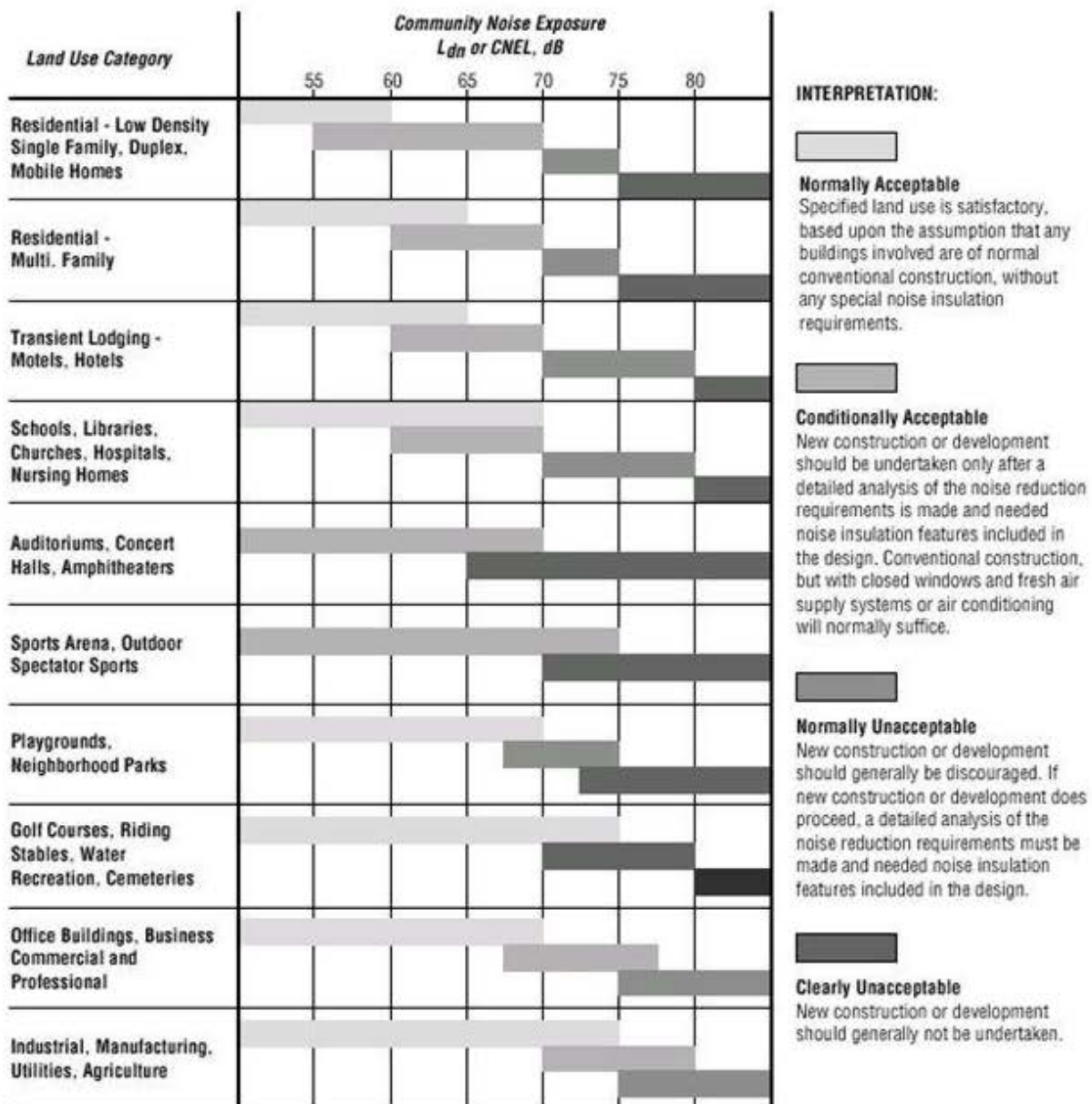
Program N 1.3.1a: Initiate a program of regular noise ordinance review.

Program N 1.3.1b: Establish a program of regular enforcement of vehicle noise regulations.

Policy N 1.3.2: The City shall determine the significance of noise impacts due to new roadway improvements in the City.

Program N 1.3.2.a: Conduct acoustical analyses of all new roadway improvements.

Figure 14-1. Acceptable Noise Exposure Levels by Land Use.



15. COMMUNITY DESIGN

15.1. Introduction

The Community Design element is an optional element of the Community Plan that focuses on the aesthetic qualities of the built environment. This element provides a framework for future development and maintenance in the City to ensure that a positive community identity is preserved and enhanced, and the City remains walkable, compact, safe, and aesthetically appealing.

15.2. Goals, Objectives, Policies, and Programs

Goal CD 1: A community with a strong positive identity.

Objective CD 1.1: Preserve and enhance existing community identity through public art.

Policy CD 1.1.1: The City shall encourage public art in new and existing developments to enhance the visual image and local heritage of San Joaquin.

Program CD 1.1.1a: Establish incentives for private developers to incorporate relevant public art through expedited permitting, etc.

Program CD 1.1.1b: Seek funds to contract citizens of San Joaquin to create public art pieces for public spaces.

Program CD 1.1.1c: Establish a mural program for public plazas and parks.

Objective CD 1.2: Enhance focal points and gateways into the City.

Policy CD 1.2.1: The City shall create clearly marked, attractive and appropriate gateways into the City.

Program CD 1.2.1a: Focus gateway developments at the intersections of Manning, Colorado, Sutter, Elm, Placer and Main.

Program CD 1.2.1b: Coordinate public/private partnerships to spearhead efforts to fund gateway improvements.

Objective CD 1.3: Encourage the investigation and documentation of cultural and historic resources.

Policy CD 1.3.1: The City shall participate in programs intended to survey and document relevant cultural and historic resources.

Program CD 1.3.1a: Compile the survey and documentation into a list of contributing cultural and historic resources catalog and provide the list to the public at the public library and City Hall.

Objective CD 1.4: Encourage the maintenance of neighborhoods.

Policy CD 1.4.1: The City shall enforce all existing maintenance codes and encourage community involvement in identifying and combating poor maintenance issues.

Program CD 1.4.1a: Establish a phone number and webpage for residents to use to report incidences of graffiti, trash dumping, overgrown weeds and abandoned vehicles.

Program CD 1.4.1b: Work with existing community groups to create a maintenance task force to address graffiti and trash removal monthly.

Objective CD 1.5: Preserve and enhance the existing character of established residential neighborhoods.

Policy CD 1.5.1: New development in residential neighborhoods shall reflect the existing scale and character of the neighborhood and shall be compatible in design.

Program CD 1.5.1a: Create design guidelines to ensure that future development and reconstruction in and around the existing residential neighborhoods will be compatible in scale and design.

Program CD 1.5.1b: Do not approve projects that result in an abrupt change in density or scale.

Program CD 1.5.1c: Conduct community outreach and education regarding the design guidelines and provide the guidelines with project application packages.

Goal CD 2: A compact and accessible city.

Objective CD 2.1: Encourage road connectivity to ensure accessibility by all modes of transportation.

Policy CD 2.1.1: The city shall ensure street networks are well planned and thoroughly interconnected.

Program CD 2.1.1a: Prohibit cul-de-sac style road networks.

Program CD 2.1.1b: Prohibit blocks longer than 400 feet in length.

Objective CD 2.2: Provide safe access to pedestrians and bicycles on all City maintained roads.

Policy CD 2.2.1: The City shall adopt design guidelines for all streets that support pedestrian and bicycle access.

Program CD 2.2.1a: Prohibit neighborhood streets that are wider than 40 feet.

Program CD 2.2.1b: Create a complete streets guide for all future City street development that addresses bicycle lanes, sidewalks and crosswalks and sets standards for traffic calming.

Program CD 2.2.1b: Require developers of planned unit developments and residential projects with more than ten units to include bicycle and pedestrian paths to connect the development with complete streets.

Goal CD 3: A pedestrian-oriented and unique downtown core.

Objective CD 3.1: Implement human-scale design in new construction.

Policy CD 3.1.1: New development shall include human scaled details such as clear storefront windows, entrances, awnings, balconies, arcades, and other architectural features that create an aesthetically pleasing pedestrian environment.

Program CD 3.1.1a: Create a Community Design Guidelines document that outlines specific details needed in the design of new construction in the downtown core.

Objective CD 3.2: Promote development styles that encourage pedestrian activity and active street fronts.

Policy CD 3.2.1: Development of two and three story buildings in the downtown shall be encouraged.

Program CD 3.2.1a: All infill development located within the downtown core shall be at least 22 feet for a two story building and a maximum of 45 feet in height to provide a safe and comfortable sense of enclosure and to enhance vibrancy in the downtown core.

Policy CD 3.2.2: Maintain a complete street-wall along the downtown core.

Program CD 3.2.2a: There shall be a zero foot setback of all buildings along the sidewalk of the downtown core. All new infill and reconstructed buildings shall be built at the property line to provide a continuous street-wall of building facades along the downtown core.

Program CD 3.2.2b: Require all parking in downtown to be located behind buildings.

Objective CD 3.3: Promote a cohesive architectural style.

Policy CD 3.3.1: The City shall identify and promote a cohesive and attractive architectural style that enhances the community identity.

Program CD 3.3.1a: New development shall include architectural details such as (but not limited to) awnings, balconies, arcades, and patios that reflect appropriate architectural styles. "Southwestern" and "Spanish colonial" styles should be considered.

Program CD 3.3.1b: Require all new developments or façade improvements in the Downtown Core to be reviewed by staff for appropriateness prior to approval.

Objective CD 3.4: Enhance attractiveness of streetscape.

Policy CD 3.4.1: The City shall establish streetscape design guidelines pertaining to pavement patterns, surface treatments, landscaping, bike lanes, and sidewalks to enhance the attractiveness and safety of the streets.

Program 3.4.1a: Require that new streetscape development adhere to the design guidelines.

Program CD 3.4.1b: Require that one large and climate-suitable tree be installed for every five vehicle parking spaces built to provide shade and aesthetic appeal.

Objective CD 3.5: Enhance the character of downtown San Joaquin

Policy CD 3.5.1: The City shall include design details that enhance the unique small town character of downtown San Joaquin.

Program 3.5.1a: Provide directional signage that reflects the amenities in the downtown area.

Program 3.5.1b: Provide street furniture that is cohesive in style and reflects the design themes in the community.

Program 3.5.1c: Create guidelines for private signage in the downtown core area.

Goal CD 4: A community that encourages safety through design

Objective CD 4.1: Improved street lighting.

Policy CD 4.1.1: The city shall implement a lighting ordinance to improve lighting in neighborhoods.

Program CD 4.1.1.a: Map areas of poor illumination and seek to ameliorate with energy efficient lighting.

Program CD 4.1.1.b: Identify dangerous or poorly lit alleys in the City and locate funding to place lighting in the vicinity.

Objective CD 4.1: Encourage buildings that are designed for community safety through natural surveillance.

Policy CD 4.1.1: The city shall require a minimum standard of sight permeability in new commercial developments.

Program CD 4.1.1.a: Require that at least 60 percent of the façade on new commercial buildings be permeable (entrances, windows, etc.)

Policy CD 4.1.1: The City shall encourage the establishment of a variety of uses in the Downtown core.

Program CD 4.1.1.a: Incentivize mixed use development in the Downtown core through expedited permitting, lower permitting fees, etc.

Program CD 4.1.1.b: Allow sidewalk cafes in the downtown core.

Program CD 4.1.1c. Encourage balconies on the second and third stories of mixed-use buildings in the Downtown core.

Objective CD 4.3: Improved pedestrian safety.

Policy CD 4.3.1: The City shall construct pedestrian facilities that meet all relevant standards as set by the Americans with Disabilities Act.

Program CD 4.3.1a: Maintain database of pedestrian incidences and identify the most dangerous intersections in the City.

Program CD 4.3.1b: Replace crosswalks in the downtown core with textured pavers when funds become available.

Program CD 4.3.1c: Research State and Federal funding opportunities for pedestrian improvements throughout the City.

Goal CD 5: A community that achieves environmental sustainability through design.

Objective CD 5.1: Utilize passive and active solar design elements.

Policy CD 5.1.1: New buildings and remodels should utilize passive (e.g. window placement, overhangs, and thermal massing) and active (e.g. photovoltaic) solar design elements.

Program CD 5.1.1a: Include energy and water conserving design techniques in the community design guidelines.

Program CD 5.1.1b: Provide public information at City Hall regarding solar panel and solar water heater use, installation, permitting and maintenance.

Objective CD 5.2: Promote xeriscaping.

Policy CD 5.2.1: The City shall promote drought tolerant residential and commercial landscaping.

Program CD 5.2.1a: Create a program that will reward homeowners for replacing their front lawn with water conserving landscaping.

Program CD 5.2.1b: Create a program that will reward commercial property owners for implementing water conserving landscaping.

Objective CD 5.4: Reduce stormwater runoff from streets and parking lots.

Policy CD 5.4.1: The City shall consult with a landscape architect to implement stormwater runoff reduction in street design and streetscaping.

Program CD 5.4.1a: The City shall seek to reduce impermeable asphalt and concrete surface coverage and shall require implementation of permeable concrete and pavers in the reconstruction and new construction of driveways, alleys, and parking lots.

Program CD 5.4.1b: Provide incentives for homeowners wishing to replace traditional driveways with permeable pavers.

Program CD 5.5.1c: The City shall allow cisterns and rain barrels as acceptable means for property owners to collect and store rainwater.

16. HEALTH

16.1. Introduction

The Health Element, adapted from the Fresno County Department of Public Health's *Health Language Recommendations for Fresno County Community Plan* (HLRFCGP) is the long-range vision of approaches that enhance the health level of residents by promoting physical activity through the built environment and improving access to healthy food options. The City will adopt the Fresno County vision which is to "improve access to healthier lifestyles" for residents (FCDPH, pg.2).

Central Valley residents are at high risk for health issues such as diabetes and obesity. Increasing daily exercise and improving diet are important steps a community can take to begin to combat these, and other, health issues. The City of San Joaquin can plan the built environment in a way that encourages physical activity and makes it easier and safer for residents to walk and bike. This can include planning for the provision of bike lanes, a complete sidewalk network, increased safety at intersections, and shorter, more pedestrian friendly blocks. The Community Plan can also lay guidelines to encourage the provision of fresh fruits and vegetables in the City. The goals, objectives, policies and programs of this Element consider the current regulatory, environmental and social environment in order to address the prescriptions of the "Get Fit Fresno County" program. Many of the following policies are adapted from the HLRFCGP.

16.2. Goals, Objectives, Policies, and Programs

Goal HE 1: Increased access to healthy food.

Objective HE 1.1: Maximize the provision of local fresh fruits and vegetables.

Policy HE 1.1.1: The City shall encourage the provision of a wide variety of fresh fruits and vegetables for local consumption.

Program HE 1.1.1a: Work with the Promotoras to expand weekly farmers' market to operate year-round.

Program HE 1.1.1b: Apply the California Civil Code §3482.5, "The Right To Farm Act", adding no required minimum duration for active farming to allow for small-scale (less than one acre) private agricultural operations.

Program HE 1.1.1c: Complete a land inventory to identify sites for community gardens.

Program HE 1.1.1d: Complete a policy audit to identify and address barriers to community gardens, farmers markets, and small-scale agricultural production.

Program HE 1.1.1e: Incentivize the inclusion of community gardens in new planned unit developments.

Policy HE 1.2 Educate all community members on the benefits of a healthy diet

Program HE 1.1.1a: Conduct a community outreach campaign to educate all community members about the weekly farmers market and the benefits of eating fresh fruits and vegetables.

Program HE 1.1.1b Work with the Golden Plains Unified School District to establish a school garden in all local schools.

Program HE 1.1.1c Educate local store owners on the benefits of providing high quality fresh fruits and vegetables.

Program HE 1.2.1d: Educate local restaurant owners on the benefits of offering healthy menu options.

Goal HE 2: High quality water supply.

Objective HE 2.1: Monitor ground water quality.

Policy HE 2.1.1: The City shall develop a systematic mechanism that collects data and shares and receives information on the state of its water supply.

Program HE 2.1.1a: Share and collaborate on programs that gather groundwater quality data in the area with the James Irrigation District.

Program HE 2.1.1b: Implement the elements of the Joint Groundwater Management Plan (2010) addressing on-going groundwater monitoring and information sharing.

Program HE 2.1.1c: Implement a water quality early warning groundwater monitoring system.

Objective HE 2.2: Preserve and enhance ground water quality.

Policy HE 2.2.1: The City shall collaborate with other local and regional agencies and municipalities to develop and implement programs that protect and enhance local and regional groundwater quality.

Program HE 2.2.1a: Collaborate with regional water agencies to share information as outlined in the Upper Kings Basin Integrated Regional Water Management Plan.

Program HE 2.2.1b: Work with the James Irrigation District to review available water quality data to identify areas with the potential for saline water intrusion and ways to protect those areas through saline reduction programs.

Program HE 2.2.1c: Participate in development and implementation of the James Irrigation District Joint Groundwater Management Plan.

Program HE 2.2.1d: Work with regional agencies and municipalities to target non-point source pollution and vulnerable recharge areas and develop programs to reduce the impacts of these pollution sources region-wide.

Policy HE 2.2.2: The City shall adopt the Drinking Water Source Assessment and Protection Program BMP's as developed by the California Department of Health Services.

Goal HE 3: A physically active community.

Objective HE 3.1: Increase the amount of high quality parks and open space in the City.

Policy HE 3.1.1: The City shall focus the creation of park space in areas that will ensure all residents are within walking distance of a park.

Program HE 3.1.1a: Establish a joint-use agreement with the Golden Plains Unified School District to make grounds available to residents during after-school hours to use for physical activity.

Program HE 3.1.1b: Establish additional park space on the eastern and northeastern edges of the City.

Objective HE 3.2: Create additional park space and recreational areas to achieve three acres of open space per thousand residents.

Policy HE 3.2.1: New developments shall undergo a review process to ensure open space needs of current and future residents are met.

Program HE 3.2.1a: The Quimby Act will be used to require the dedication of at least three acres of park space per thousand residents, or the payment of in-lieu fees to pay for future open space dedication. A mixture of park space dedication and reduced in-lieu fees is permissible.

Program HE 3.2.1b: Incentivize the inclusion of publically accessible open and park space in new Planned Unit Developments through increased densities, expedited permitting or reduced fees.

Objective HE 3.3: Improve accessibility to parks and open space.

Policy HE 3.3.1: Develop a Complete Streets plan to promote pedestrian and bicycle travel in dedicated corridors that meet local needs.

Objective HE 3.4: Improve the quality and utility of existing parks through design and programming.

Policy HE 3.4.1: The City shall promote both youth and adult sport leagues.

Program HE 3.4.1a: Work with local community groups to establish sports leagues.

Policy HE 3.4.2: The City shall ensure that park space is well maintained and appropriately designed for use by all age groups.

Program HE 3.4.2a: Dedicate a portion of gathered in-lieu fees for improvements to the San Joaquin Sports Park.

Program HE 3.4.2b: Conduct an annual survey of residents to determine met and unmet parks and open space needs.

Program HE 3.4.2c: Periodically review City parks to ensure they meet the needs and desires expressed in annual community surveys.

Goal HE 4: A pedestrian and bicycle friendly community.

Objective HE 4.1: Improve pedestrian safety.

Policy HE 4.1.1: The City shall develop safe street crossings.

Program HE 4.1.1a: Establish crossings at all major intersections.

Policy HE 4.1.2: The City shall develop a complete sidewalk system.

Program HE 4.1.2a: Complete and maintain current sidewalk system.

Objective HE 4.2: Expand bicycle access to the entire City.

Policy HE 4.2.1: The City shall develop complete bike path system to provide access to major centers in the City.

Policy HE 4.2.2: The City shall promote bicycle parking facilities.

Program HE 4.2.2a: Require new commercial development to provide sufficient bike parking to accommodate bicycle traffic.

Objective HE 4.3: Establish a complete street system.

Policy HE 4.3.1: The City shall adopt complete streets guidelines.

Program HE 4.3.1a: Adopt complete streets guidelines that addresses pedestrian and bicycle infrastructure, traffic calming, and street beautification.

Objective HE 4.4: Develop a compact, pedestrian friendly, built environment.

Policy HE 4.4.1: The City shall prioritize infill development near the City core.

Program HE 4.4.1a: Provide incentives to develop vacant lots along Main Street.

Policy HE 4.4.2: The City shall incentivize mixed-use developments providing street-level businesses.

Program HE 4.4.2a: Change zoning code to establish mixed-use corridor along Main Street and Colorado Avenue.

Policy HE 4.4.3: The City shall continue to develop short, walkable blocks.

Program HE 4.4.3a: Establish a maximum block length of 400 feet.

APPENDIX A: MEETING INSTRUMENTS

The following instruments were utilized at the community meetings discussed in Chapter 2. All instruments were provided to participants in Spanish. Where an English-language equivalent was not made available, the text of the instrument has been translated and included in this appendix.

Community Meeting 1

Diseño de la calle bicicleta

¿Cuál te sentirías más cómodo en la bicicleta?
(Escoja uno)

**Separadas de
tráfico por el tráfico
medio.**



**Carril bicicleta
regular**



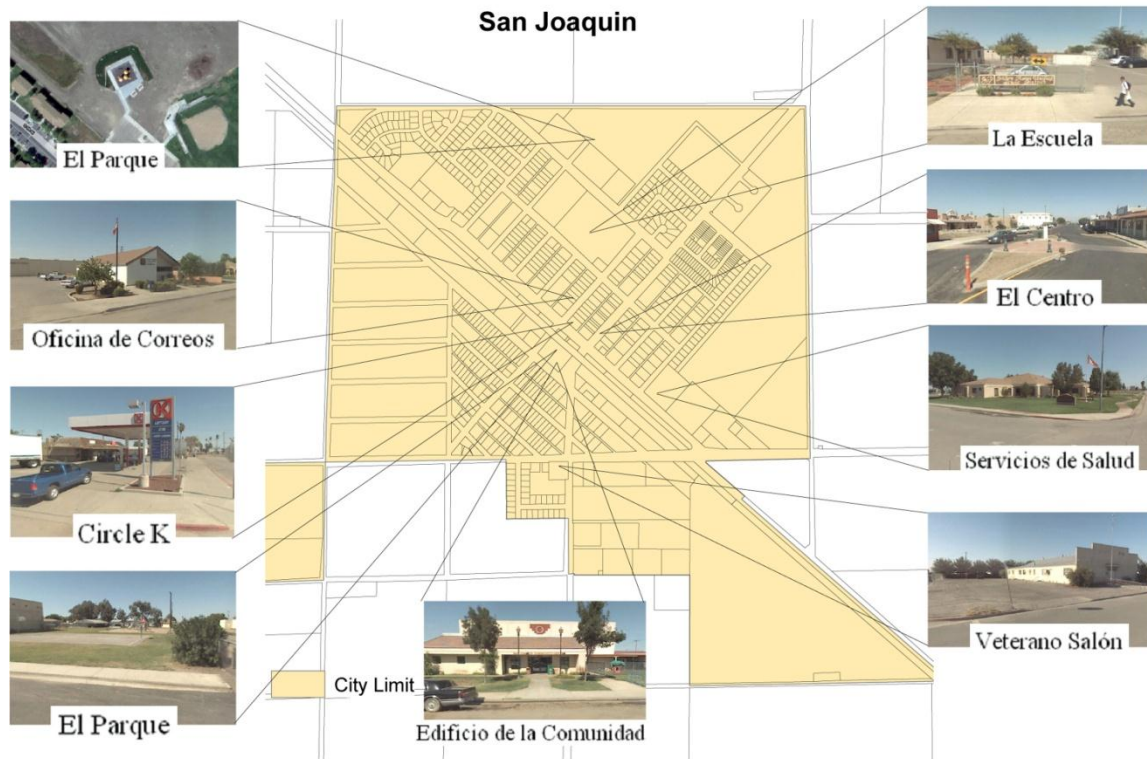
**Callejones con
carril bici**



“Bike Lane Design

Which bike lane do you prefer? (Choose one)

Separated from Traffic / Regular lane beside cars / Bicycle Alleyways”



“Tell us where there are roads that need improvement.”

Ciudad de San Joaquín

No me siento inseguro en San Joaquin

No pienso que olor es una problema en San Joaquin

No pienso que ruido es una problema en San Joaquin



“Tell us where there are problems with safety, odors, or noise in San Joaquin. Or, indicate that there are none of these problems.”

City of San Joaquin

General Plan Update

¿Qué tipo de parque más deseas en San Joaquín?

Tome dos pegatinas y ponerlos en la caja debajo de los tipos de parque que tu quieres mas para San Joaquin. Si te gusta un tipo más que cualquier otro, puede poner dos pegatinas de debajo de ella.

campo de fútbol



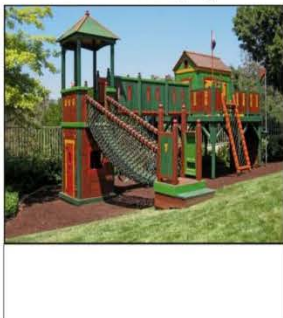
plaza central



diamante de béisbol



estructuras de juego



zona de picnic



campo abierto



pista de patinaje



caminos con plantas y arboles



jardín comunitario



“Which type of park would you prefer in San Joaquin? Soccer fields, central plaza, baseball field, playground, picnic area, open fields, skate park, pathways with trees and plants, or community gardens.”

Community Meeting 2

ENCUESTA DE SERVIDORES DE CIUDAD

ACERCA DE ESTA ENCUESTA

La Ciudad de San Joaquín está buscando maneras de mejorar los servicios para sus habitantes. Para lograr estas mejoras, necesitamos escucharte. Por favor responde esta pequeña encuesta. ¡Gracias por tu ayuda!

Conservación del Agua

- 1.) ¿Compraría artículos de agua que consuman menos agua, si el gobierno te ayudara a pagarlos?
Si _____ No _____ ¿Por qué?
- 2.) ¿Estarías dispuesto a invertir un poco de dinero, para aprender del uso de agua en tu casa, y esto te ayudara a ahorrar dinero en un futuro?
Si _____ No _____ ¿Por qué?
- 3.) ¿El costo del agua debería de ser relativo a la cantidad de agua que se usa?
Si _____ No _____ ¿Por qué?

Conservación de la energía

- 4.) ¿Compraría artículos electrodomésticos que consuman menos energía, si el gobierno o la compañía de luz te ayudara a pagarlos?
Si _____ No _____ ¿Por qué?
- 5.) ¿Estarías dispuesto a invertir un poco de dinero, para aprender el uso de energía en tu casa, y esto te ayudara a ahorrar dinero en un futuro?
Si _____ No _____ ¿Por qué?
- 6.) ¿Participarías en un programa que te preste dinero para instalar paneles solares?
Si _____ No _____ ¿Por qué?
- 7.) ¿Te comprometerías a reducir tu consumo de energía en un 10% (apagando las luces que no se necesitan, desconectando los aparatos electrónicos, utilizando menos agua, etc...)?
Si _____ No _____ ¿Por qué?

8.) ¿Qué tan importante consideras las siguientes medidas de conservación de agua?

	Muy Importante	Importante	No Muy Importante
Tener artículos electrodomésticos que ahorren agua			
Aprender como puedo ahorrar agua			
Plantas de agua eficientes			
Programas para reciclar el agua			
Uso mandatorio en nuevos edificios de accesorios que ayuden a reducir el uso del agua			



CAL POLY

Preguntas Adicionales

9.) ¿Cuáles de los siguientes programas educativos consideras que son los que más se necesitan en San Joaquín?

	Most Importante	Importante	No Muy Importante
Más clases para los grados K-5			
Más clases para los grados 6-8			
Clases de educación superior (grados 9-12)			
Escuela nocturna de educación superior			
Clases GED			
Formación profesional y cursos de aprendizaje			
Programas de Inglés			
Cursos de los Colegios Comunitarios			
Cursos Universitarios			

Otra: _____

10.) Las areas que considero las más ruidosas en San Joaquín son _____

11.) Lo que me hace sentir más inseguro en San Joaquín es _____



CAL POLY

City Services Survey

The City of San Joaquin is looking for additional ways to improve services to its residents. In order make these improvements, we need to hear from you! Please fill out this short survey about the various areas the City is considering addressing. Thanks for your help!

Water Conservation

1.) Would you purchase new water efficient appliances if the City helped pay for them?

Yes___ No___ If so, why?

2.) Would you be willing to invest a little money now to learn how to save water in your home if it helped you save money over time?

Yes___ No___ If so, why?

3.) Should the cost of water depend of the amount of water used per household?

Yes___ No___ If so, why?

4.) Would you volunteer to cut your water use by 20% (turn off water while shaving or brushing teeth, etc)

Yes___ No___ If so, why?

Energy Conservation

5.) Would you purchase new energy efficient appliances if the power company or city helped pay for them?

Yes___ No___ If so, why?

6.) Would you be willing to invest a little money now to learn how your house uses energy if it helped you save money over time?

Yes___ No___ If so, why?

7.) Should the cost of water change depending on the amount of water that is used?

Yes___ No___ Why or Why not?

8.) How important are the following water conservation measures to you?

	Most Important	Important	Not Important
Learning about what you can do to save water			
Planting water efficient plants			
Water recycling programs			
Requiring new development to include water efficient fixtures			
Having water saving appliances			



CAL POLY

Additional Questions

9.) Which of the following types of education programs are most needed in San Joaquin?

	Most Important	Important	Not Important
More classes for grades K-5			
More classes for grades 6-8			
High school classes (grades 9-12)			
Night high school classes			
GED classes			
Job training and apprenticeship courses			
English Language Learner classes			
Community college courses			
University courses			

10.) The most problematic noise sources in San Joaquin are _____

11.) The things that make me feel most unsafe in San Joaquin are _____



CAL POLY

Business Owner Interview

Date of Interview _____ Phone _____ In-person _____

Explain that you are graduate students at Cal Poly and that this survey is for academic purposes only. Their answers will remain anonymous.

BASIC INFORMATION

Name of business (optional) _____

Type of business _____

Number of years in this location _____

Number of full-time employees _____

Part-time employees _____

How many square feet/acres does your business occupy? _____

Do you feel this is adequate? _____

OWNERSHIP

Is this business part of a chain or larger organization? _____

Is it locally owned? _____

Do you employ family members? # _____ Others? # _____

Are family member paid? _____

LOCATION

Do you rent or own your space? _____

Why did you choose your present location? (You can choose more than one)

- Affordable rent
- Proximity to targeted customers
- Other profitable businesses in area
- Good transportation access

-Available space or space appropriate for you type of business

-Other _____

What is the main advantage of this location? _____

What is the main disadvantage? _____

Have you ever considered moving your business? _____

If so, for what reason? _____

SUCCESS and SUPPORT

In the last two years has your sales volume gone up, down, neither? _____

Is there anything holding your business back? _____

If yes, what is it? _____

In your view, do current rules and regulations pose any problems to existing or new businesses?

Do you have a hard time finding people qualified for any of the positions in your business?

Is there any training that would improve current or perspective employee's ability to perform job tasks?

Is there training you would like to receive?

THANK YOU FOR PARTICIPATING IN THIS SURVEY!

Business Owner Interview

Fecha de Entrevista _____ Teléfono _____ En personal _____

Yo soy una estudiante en Cal Poly San Luis Obispo. Mi clase está ayudando la ciudad con la actualización del Plan General de San Joaquín, un documento requerido por el estado de California que guía desarrollo en la ciudad. Las respuestas serán anónimas.

Información Básica

Nombre de Negocio (opcional) _____

Tipo de Negocio _____

Número de años en esta ubicación _____

Número de empleados de tiempo-completo _____

De tiempo-parcial _____

Cuanta área ocupa se negocio? _____

Es el espacio adecuado? _____

POSESION

Es el negocio parte de una organización más grande o un grupo de negocios?

Es posesión del negocio local? O hay otro organización afuera de la ciudad que tiene posesión?

Usted tiene como empleados miembros de su familia? # _____ No Miembros de Familia? # _____

Se pagan los miembros de familia? _____

UBICATION

Usted renta o posea su espacio? _____

Porque selecciono su ubicación presente? (Puede decir más que uno)

-Renta al alcance

-Localización a clientes deseados

- Otros negocios lucrativos en el área
- Buen acceso a transportación
- Espacio disponible o apropiado para su tipo de negocio
- Otro_____

Que es el provecho mayor de este ubicación? _____

Que es el desventaja mayor? _____

Ha considerado moverse su negocio? _____

Si contesto si, para que razón? _____

APOYO Y EXITO

En los últimos dos años, su cantidad de ventas ha subido, bajado o
mantenido? _____

Hay algo que previene su negocio tener éxito? _____

Si contesto sí, que es? _____

En su opinión, la regulaciones y reglas corrientes causan alguna problema para negocios
existentes o nuevos?

Usted tiene dificultad encontrando personas calificadas para cualquiera de los posiciones en su
negocio?

Hay entrenamiento que mejoraría habilidades de empleados corrientes o nuevos para hacer las
tareas del trabajo?

Hay entrenamiento que usted le gustaría recibir?

GRACIAS PARA PARTICIPAR!!

Please take a few moments to answer the following questions. Your responses will help City leaders address your concerns and hopes for San Joaquin. ALL RESPONSES ARE ANONYMOUS.

Introduction

- | | |
|--|--|
| 1. How long have you lived in the City? | 3. Please place an "X" on the line next to your age group. |
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> under 15 |
| <input type="checkbox"/> 1-5 years | <input type="checkbox"/> 15 to 24 |
| <input type="checkbox"/> More than 5 years | <input type="checkbox"/> 25 to 34 |
| <input type="checkbox"/> I don't live here | <input type="checkbox"/> 35 to 44 |
| | <input type="checkbox"/> 45 to 54 |
| 2. What is your gender? | <input type="checkbox"/> 55 to 64 |
| <input type="checkbox"/> Male | <input type="checkbox"/> 65 to 74 |
| <input type="checkbox"/> Female | <input type="checkbox"/> 75+ |

Employment

- | | |
|--|--|
| 4. Are you satisfied with job opportunities in San Joaquin? | 8. Are you looking for work? |
| <input type="checkbox"/> Yes | <input type="checkbox"/> Yes |
| <input type="checkbox"/> No | <input type="checkbox"/> No |
| | If yes, how long have you been looking? |
| 5. What kinds of jobs do you want in San Joaquin? | <input type="checkbox"/> Less than 3 months |
| _____ | <input type="checkbox"/> Between 3 – 6 months |
| _____ | <input type="checkbox"/> Between 6 – 12 months |
| | <input type="checkbox"/> More than 12 months |
| 6. Are you employed or do you own your own business? | 9. Do you do any work from your home (i.e. child care, repairs for neighbors, selling food, etc.)? |
| <input type="checkbox"/> Yes | <input type="checkbox"/> Yes |
| <input type="checkbox"/> No | <input type="checkbox"/> No |
| If yes, what is your job title or what type of work do you do? | If yes, please specify the type of work |
| _____ | _____ |
| | _____ |
| 7. Where do you work? | 10. Are you interested in obtaining new job skills? |
| <input type="checkbox"/> I don't work | <input type="checkbox"/> Yes |
| <input type="checkbox"/> In San Joaquin | <input type="checkbox"/> No |
| <input type="checkbox"/> Fresno County (Not SJ) | |
| <input type="checkbox"/> Outside Fresno County | If yes, what kind of skills would you like to learn? |
| <input type="checkbox"/> Not sure | _____ |
| | Why? _____ |

Housing

11. Fill in the number of people in your residence who are:
 _____ Immediate family
 _____ Relatives
 _____ No family relationship to you

12. Fill in the number of each type of room in your residence:
 _____ Bedrooms
 _____ Living rooms
 _____ Family rooms
 _____ Other (don't count bathrooms or kitchen)

Dining and Shopping

13. Are you satisfied with dining opportunities in San Joaquin?
 _____ Yes
 _____ No

15. Are you satisfied with shopping opportunities in San Joaquin?
 _____ Yes
 _____ No

14. What type of restaurant does San Joaquin need?

16. Where do you purchase the majority of your household goods?
 _____ In San Joaquin
 _____ City of Fresno
 _____ Other city in Fresno County
 _____ Outside Fresno County

Name of store:

17. Rate how important it is to have the following types of businesses in San Joaquin:

	Very Important	Somewhat Important	Neutral	Not Important
Clothing				
Hardware				
Grocery				
Pharmacy				
Bank				
Other: _____				

Additional comments:

If you have any questions or concerns about this questionnaire, please call City staff member Lupe Estrada at (559) 693-4311.



Favor de tomar unos minutos para contestar las siguientes preguntas. Sus respuestas ayudara a los líderes de la Cuidad tratar sus dudas y esperanzas para San Joaquín. **TODOS RESPUESTOS SON ANÓNIMOS.**

Introducción

1. ¿Para cuanto tiempo ha vivido en la Ciudad de San Joaquín?

_____ Menos que 1 año
_____ 1-5 años
_____ Mas que 5 años
_____ No vivo aquí
2. ¿Cuál es su género?

_____ Masculino
_____ Femenino
3. Ponga un 'X' en la línea a lado de su grupo de edad.
_____ Menor de 15
_____ 15 a 24
_____ 25 a 34
_____ 35 a 44
_____ 45 a 54
_____ 55 a 64
_____ 65 a 74
_____ 75+

Empleo

4. ¿Está usted contento(a) con los oportunidades de empleo en San Joaquín?
_____ Si
_____ No
5. ¿Cual tipos de trabajo quiere usted en San Joaquín?

6. ¿Está usted empleado(a) o es dueño de su propio negocio?
_____ Si
_____ No

Si contesto sí, ¿qué es su titulo de trabajo o qué tipo de trabajo hace?

7. ¿Donde trabaja?
___ Yo no trabajo
___ En San Joaquín
___ Condado de Fresno (No SJ)
___ Afuera del condado de Fresno
___ No estoy seguro(a)
8. Esta usted buscando trabajo?
_____ Si
_____ No

Si contesto si, ¿cuánto tiempo lleva buscando trabajo?
_____ Menos que 3 meses
_____ Entre 3 – 6 meses
_____ Entre 6 – 12 meses
_____ Mas que 12 meses
9. ¿Usted hace cualquier tipo de trabajo en su residencia (por ejemplo: cuidar niños, vender comida, arreglar cosas)?
_____ Si
_____ No

Si contesto sí, ¿qué tipo de trabajo?

10. ¿Está usted interesado(a) en obtener nuevas habilidades de trabajo?
_____ Si
_____ No

Si contesto sí, ¿qué tipos de habilidades le gustaría aprender?

¿Porque? _____

Vivienda

12. Escribe el número de personas en su residencia que se:

- _____ Familia tradicional
_____ Parientes
_____ Sin relación familiar

13. Escribe el número de cada tipo de habitación de su residencia:

- _____ Dormitorios / Recamaras
_____ Salas
_____ Otras (no cuente baños ni cocinas)

Restaurantes y Compras

14. ¿Está usted contento(a) con las opciones de restaurantes en San Joaquín?

- _____ Si
_____ No

16. ¿Está usted contento(a) con los opciones de tiendas en San Joaquín?

- _____ Si
_____ No

15. ¿Qué tipo de restaurante necesita San Joaquín?

17. ¿Donde compra usted la mayoría de sus utensilios domésticos?

- ___ En San Joaquín
___ Ciudad de Fresno
___ Afuera del condado de Fresno
___ Otra Ciudad _____

Nombre de tienda:

18. Favor de indicar la importancia de tener los siguientes tipos de negocios en San Joaquín:

	Muy Importante	Poco Importante	Imparcial	No Importante
Ropa				
Ferretero				
Comida				
Farmacia				
Banco				
Otro: _____				

Comentarios adicionales:

Si tiene alguna duda o pregunta de este cuestionario, favor de comunicarse con Lupe Estrada de la Ciudad a (559) 693-4311.



Community Meeting 3



Salud Pública y Calidad de Vida

Mantener vecindarios tranquilos sin crimen

Preparaciones para los desastres y respuestas a las emergencias

- **Crear un plan de respuesta emergencia en caso de desastres naturales**
- **Ensenar a la gente sobre la preparación para los desastres**

Planificación de facilidades públicas adecuadas

- **Mejorar sistemas para asegurar que tengamos un suministro adecuado y saludable de agua**
- **Minimizar el desperdicio que generamos**
- **Mejorar los cruces del ferrocarril y la seguridad de rutas a las escuelas.**

Mejorar la calidad de la vida

- **Promover la construcción de viviendas al alcance y de calidad**
- **Acceso conveniente a bienes y servicios.**

Las Preguntas a considerar:

Que metas crees que son las mas adecuadas? Por favor haz una lista de tres

Que metas fueron tu menos favoritas? Por que?

Tienes mas metas que quisieras que se incluyeran? ¿Cómo haría usted para lograr estas metas?

Por favor, vea las recomendaciones otra vez y contarnos sus ideas de cómo lograr esas recomendaciones.

Mantener vecindarios tranquilos sin crimen

¿Cómo haría usted para lograr estas metas?

Preparaciones para los desastres y respuestas a las emergencias

- Crear un plan de respuesta emergencia en caso de desastres naturales
- Enseñar a la gente sobre la preparación para los desastres

¿Cómo haría usted para lograr estas metas?

Planificación de facilidades públicas adecuadas

- Mejorar sistemas para asegurar que tengamos un suministro adecuado y saludable de agua
- Minimizar el desperdicio que generamos
- Mejorar los cruces del ferrocarril y la seguridad de rutas a las escuelas.

¿Cómo haría usted para lograr estas metas?

Mejorar la calidad de la vida

- Promover la construcción de viviendas al alcance y de calidad
- Acceso conveniente a bienes y servicios.

¿Cómo haría usted para lograr estas metas?



Public Health and Quality of Life

Goals:

Maintaining peaceful crime-free neighborhoods

Focusing on disaster preparedness and emergency response

- **Create a citywide emergency response plan for natural disasters**
- **Create and implement a program for public education about disaster preparedness**

Planning for adequate public facilities

- **Improving facilities to make sure that we have an adequate and healthy water supply**
- **Implementing systems to deal with or minimize the waste generated**
- **Improve the safety of the transportation system: by improving railroad crossings and routes to school**

Improve quality of life by providing quality affordable housing and convenient access to goods and services.

Questions to Consider

What goals do you think were the most appropriate? Please list three.

What goal was your least favorite? Why?

Do you have any additional goals that you would like to be included? How would you go about achieving these goals?

Maintaining peaceful crime-free neighborhoods

How would you go about achieving these goals?

Focusing on disaster preparedness and emergency response

- Create a citywide emergency response plan for natural disasters
- Create and implement a program for public education about disaster preparedness

How would you go about achieving these goals?

Planning for adequate public facilities

- Improving facilities to make sure that we have an adequate and healthy water supply
- Implementing systems to deal with or minimize the waste generated
- Improve the safety of the transportation system: by improving railroad crossings and routes to school

How would you go about achieving these goals?

Improve quality of life by providing quality affordable housing and convenient access to goods and services.

How would you go about achieving these goals?



Estabilidad Económica

- **Más oportunidades educativas para adultos**
 - o Trabajar con West Hills Colegio Comunitario para proveer clases en la Ciudad.
 - o Proveer mejor transportación a las oportunidades educativas en Fresno.
 - o Proveer incentivos financieros a empleadores quienes entrenen sus empleos en habilidades valiosos.
- **Identifique San Joaquín como un líder en conservación para atraer de inversión en la Ciudad**
 - o Crear estándares de edificación que apoyan la identidad de San Joaquín como pueblo tranquilo y que también promueve conservación de recursos naturales.
 - o Desarrollar una estrategia para promover los esfuerzos hacia conservación de la Ciudad.
- **Crear una ciudad económicamente vibrante con oportunidades de empleo, trabajos de sueldo mejor y con más tiendas y restaurantes.**
 - o Seguir apoyando el remate.
 - o Atraer una compañía para construir una central eléctrica de energía solar.
 - o Crear un centro de desarrollo y asistencia para negocios.
 - o Proveer terreno suficiente para usos de terreno comercial e industrial.
 - o Subrayar los beneficios de las carreteras cercanas para desarrollo económico.

Las Preguntas a considerar

¿ Qué metas crees que son las más adecuadas? Por favor haga una lista de tres.

¿ Qué metas fueron su menos favoritas? ¿ Por que?

¿ Tienes mas metas que quisieras que se incluyeran? ¿Cómo haría usted para lograr estas metas?

Por favor, vea las recomendaciones otra vez y contarnos sus ideas de cómo lograr esas recomendaciones.

Más oportunidades educativas para adultos

- ☐ Trabajar con West Hills Colegio Comunitario para proveer clases en la Ciudad.
- ☐ Proveer mejor transportación a las oportunidades educativas en Fresno.
- ☐ Proveer incentivos financieros a empleadores quienes entrenen sus empleos en habilidades valiosos.

¿Qué haría usted para lograr estas metas?

Identifique San Joaquín como un líder en conservación para atraer de inversión en la Ciudad

- ☐ Crecer estándares de edificación que apoyan la identidad de San Joaquín como pueblo tranquilo y que también promueve conservación de recursos naturales.
- ☐ Desarrollar una estrategia para promover los esfuerzos hacia conservación de la Ciudad.

¿Qué haría usted para lograr estas metas?

Crear una ciudad económicamente vibrante con oportunidades de empleo, trabajos de sueldo mejor y con mas tiendas y restaurantes.

- ☐ Seguir apoyando el remate.
- ☐ Atraer una compañía para construir una central eléctrica de energía solar.
- ☐ Crear un centro de desarrollo y asistencia para negocios.
- ☐ Proveer terreno suficiente para usos de terreno comercial e industrial.
- ☐ Subrayar los beneficios de las carreteras cercanas para desarrollo económico.

¿Qué haría usted para lograr estas metas?



CITY & REGIONAL PLANNING
CAL POLY STATE UNIVERSITY SAN LUIS OBISPO

Economic Stability Goals and Recommendations

- **More educational opportunities for adults**
 - o Partner with West Hills Community College to provide classes in town.
 - o Provide better transportation to job training in Fresno.
 - o Provide financial incentives to employers who train their employees in valuable skills.
- **Identify San Joaquin as a leader in conservation in order to attract investment**
 - o Create building standards that support the small town feel of San Joaquin and that promote conservation of natural resources.
 - o Develop a strategy for promoting the City's efforts at conservation.
- **Create an economically vibrant city with more job opportunities, better paying jobs and more shops and restaurants.**
 - o Continue to support the Farmers Market.
 - o Attract a solar company to build a solar power plant.
 - o Create a business assistance and development center.
 - o Provide sufficient land for commercial and industrial uses.
 - o Emphasize the benefits of the nearby highways for economic development.

Questions to Consider

What goals do you think were the most appropriate? Please list three.

What goal was your least favorite? Why?

Do you have any additional goals that you would like to be included? How would you go about achieving these goals?

More educational opportunities for adults

- o Partner with West Hills Community College to provide classes in town.
- o Provide better transportation to job training in Fresno.
- o Provide financial incentives to employers who train their employees in valuable skills.

What would you do to achieve these goals?

Identify San Joaquin as a leader in conservation in order to attract investment

- o Create building standards that support the small town feel of San Joaquin and that promote conservation of natural resources.
- o Develop a strategy for promoting the City's efforts at conservation.

What would you do to achieve these goals?

Create an economically vibrant city with more job opportunities, better paying jobs and more shops and restaurants.

- o Continue to support the Farmers Market.
- o Attract a solar company to build a solar power plant.
- o Create a business assistance and development center.
- o Provide sufficient land for commercial and industrial uses.
- o Emphasize the benefits of the nearby highways for economic development.

What would you do to achieve these goals?



Sostenibilidad

Metas:

- **Un lider de la conservacion de la energia en el valle central**
 - o Explorar programas de energia de alternativa
 - o Explorar políticas para alentar alternativas de calefacción y refrigeración en su casa
- **Una ciudad modelo para a reducción de las emisiones de gases de efecto invernadero**
- **Una ciudad modelo para la conservacion del agua en el valle central**
 - o Adoptar y aplicar un Plan de Gestión del Agua
 - o Implementación de California Urban Water Conservation Council's mejorar practicas de manejo.
 - o Exceder los mandatos del estado para reducir el consumo de agua por habitante
 - o Reducción de residuos sólidos mediante la reducción y la reutilización de productos

Las Preguntas a considerar

Que metas crees que son las mas adecuadas? Por favor haz una lista de tres

Que metas fueron tu menos favoritas? Por que?

Tienes mas metas que quisieras que se incluyeran? ¿Cómo haría usted para lograr estas metas??

Por favor, vea las recomendaciones otra vez y contarnos sus ideas de cómo lograr esas recomendaciones.

Explorar políticas para alentar alternativas de calefacción y refrigeración en su casa

¿Cómo haría usted para lograr estas metas?

Una ciudad modelo para a reducción de las emisiones de gases de efecto invernadero

Mayor eficiencia energética de edificios y equipos

¿Cómo haría usted para lograr estas metas?

Una ciudad modelo para la conservacion del agua en el valle central

adoptar y aplicar un Plan de Gestión del Agua

Implementación de California Urban Water Conservation Council's mejorar practicas de manejo.

Exceder los mandatos del estado para reducir el consumo de agua por habitante

¿Cómo haría usted para lograr estas metas?

Reducción de residuos sólidos mediante la reducción y la reutilización de productos

¿Cómo haría usted para lograr estas metas?



Sustainability

Goals:

- **An energy conservation leader in the Central Valley**
 - o Explore alternative energy programs
 - o Explore policies to encourage alternative home heating and cooling systems
- **A model city for greenhouse gas emissions reduction**
 - o More energy efficient buildings and appliances
- **A model city for water conservation in the Central Valley**
 - o Adopt and implement an Urban Water Management Plan
 - o Implement the California Urban Water Conservation Council's Best Management Practices
 - o Exceed state mandates to reduce per capita water usage

Questions to Consider

What goals do you think were the most appropriate? Please list three.

What goal was your least favorite? Why?

Do you have any additional goals that you would like to be included? How would you go about achieving these goals?

An energy conservation leader in the Central Valley

- o Explore alternative energy programs**
- o Explore policies to encourage alternative home heating and cooling systems**

How would you go about achieving these goals?

A model city for greenhouse gas emissions reduction

- o More energy efficient buildings and appliances**

How would you go about achieving these goals?

A model city for water conservation in the Central Valley

- o Adopt and implement an Urban Water Management Plan**
- o Implement the California Urban Water Conservation Council's Best Management Practices**
- o Exceed state mandates to reduce per capita water usage**

How would you go about achieving these goals?

Solid waste reduction through reducing and reusing products

How would you go about achieving these goals?

Community Meeting 4

Si continuamos con las tendencias actuales

1



CONSIDERACIONES CLAVES

- Anexar el terreno de alrededor y desarrollar terreno de alrededor
- Es difícil proveer parques y servicios por que la ciudad se dispersa
- Necesita niveles altas de energia y uso del agua, cual es costoso
- Mantener viviendas de baja densidad

¿Qué es lo que le gusta de esta alternative?

¿Qué es lo que no le gusta de esta alternativa?

If we continue with **Current Trends**....

1



Items to Consider:

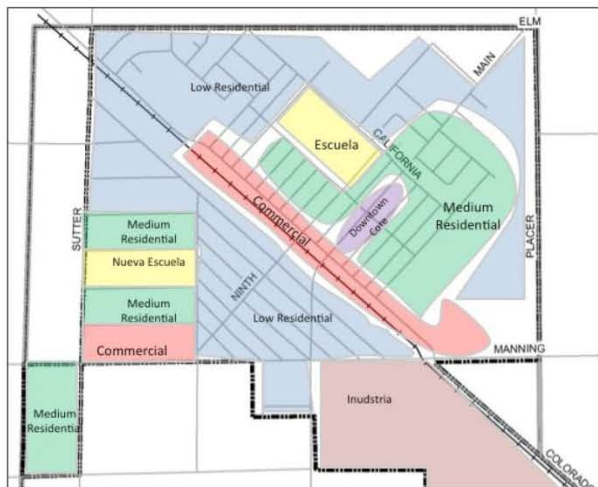
- Need to annex surrounding land and build on farmland
- Difficult to provide parks and services because the City is more spread out
- Requires high levels of energy and water use, which is costly
- Maintain low density housing

What do you like about this alternative?

What do you dislike about this alternative?

2

Si cambiamos ligeramente los patrones para el Crecimiento Moderado...



CONSIDERACIONES CLAVES

- Pérdida de unas tierras agrícolas
- Densidad más alta
- Reclasificando de áreas
- Preservación de la mayoría de tierra agricultura
- Mejorar la conveniencia de caminar por poner los servicios más cercanos
- Aumentar la capacidad de escuelas
- Posiblemente igualar los niveles del empleo del Condado

¿Qué es lo que le gusta de esta alternativa?

¿Qué es lo que no le gusta de esta alternativa?

2

If we change patterns slightly for Moderate Growth...



Items to Consider:

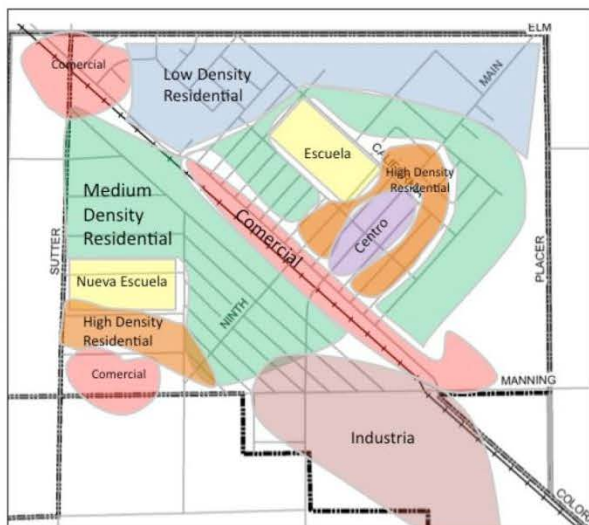
- Loss of some agricultural land
- Higher density
- Rezoning of areas
- Preservation of most agricultural land
- Improve walkability by making services closer.
- Additional school capacity
- Could meet County employment levels

What do you like about this alternative?

What do you dislike about this alternative?

Si cambiamos los patrones de Crecimiento Dinámico

3



CONSIDERACIONES CLAVES

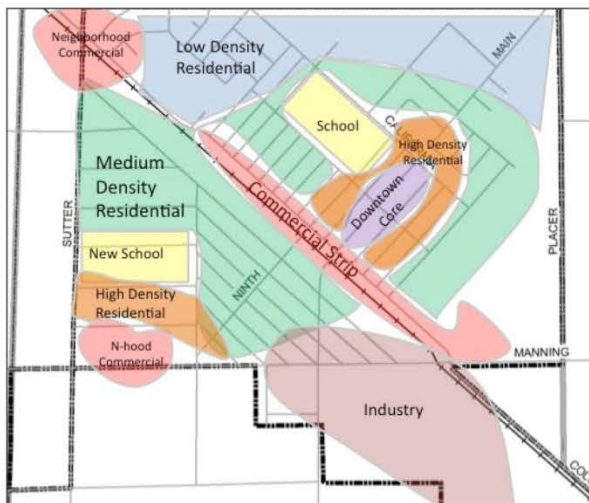
- Una variedad de actividades en el centro para comprar, comer y vivir
- Conveniencia de caminar al trabajo, a las escuelas y a los centros comerciales
- Viviendas más variadas y asequibles
- Espacio adicional dedicado a centros de empleo
- Viviendas más juntas
- Menos espacio para las jardines (y menos agua...) pero, más parques

¿Qué es lo que le gusta de esta alternativa?

¿Qué es lo que no le gusta de esta alternativa?

If we change patterns for Dynamic Growth....

3



Items to Consider:

- Variety of activities downtown to shop, eat, and live
- Convenient to walk to school, work, and shopping
- Greater variety and affordability of housing
- Additional space dedicated to employment centers
- Houses are closer together
- Less yard personal yards space and lower water bill
- More space for parks

What do you like about this alternative?

What do you dislike about this alternative?

Community Meeting 5

Objetivos de la alternativa preferida son...



OBJETIVOS PARA EL USO DE TERRENO

- El centro de 3 pisos máximo y viviendas sobre tiendas
- Corredor comercial por Colorado
- Manufacturero en el sureste de la Ciudad
- Nuevos parques con desarrollo futuro
- Uso mixto incluyendo 2-3 pisos acerca del Centro, residencias de 2 pisos y terrenos pequeños, y residencias de 1 piso con terrenos más grandes
- Asignar tierra para una nueva escuela
- Mejora de banquetas y carriles de bicicleta y transportación público
- Mejora de parques existentes y capacidad de la escuela existente
- No anexar tierra agrícola

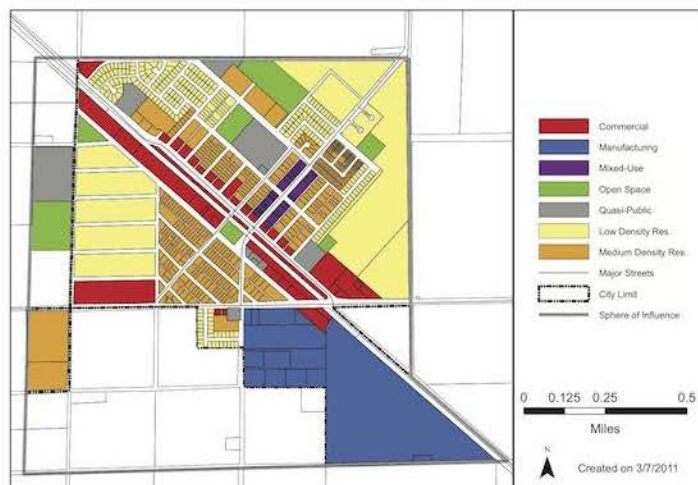
OTROS OBJETIVOS

- Más oportunidades educativas para adultos
- Mejor calidad del agua y servicios públicos adecuados para el crecimiento de la población
- Conservación del agua, energía y otros recursos naturales
- Creación de energía solar e implementación de estándares de edificación sostenible

¿Qué te gusta de estos objetivos?

¿Qué no te gusta de estos objetivos?

Objectives of the Preferred Alternative are...



LAND USE OBJECTIVES

- Downtown of 3-story maximum with housing and offices over shops
- Commercial corridor along Colorado Avenue
- Manufacturing in the South East corner of town
- New parks linked to future growth
- Mixed housing including 2-3 stories near downtown, 2-story houses with small lots, and 1-story houses on larger lots
- Allocate land for new school
- Improved sidewalks, bike lanes and public transit
- Improvement of existing parks and existing school capacity
- No annexation of agricultural land

OTHER POLICY OBJECTIVES

- More educational opportunities for adults
- Improve water quality and continue to provide public services as the population grows
- Conservation of water, energy and other natural resources
- Implementation of solar energy generation and green building standards

What do you like about this?

What don't you like about this?