

FOWLER

2025 GENERAL PLAN

LAND USE, ECONOMIC DEVELOPMENT AND CIRCULATION ELEMENTS



Prepared by

LAND USE ASSOCIATES
286 W. Cromwell Avenue
Fresno, CA 93711

June 2004

TABLE OF CONTENTS

1.0	PURPOSE AND SCOPE OF THE GENERAL PLAN.....	3
2.0	GOALS OF THE GENERAL PLAN	5
3.0	ECONOMIC DEVELOPMENT	13
4.0	LAND USE ELEMENT.....	16
5.0	CIRCULATION ELEMENT	19

1.0 PURPOSE AND SCOPE OF THE GENERAL PLAN

The General Plan is the official, adopted policy statement for the City of Fowler regarding the future character and quality of urban development within the planning area. The plan is based on the concept that Fowler would like to remain a town in which residents can have a sense of identity with and enjoy the community's physical, social, and economic assets, and can participate in decisions concerning growth and development.

California's tradition of allowing local authority over land use decisions means that cities have considerable flexibility in preparing their General Plans. However, though land use policies are not mandated, the issues to be addressed in the Plan are prescribed by State law. California Government Code Sections 65300 et seq. establish requirements for the content of general plans, as well as for their adoption and subsequent amendment. Seven general plan elements are required by State law and this document updates the Land Use and Circulation elements.

The planning period for the General Plan is a 20-year horizon, extending to the year 2025. Planning, however, is a continuous process that requires periodic re-evaluation and revision to reflect new opportunities, conditions, and attitudes of the community. To be effective, the plan must be reviewed on a regular basis and revised as necessary to maintain its validity. Unless unanticipated changes occur, however, it is expected that the basic objectives and policies for development will not require major alterations.

General Plan Concepts

The following concepts guide preparation of the plan:

- **Establishing limits to urban growth that will maintain Fowler as a freestanding City surrounded by agricultural land.** The City's identity, history, and economy derive from its location in a rich agricultural region. Policies throughout the plan are intended to support Fowler's small town atmosphere and continued agricultural industry while also providing for diversification of the City's economic base. Approximately 940 acres of agriculture would remain in the SOI.
 - **Maintaining an economically and socially diverse population by promoting a greater variety of housing types citywide.** Lack of affordable housing is a problem throughout California, not just in Fowler. City residents come from many different household structures and income groups, and the land use element calls for a more diverse housing stock to allow opportunities for all.
-

- **Providing commercial and industrial sites consistent with Fowler's growth.** With expected population growth, the City will be able to support a wider variety of retail stores and services, including some not available at present. Continued industrial and employment growth will be required to maintain a jobs/housing balance that offers many opportunities to City residents.
- **Using Growth Management to implement general plan policies and quality of life objectives.** Fowler is uniquely situated near the Fresno-Clovis metropolitan area and offers an alternative lifestyle to these major urban centers. At the same time, residential growth should be regulated to ensure ongoing availability of facilities and services, and that new residential development pays its fair share of the costs of development.
- **Providing for a high quality of life for existing and future residents.** The quality of life is related to sustainable clean air and water resources, the planting of trees, and the control of ambient noise. Other quality of life indicators include well-planned architecturally pleasing residential, commercial and industrial development; the availability of alternatives to the private automobile; sound schools; and parks and recreation services.
- **Downtown Fowler.** Fowler's downtown has its own unique character as a concentrated area of retail, service and office uses. Future development should enhance the vitality of the downtown as a focused commercial, office, banking and cultural center while maintaining a mix of commercial and residential uses. Specialty retail, office and banking uses should be limited in the downtown rather than in other areas of the community. A Specific Plan is recommended to guide development and apply design standards where desirable.

Population Growth

The City has grown at a slower rate than surrounding cities over the past decade and is expected to maintain a 2-3% growth rate over the planning period. This would be consistent with overall Fresno County growth. Policies in the Land Use Element are intended to monitor population growth rates and allow the community to adjust the approach to growth based on the availability of services and other quality of life issues. At a 2% growth rate, the population of the City would increase from 4,100 in 2004 to approximately 6,100 in 2025. At 3%, the population would increase to 7,200, or an average annual increase of 180 residents per year.

2.0 GOALS OF THE GENERAL PLAN

This section presents the major goals for the City of Fowler which provide direction for growth management and future development. Goals express what the community desires and is capable of achieving over time. Policies and standards are action statements intended to implement each objective. Achieving goals over time implies a broad range of actions on several fronts, including:

- Fostering economic growth, diversification, and the provision of commercial services and employment opportunities.
- Providing social, educational and recreational opportunities to neighborhoods; providing sufficient access for police, fire and health services; and protecting neighborhoods from adverse effects of traffic, noise and crime;
- Preventing degradation of the natural and man-made environment and offsetting degradation which may already have occurred;
- Providing a choice of housing location for all persons, regardless of race, sex, cultural origin, marital status, or physical ability;
- Reducing land use conflicts while providing a balanced range of residential, commercial, industrial, and institutional uses; and
- Providing adequate streets, transportation facilities, and public services to accommodate existing and future populations.

The policies identify the role of the City as a catalyst, supporter, coordinator or responsible party for action programs. A major premise is that while local government exists to provide a variety of services, local government cannot be expected to provide solutions to all problems. The private sector and a wide-range of community organizations are also responsible for meeting certain needs of the community. County, State and Federal governments also have an important role to play in local community development.

Goal 2-1: Adopt a Sphere of Influence and phase annexation to provide for logical and efficient growth and prevent the premature conversion of agricultural land.

Policies and Standards

1. In cooperation with Fresno County and the Fresno Local Agency Formation Commission (LAFCO), adopt and maintain a Sphere of Influence consistent with State annexation laws and LAFCO policy which provides for adequate lands for growth over the 20-year planning time-frame.
2. Coordinate planning of the unincorporated area within the Sphere of Influence with Fresno County and encourage the County to zone unincorporated areas within the Sphere for continued agricultural use.
3. Future urbanization should be phased to encourage contiguous land use where possible. This includes concentration on the "in-filling" of vacant lands by-passed by development. Development greater than 1/4 mile from existing urban uses shall be discouraged.
4. The premature conversion of producing agricultural lands is discouraged. Steps to reduce such conversion include phased growth, programmed extension of urban services, and use of Williamson Act Contracts where urbanization is not anticipated for at least 10 years.
5. In locations where development may affect nearby agriculture, require that all recorded deeds for newly subdivided lots include a Right-to-Farm Notice.
6. Extension of urban services without annexation is discouraged. When such extensions are made, they should be conditioned on an agreement to annex when it becomes feasible.
7. Annex residential land to the City as determined by growth management policies and reject proposals for rezoning and annexation if they do not satisfy General Plan requirements relating to orderly and contiguous development and public services and facilities.

Goal 2-2: Manage growth to improve the quality of life in the community.

Policies and Standards

1. The desirable annual population and housing growth rate should not exceed the average of the planned growth rate through 2025 of 3% over any five-year period (50-60 units), and should not exceed 6% in any single year (80-90 units). Projects that may exceed these numbers should include provisions for phasing the project. Phasing may occur through conditions of approval, the use of a development
-

- agreement, or other mechanism.
2. The City will seek to manage the rates of population and housing growth at levels which do not exceed the capacity of the city, SKF, and the Fowler Unified School District to provide the necessary levels of community and educational services and facilities required, consistent with other goals of the General Plan.
 3. School child generation is to be monitored in cooperation with the Fowler Unified School District. The City shall request annual reports from the district, along with projected enrollment by school, for discussion with district staff.
 4. In January of each year, the Community Development Director shall prepare a report to the Planning Commission and City Council detailing the total number of housing permits finalized in the previous year and those anticipated for the coming year. Based on the annual report, the City Council will determine the need to continue or modify the housing objectives, including but not limited to, placing restrictions on the number of annexations and building permits that may be issued in any year. The Community Development Director may also submit reports for shorter periods of time as the Director determines to be necessary in the event of a fast pace of residential building activity.
 5. Tentative subdivisions and/or use permits and site plan reviews for single family or multifamily use are to be processed in accordance with the following criteria:
 - a) Projects which are consistent with the general plan which are within the existing city limits or seek to infill property.
 - b) Projects which are consistent with the general plan but which are not within the city limits and require annexation.
 - c) Projects which are not consistent with the general plan and require general plan amendment and annexation. Such projects shall not be accepted for filing unless directed by the Planning Commission.
 6. The City will not generally consider the annexation of more than 40 acres for residential development in any single project and will consider the following factors prior to initiating annexation to LAFCO:
 - 1) The amount of available infill property within the city limits;
 - 2) The inventory of available subdivided lots within the city limits in relation to overall housing objectives;
-

- 3) The potential impact on the Fowler Unified School District facilities and services;
 - 4) The availability and adequacy of City and SKF services to the proposed annexation.
7. Additional land for annexation could be considered if:
- 1) Additional land is needed to achieve overall growth objectives, including the annexation of commercial or industrial land for economic development;
 - 2) Additional land is needed to achieve housing objectives (i.e., senior housing, housing relocation from within a redevelopment area, etc.)

Goal 2-3: Provide urban services to meet the needs of the existing community and planned growth.

Policies and Standards

1. Ensure that land divisions and developments are approved only when a project's improvements, dedications, and fees fully cover incremental costs to the City and other agencies. Such improvements and infrastructure include parks, major streets, traffic signals, street lights, drainage systems, sewer, water, fire, police, schools, and other related facilities.
 2. Within one year of General Plan adoption, update master plans for sewer, water, and drainage improvements showing existing facilities and proposed improvements.
 3. Annually review the Capital Improvement Program in order to increase the capacity of needed public services in response to City growth, improve existing public facilities, and develop necessary new public facilities.
 4. Consider providing public cost-sharing of public services under certain circumstances to encourage desirable and innovative development within the city.
 5. Coordinate with the Fowler Unified School District in the location of new school facilities to ensure adequate facilities, circulation, access for students, and recreation opportunities.
-

6. In cooperation with the Fresno County Fire Protection District, provide fire fighting equipment, facilities and manpower sufficient to assure quick response and adequate fire flow at all times.
7. Provide adequate police manpower and facilities and review development proposals so as to reduce crime and impacts on police protection services.
8. Support the Fresno County library system and the extension of library services.
9. Use special districts as appropriate to provide broad neighborhood improvements such as drainage, open space, and other public works projects.

Goal 2-4: Improve and enhance existing neighborhoods and development.

Policies and Standards

1. Review the adequacy of zoning code enforcement procedures and expand the program where necessary .
 2. Continue to use redevelopment housing set-aside funds and other appropriate programs to rehabilitate existing neighborhoods and dwellings and to provide support for low and moderate income housing.
 3. Promote rehabilitation of commercial sites and investigate funding opportunities for rehabilitation/remodeling of small businesses.
 4. Pursue the undergrounding of utilities.
 5. Promote a city-wide street tree planting program. Landscaped areas should be located and designed to maintain views for traffic and pedestrian safety.
 6. As primary entrances to the City, Merced Street, Golden State Boulevard, Manning Avenue, and Adams Avenue should reflect higher standards of development. To promote these higher standards, a boulevard overlay district should be developed in the zoning ordinance to contain provisions for minimum building setbacks, landscaping, sidewalk pattern and street furniture, with distinctions made between upgrade of existing uses and new development. Proper orientation, design and
-

architectural features shall be regulated through the site plan review process.

7. No new advertising structures shall be allowed within the city limits. The City will encourage Fresno County to maintain such controls in the unincorporated areas of the City's Sphere of Influence as well.
8. The City, in partnership with other community organizations, shall create beautification programs encouraging voluntary participation from community residents. These may include: adopting a street and park landscaping plan; tree planting and landscaping in existing neighborhoods; and self-help housing/building renovation and repairs.

Goal 2-5: New development is to reflect high levels of community design and image.

1. Ensure that all development is attractive and of high quality design to enhance the image of the city.
2. Require site plan review and architectural review for all multi-family, commercial, and industrial development, including provisions for building setbacks, lot coverage, parking, access and circulation, outdoor lighting, signage, and landscaping.
3. Encourage innovative site planning and housing design for new residential development.
4. The City shall support the beautification of the Highway 99 corridor, including cooperation with adjacent jurisdictions, Caltrans, and Fresno County. Such support shall include, but not be limited to, amendments to the zoning ordinance to adopt design, setback, and landscaping standards for development of the State Route 99 corridor through the City of Fowler.

Goal 2-6: Prepare specific plans for those areas of the city which require special land use and design guidelines.

Policies, Standards

1. Fowler's downtown area has its own unique character as a concentrated area of retail, service and office uses. Future development should enhance the vitality of the downtown as a focused commercial, office, banking and cultural center of the community while maintaining a mix of commercial and residential uses. A Specific Plan should be prepared to guide development and apply exceptional standards where desirable.
2. In cooperation with Fresno County and the cities of Selma and Kingsburg, Fowler shall encourage and support development of a Specific Plan for the Golden State Boulevard Corridor extending from American Avenue on the north to the Tulare County line on the south.
3. Major new residential or mixed use projects generally of 80 acres or more should prepare a specific plan incorporating land use, circulation, open space, and public facility issues for adoption by the City prior to approval of tentative tract maps, site plans, or use permits.

3.0 ECONOMIC DEVELOPMENT

Fowler is committed to securing a stable, dynamic, and strong economic base through the strengthening and expansion of the City's economic resources. The strengths of Fowler's economy arise from its people, business owners, schools, community organizations and government facilities. The City intends to strengthen and expand these resources in order to improve the standard of living, the environment for business attraction and growth, and the employment and educational opportunities for its residents.

Goal 3-1: Establish and implement an overall strategy for the economic development of Fowler.

Policies and Standards

1. The City shall:
 - a) Maintain the downtown area as a community services, cultural, and office center with specialty shops and office space.
 - b) Develop the Merced Street corridor between Highway 99 and the downtown as the main shopping/commercial location in the community. The City shall make an effort to balance access to shopping while avoiding problems with congestion.
 2. The City shall complete a targeting analysis to determine the types of businesses appropriate to Fowler in each identified commercial and industrial area. The target analysis should include evaluations of the following attraction strategies:
 - a) Focus on Fowler's central and regional location to attract distribution oriented businesses serving surrounding communities.
 - b) Expanding and enhancing community entertainment, events and marketing to become a center for recreation and entertainment in Fresno County.
 3. The City shall pursue a program of tax base expansion to include both industrial
-

and market-area commercial uses. To this end, the City should:

- a) Reserve sufficient space for industrial and commercial uses, recognizing greater land requirements due to methods of operation and marketing needs.
 - b) Provide an inventory of land with a variety of locations to avoid creating a monopoly on the land market.
 - c) Develop policies and regulations to protect industrial and commercial areas from incompatible uses.
4. The City shall minimize the adverse environmental effects of industrial growth by recruiting industries which can reduce pollution impacts to acceptable levels; by locating industry in areas where growth will have the least impacts; and by requiring adequate buffering to protect adjacent land uses.
 5. The City shall use the redevelopment process as a tool to implement the General Plan and to revitalize the urban area. The primary purposes of redevelopment are to remove blighting influences; provide urban support services; and to rehabilitate and enhance residential, commercial, industrial, and institutional uses.

Goal 3-2. Invest in necessary infrastructure and beautification to ensure success of these strategies.

Policies and Standards

1. The City shall establish incentive programs and seek resources for physical improvements of existing buildings, roads and other infrastructure, in particular the Merced Street corridor and the downtown area. These programs may include fast track development, deferral or waiver of fees, reimbursement of costs for improvements, and loans and grants for improvements.
 2. The City shall create a property database and contact program, including residential and commercial properties:
 - a) To identify the status of sites in critical commercial and industrial
-

locations.

- b) To clarify the willingness and ability of owners to participate in development plans.
3. The City shall pursue the improvement of signing of the community on Highway 99 and main arteries passing through Fowler.

Goal 3-3: Support programs and provide resources to strengthen and expand existing business enterprises and new business opportunities.

Policies and Standards

- 1. The City shall provide financial resources and leadership in stimulating business expansion. Specific goals should be stated regarding:
 - a) Annual community projects and events
 - b) Community marketing activities
 - c) Business recruitment
- 2. The City shall review its business license fee policies and identify and resolve barriers to small business, home-based micro business owners and new entrepreneurs.

Goal 3-4: Actively pursue the attraction of new commercial and industrial businesses by implementing a community marketing program.

Policies and Standards

- 1. The City shall actively work with the Five Cities Economic Development Joint Powers Authority, the California Office of Trade and Commerce, the Fresno County Economic Development Corporation, and others in order to focus collaboration on the development of a marketing plan, planning of industrial park space, and in reaching prospective businesses.
 - 2. The City shall develop a marketing plan for reaching targeting businesses and industries. The marketing plan shall include targeting new business and
-

industries as well as new or expanded consumer markets, and include specific promotional strategies for each.

3. The City shall cooperate with other cities in the area in a unified effort to attract employment generating industry and commercial uses to the region.

Goal 3-5: Establish a community-based organization for the planning and implementation of economic development.

Policies and Standards

1. City Staff. The City shall designate one key staff person to be the primary contact person for all economic development activities.
 2. Advisory Economic Development Committee. The City shall form an advisory economic development committee to be made up of residents, business owners and members of institutions within the community. The purpose of the committee will be to stimulate and evaluate the progress of economic development activities proposed in this plan.
 3. Land Owner Contact Program. The City shall establish a process to work with land owners and business owners and encourage their participation in implementing economic development goals and policies.
-

4.0 LAND USE ELEMENT

The Land Use Element is a guide to orderly development of the community and designates the general distribution of land for housing, business, public buildings and grounds, and other categories of public and private land use. The element also establishes standards of population density and building intensity. The Land Use Map is shown on Figure 4-1.

4.1 Land Use and Public Facility Issues

Policies and Standards

1. The community can expect a building rate of approximately 40% apartments in the coming years. The General Plan should designate new land for multi-family use while providing policy guidance on new multi-family location.
2. There will be continued demand for shopping centers to meet total market area pressures and to satisfy new marketing trends. The downtown cannot satisfy these immediate needs, especially in terms of neighborhood/community shopping centers and service commercial uses. The downtown should continue to be the financial and cultural center of the City.
3. Existing vacant land within the city limits lying generally between Highway 99 and Golden State Boulevard shall be planned for major new industrial, commercial, mixed-use, and public facility uses.
4. An additional issue is the preservation of prime agricultural lands and the prevention of the premature conversion of such lands to urban uses. Even with diversification, agriculture will continue to an important component of the economy of Fowler and Fresno County.
5. Fowler's downtown provides an opportunity for a variety of services, retail uses, offices, and limited housing. The unique character of the downtown provides a setting that lends itself to the development of an on-going improvement program.

Figure 4-1: Land Use Map (separately attached)

4.2 General Plan and Zoning Consistency

Policies and Standards

1. Land use density standards and compatibility with zoning shall be as shown in Table 5-1. Other zone districts may be determined to be consistent if a proposed use or density is allowed subject to approval of a Conditional Use Permit.
 2. The overall maximum density of the Plan Designation shall not be exceeded, except when a project is eligible for increased density as part of a Planned Unit Development or when a project meets the requirements of State Density Bonus Law.
 - a) Through the Conditional Use Permit process, residential density of part of a site may exceed the maximum allowed if the entire project site density conforms with the General Plan/Zoning Consistency Table.
 3. When a plan amendment is required, the amendment and consistent rezoning application shall be processed concurrently. For a plan amendment and/or rezoning request, the City Council may require submittal of a conceptual site plan or tentative tract map based on the need to protect adjacent land uses from impacts of the proposed use.
 4. The City shall update the Zoning Ordinance as appropriate to implement policies and proposals of the general plan.
 5. Where new residential development is proposed adjoining existing residential development of a lower zoning density, the developer shall be required to provide an architectural transition through the tentative tract map, site plan review, or Conditional Use Permit process. The transition may include such provisions as common lots sizes, building setbacks, landscaping, and masonry wall requirements to benefit existing and future residents. Adjacent to a planned major street (collector or arterial), back-on treatment, a solid masonry wall at least six feet in height, and landscaping adjacent to the roadway shall constitute an adequate transition for purposes of this section.
-

**Table 5-1
 General Plan/Zoning Consistency Table**

Plan Designation	Consistent Zone District	Consistent Density Units/Gross Acre	Maximum FAR¹
<u>Residential</u> Low Density Medium Low Density Medium Density High Density	R-1-10, R-1-12 R-1-7, R-1-8.5 ^{2,3} , R-1-10 ³ R-1-5, R-1-6, R-1-7 ³ , R-2-A, R- MP R-2, R-3-A, R-3	0.0 - 3.6 3.7 - 5.5 5.6 - 13.5 13.6 - 21.8	
<u>Commercial</u> Neighborhood Community General Office	C-1 C-1, C-2 C-3, C-H C-1, C-2		40% 40% 40% 50%
<u>Industrial</u> Light Heavy	M-1, M-P M-2		60% 60%
<u>Open/Public</u> Agriculture Public Facility Parks and Open Space	UR PF ⁴ O		

¹ FAR ' Floor Area Ratio, or the square footage in structures divided by the square footage of the site

² R-1-8.5 (8,500 square foot minimum lot sizes) is a proposed new zone district

³ May be required in transition areas where new single family uses abut existing lower density

⁴ PF (Public Facility) is a proposed new zone district

4.3 Residential Land Use

Policies and Standards

1. Four residential categories are proposed that range in density from a maximum of three units per acre up to 21.8 units per acre. These categories are intended to identify areas which are acceptable for housing; clarify the overall type of housing to be developed within each category; and allow for a mixture of housing types, lot sizes and affordability.

Each residential category includes a unit per acre minimum and maximum density specified in a range of units per gross acre. Units per gross acre is used because it is easier to understand and convey. Types of housing include single family units, multiple family units including duplexes and apartments, and mobile homes.

- a) Low Density: 0 - 3.6 units per gross acre. This category is characterized by larger lots for single family residential development. Minimum lot size would be 10,000 square feet with lot sizes ranging from 10,000 to 12,000 square feet and larger. It is not envisioned that lots greater than one acre in size would be appropriate within the City limits. The most compatible zone districts are R-1-10 and R-1-12.
 - b) Medium Low Density: 3.7 - 5.5 units per gross acre. Housing in this density range is typical of recent subdivisions built in Central Valley communities. The intent of this classification is to provide locations for construction of single-family homes with a minimum lot size of 7,000 square feet ranging to 10,000 square feet. Because housing at this density reaches the largest residential market, it is expected to account for about half of all housing added during the next twenty years. The most compatible zone district is R-1-7.
 - c) Medium Density: 5.6 - 13.5 units per gross acre. This category recognizes that small lot single family and low density multifamily units will make up an increasing percentage of the City's housing stock. Lots as small as 5,000 square feet would be permitted. Mobile home parks and apartments within this density range will meet the needs of many households without the financial means or the desire to be homeowners. The most compatible zone districts are R-1-5, R-1-6, R-1-7, R-2-A, and R-MP.
-

- d) High Density: 13.6 - 21.8 units per gross acre. The High Density land use category provides for the highest residential densities permitted in the City. It is intended that this category utilize innovative site planning, provide on-site recreation, and be located near major community facilities, business centers and streets of at least collector capacity. Greater density for senior's housing only may be achieved subject to a Conditional Use Permit. The most compatible zone districts are R-2, R-3-A, and R-3.
2. The maximum density indicated defines the number of units per gross acre that residential development can achieve within a given area. Residential development need not provide the minimum number of units per gross acre indicated to be found consistent with the General Plan. The minimum density figure, however, is intended to encourage the location of certain product types and densities consistent with adjacent land uses, access, public services, and environmental concerns.
 3. A planned unit development ordinance shall be developed which considers increased density at the discretion of the City. Granting of additional density (not to exceed 25%) will depend on the developer's demonstration of the quality of design in such areas as access, circulation, building placement, parking, provision of open space, and architectural design and compatibility with the surrounding area. A Conditional Use Permit and site plan review shall be required to insure the consistency of a proposed planned unit development with these principles.
 4. Planned unit developments may include any combination of single family and multifamily dwellings. Planned unit developments larger than 20 acres in size may also include related office and commercial uses.
 5. Mobile home parks may be consistent within areas designated Medium Density Residential and must consist of a unified, master planned development with a minimum site area of five acres, excluding public streets, and subject to provisions of the Fowler Zoning Ordinance.
 6. Manufactured and modular housing developments as alternative housing opportunities shall be permitted subject to existing ordinances.
 7. Residential uses at standards consistent with the R-2 zone district shall be permitted by Conditional Use Permit in the Community Commercial designation as part of a mixed-use concept.
-

8. Multi-family residential development of 12 or more units per acre shall either have direct access to a major street or to a local street which does not pass through a single family area prior to intersecting a major street.
 9. Development standards for the interface between multi-family residential and single-family residential shall be as follows:
 - a) Outdoor recreational areas, game courts, pools, and solid waste collection areas on multi-family properties shall be oriented away from adjacent properties planned for single family residential.
 - b) Multi-family parking areas, garages, other structures, and access drives shall be separated from adjacent properties planned for single family residential with a landscaped setback containing deciduous and evergreen trees. A 10-foot minimum transition is preferred but may be reduced depending on site conditions. The transition may include such provisions as building setbacks, landscaping and masonry wall requirements to benefit future residents.
 - c) Exterior area lighting for multi-family residential parking, carports, garages, access drives, and outdoor recreation areas, shall be shielded to prevent line of sight visibility of the light source from abutting property planned for single-family residential.
 - d) Multi-family buildings greater than 20 feet in height shall be prohibited within 25 feet of abutting property planned for single-family residential.
 10. Where new residential development is proposed adjoining existing commercial or industrial development, the residential developer shall be required to provide an architectural transition, including such provisions as building setbacks, landscaping and masonry wall requirements to benefit future residents.
 11. All utilities shall be underground and each residential unit or multifamily project shall be equipped for remote electronic utility meter reading.
 12. The developer shall provide front yard landscaping in all single family residential projects prior to the issuance of the certificate of occupancy.
-

13. Varied front yard setbacks should be used within single family residential projects, wherever possible, to provide visual interest to the street scene. Buildings should be arranged in a staggered and variable setback fashion to provide visual interest and to avoid a repetitive appearance.
14. Mechanical equipment should be ground mounted and screened from view by walls or fences similar in design to the building architecture or by plant material.
15. Multifamily structures should be clustered to provide for maximum open space, when possible. Long, unbroken building facades are discouraged. Building massing that incorporates a combination of one-story and two-story elements with varied floor setbacks is encouraged.
16. All residential projects shall provide usable open space within the boundaries of the development. This open space shall be in addition to any development fees paid for neighborhood or community park space.
 - a) Within multifamily projects, including mobile home parks, a minimum of 10% of the project site shall be developed with usable open space which could include swimming pools, green space, landscaping, and recreation/meeting rooms.
 - b) Within single family projects, either attached or detached, a minimum of 5% of the project site shall be developed with usable open space which could include common recreation areas, mini-parks, common green belts/recreation trails, and landscaping. Such open space shall be maintained by assessment district, landscape/lighting district, homeowners' association, or other appropriate maintenance entity.
17. In order to enhance the quality of development, all single family residential projects should be encouraged to provide such amenities as automatic garage door openers, trash compactors, built-in security systems, and outdoor electrical outlets.

4.4 Commercial Land Use

Policies and Standards

1. Establish the following commercial land use designations:
 - a) Neighborhood Commercial. The neighborhood commercial designation provides for a 10-acre or smaller cluster of commercial uses in the C-1 district serving convenience and commercial needs, but also offering general merchandise, variety, and specialty items. The neighborhood commercial center is intended to serve the smaller market area surrounding the site.
 - b) Community Commercial. The community commercial designation provides an activity center oriented towards the downtown as permitted in the C-2 district. The designation is also appropriate outside the downtown in primary commercial districts where a range of retail, financial, governmental, and entertainment activities occur. Community Commercial land use areas outside the downtown should be developed as unified commercial centers, except where the existing development pattern or parcelization makes it impractical. Mixed use residential uses are also encouraged in Community Commercial locations by Conditional Use Permit where appropriate.
 - c) General Commercial. This designation provides for commercial areas with a wide range of retail and service activities along major traffic corridors as permitted in the C-3 district. Highway commercial uses as permitted in the C-H district are permitted at the interchange of major streets with Highway 99 and Golden State Boulevard and are intended to provide for visitor-serving uses, including restaurants, lodging, and gasoline.
 - d) Office Commercial. This designation provides for office development as permitted in the C-1 and C-2 zone districts. Commercial uses contemplated as part of this category include business support services and support restaurant and medical services.
 2. Locate new Neighborhood Commercial uses along major traffic ways in consolidated centers that utilize common access and parking for commercial uses, discourage the introduction of strip commercial uses, and require adequate pedestrian links to residential areas.
 3. Reserve the Community Commercial designation for the downtown and major
-

community shopping areas in order to attract and accommodate growth which includes not only commercial uses, but financial, office, governmental, and limited residential development as well.

4. Apply the General Commercial designation along arterial streets to provide commercial support for nearby communities, highway travelers, and industrial areas. General commercial includes freestanding uses which do not fit well in unified centers, as well as service and highway commercial uses.
5. Provide Office designations which allow construction of new unified office centers, the redevelopment of existing areas to office use, and the conversion of older homes to offices along major streets. Homes converted to offices should be a logical extension of existing or planned office/commercial use, and the lot should be of adequate size for parking and circulation.
6. The City will adopt provisions to improve commercial site planning standards to enhance appearance and preserve the integrity of nearby residential areas. Design standards should relate to architectural design in keeping with the surrounding neighborhood, signage, and landscaping.
7. Ensure that all commercial uses contribute to the resolution of traffic and parking impacts created by additional traffic demands generated by those businesses.
8. Encourage the upgrading, beautifying and revitalization of existing strip commercial areas and shopping centers.
9. A minimum of 10% of the surface area of all commercial developments shall be landscaped. Trees shall be planted within the parking lot such that a minimum of 50% of the parking lot is shaded by tree canopies when fully grown.

4.5 Downtown Fowler

The downtown commercial core follows Merced Street and extends one to two blocks north and south of Merced Street between Golden State Boulevard and 4th Streets. While the City has created retail opportunities elsewhere, the downtown still provides a viable retail environment. For the downtown to regain its vitality, however, it may be necessary that the City adopt policies to ensure a level playing field.

It is not practical for the downtown to house major retailers, but it is possible for the downtown to continue in its role as a provider of professional offices, residential uses,

churches, and specialty retail functions, including restaurants, banks, and cultural facilities. Downtown Fowler is vital to the City's long-term economic and social well-being. While downtown economic development is important, the area's identity and image as the heart of Fowler is equally significant.

Policies

1. Future development should enhance the vitality of the downtown as a focused commercial, office, banking and cultural center of the community while maintaining a mix of commercial and residential uses. Office, cultural facilities, and banking uses should be limited to the downtown rather than in other areas of the community. A Specific Plan is recommended to guide development and apply design standards where desirable.
2. The City shall use the redevelopment process as a tool to implement the General Plan and to revitalize the urban area. The primary purposes of redevelopment are to remove blighting influences; provide urban support services; and to rehabilitate and enhance existing uses. In particular, a facade improvement program should be developed and off-street parking provided.
3. The City shall establish incentive programs and seek resources for physical improvements of existing buildings, roads, and other infrastructure. The City shall also encourage private investment in the downtown through formation of such groups as a Business Owners Association or Downtown Improvement Group.
4. The Community Commercial designation is applied to the downtown. Commercial uses should be typical of a city's core area, including apparel stores, restaurants, specialty shops, entertainment uses, bookstores, travel agencies, bed and breakfasts, financial institutions, and other similar uses serving a community-wide market and the daytime downtown employment population.
5. The City shall implement a streetscape revitalization program to improve upon the existing streetscape. This program also aims to enhance 5th, 6th, and 7th Streets north and south of Merced. Recommended improvements include streetscape furnishings such as upgraded light fixtures, benches, and trash receptacles; revitalization of downtown buildings and facades; wall murals and other public art; seasonal decorations, and continued use of banners that advertise community events.

4.6 Industrial Land Use

Policies and Standards

1. Establish the following industrial land use designations:
 - a) Light Industrial. This category establishes light industrial areas where uses such as fabricating, assembly, research and development, electronics, low intensity warehousing and other such similar industrial uses are appropriate. All work, materials, and equipment storage is generally conducted indoors. Special landscaping, enclosures and other site development standards are appropriate. Industrial park development is intended on larger parcels to create distinct districts of industrial, office, and support uses. The M-1 and M-P districts are most consistent with this designation.
 - b) Heavy Industrial. The heavy industrial category allows those uses which require exposed or unenclosed processing and storage of uncovered materials or equipment. The designation provides for manufacturing, fabrication, processing, assembling, wholesale and storage uses, trucking terminals, and quasi-public and utility services structures and facilities. The M-2 designation is most consistent with this designation.
 2. Make public facilities available to planned industrial sites in accordance with the city-wide set of capital improvement priorities.
 3. Ensure that industrial development creates no significant off-site impacts concerning access and circulation, noise, dust, odors, visual features, and hazardous materials that cannot be adequately mitigated.
 4. Major streets which pass through industrial areas and serve as entrances to the City shall receive special design treatment to reduce aesthetic impacts and traffic concerns. Measures for industrially zoned parcels shall be as follows:
 - a) The minimum building setback from the right-of-way line shall be 40 feet.
 - b) There shall be a minimum 10-foot landscaped area adjacent to the right-of-way.
 - c) Efforts should be made to consolidate driveways along common property boundaries, where possible.
-

- d) Signs shall be low profile and non-rotating.
5. Encourage large employment-generating developments to provide services such as cafeterias, child care and business support services that reduce the need for vehicle trips.
 6. Appropriate truck routes shall be designated serving the industrial areas which promote direct access and are functionally adequate.
 7. Industrial land in close proximity to residential areas shall be planned for light industry.
 8. Development standards between industrial properties and residential uses shall be as follows:
 - a) On properties planned for industry, a landscaped setback 20 feet wide containing deciduous and evergreen trees shall be planted and maintained along the property line with abutting property planned for residential uses and along abutting local streets.
 - b) Roof-mounted and detached mechanical equipment shall be acoustically baffled to prevent equipment noise from exceeding 55 dBA measured at the nearest residential property line.
 - c) Exterior area lighting for industrial buildings, parking areas, garages, access drives, and loading areas, shall be low profile, hooded, and directed away from abutting property planned for residential use.
 9. The City shall request that Fresno County refer all proposals for industrial development located within the City's Sphere of Influence to the City for annexation. In cases where annexation is not feasible, the City may request that the County attach conditions of approval to such applications to insure that the development will conform to City standards, will agree to annex when feasible, and will not be detrimental to future urban development.

4.7 Open Space, Public, and Institutional Land Use

Policies and Standards

1. Establish the following public facility land uses:
 - a) Agriculture. This designation provides sites for permanent agriculture, as well as areas reserved for long-term urbanization.
 - b) Parks and Open Space. This designation determines areas of permanent open spaces, parks and/or areas precluded from major development.
 - c) Public Facilities. This designation indicates areas owned and maintained by public or institutional agencies such as facilities owned by the city, schools, hospitals, and other facilities.

Open Space for Managed Resource Production

Policies and Standards

1. Assure the continuation of agricultural production as an important economic activity by designating areas not required for urban use as agriculture.
 2. New residential development shall be contiguous to existing urban development where feasible.
 3. Urban improvements and service extensions into agricultural areas shall be used as a means to control the timing and direction of fringe development.
 4. Expand programs to recharge the groundwater supply.
 5. Water conservation programs shall be continued and enhanced.
 6. Promote the use of innovative site planning to avoid on-site hazards and minimize risk levels.
 7. Adopt zoning ordinance amendments providing for such measures as increased yard spaces, masonry wall development, dust and noise control, and other performance standards for light or heavy industrial uses deemed hazardous or detrimental to public safety or adjacent land uses, especially those businesses
-

processed as conditional uses.

8. Consider seismic and public safety concerns in the environmental review process.
9. Ensure that disaster planning for the City of Fowler includes policies appropriate to problems associated with hazardous wastes.

Public and Institutional Land Use

10. Develop park space based on a standard of 3.0 acres/1,000 residents (2.0 acres for neighborhood parks and 1.0 acre for community parks).
 11. The recreation needs of all age groups shall be considered.
 12. Recreation sites shall be central and accessible to the population served.
 13. Established development priorities are:
 1. Develop neighborhood park space in areas deficient in such space, including new annexations.
 2. Improve existing neighborhood parks.
 3. Develop a new 15 to 30-acre community park and special recreation facilities.
 4. These priorities will guide preparation of the parks portion of the City's annual capital improvement program. The precise scheduling of park projects will be influenced by financial conditions that change from year to year.
 14. Cooperative park development programs shall be encouraged on a cost-sharing basis. Joint -power agreements between the City, the Fowler Unified School District, Fresno County, and other agencies may be developed to provide for the acquisition and/or development and operation of parks. Specifically, the City shall develop joint-use facilities, where feasible, with the Fowler Unified School District and
-

continue to use school sites for City recreation programs.

15. Locations for future park sites are schematic and may be located on any suitable lands in the general vicinity. The underlying designation for park sites shall be Medium Density Residential with consistent zoning as R-1-6.
16. When a site designated for park space is part of a subdivision map, the City may require the subdivider to dedicate the park area and prepare plans for its phased development.
17. The City shall cooperate with the Fowler Unified School District in the location of new schools. Locations for future school sites are schematic and may be located on any suitable lands in the general vicinity. The underlying designation for school sites shall be Medium Density Residential with consistent zoning as R-1-6.
18. If a subdivision, site plan, general plan amendment, or rezoning is proposed on land designated for potential park or school use, prior to entitlement, permits or other approvals, the City Council shall determine the feasibility of accelerating public acquisition of the property. If the City Council determines that acquisition of the property will not occur within one year, the processing of the development plan may proceed.
19. The City shall work to expand the existing City hall to provide increased space for city employees, including expansion of the Fowler Police Department.
20. The City shall work to provide a headquarters station for the Fowler Fire Department to house personnel and equipment in the downtown area.
21. The City shall work to provide a relocated corporation yard with adequate room for expansion.

5.0 Circulation Element

The purpose of the Circulation Element is to provide for a safe, convenient and efficient transportation system. The Circulation Element has been designed to accommodate anticipated transportation needs based on the land use element. In compliance with state law, all city and county general plans must contain a circulation element that designates

future road improvements and extensions, addresses non-motorized transportation alternatives, and identifies funding options. The intent of the Element is to:

- identify transportation needs and issues within the City, as well as regional relationships that affect the transportation system;
- consider alternatives other than the single-occupant vehicle as essential in providing services and access to facilities; and
- establish policies that coordinate regional transportation planning circulation system with General Plan and area plan land use maps and provide direction for future decision-making.

The transportation system within the Fowler planning area includes State Route (SR) 99 as well as numerous City and County routes. The public transit system includes public transit services, and within the County it includes common bus carriers, AMTRAK and other local agency transit and paratransit services. In addition, the County transportation system includes general aviation facilities, air passenger facilities, freight rail service, bicycle facilities.

5.1 Regional Transportation Planning

Fresno County Regional Transportation Plan. The Regional Transportation Plan (RTP) is a multi-modal, long-range planning document prepared by the Council of Fresno County Governments (Fresno COG). The RTP includes programs and policies for congestion management, transit, bicycles and pedestrians, roadways, freight, and finances for Fresno County. The RTP is prepared every three years and contains a listing of projects believed to be financially feasible within the 25-year planning time frame. Federally funded projects must be consistent with and reflected in the RTP.

San Joaquin Valley Air Quality Management Plan. The San Joaquin Valley Air Pollution Control District (SJVAPCD) has prepared the Air Quality Management Plan (AQMP) and various other regulations to reduce air emissions.

Fresno County Intelligent Transportation System Strategic Plan. The Fresno County ITS Strategic Plan contains goals and policies to improve mobility and enhance safety within the region. Nine core ITS components include Freeway Management; Transit Management; Incident Management; Electronic Fare Payment; Electronic Toll Collection; Railroad Grade Crossings; Emergency Management Services; and Regional Multimodal Traveler

Information. The Plan can also be used to assist the City with application for federal or State funding for specific types of ITS projects.

Measure “C”. Measure “C” is the half-percent sales tax for transportation passed by Fresno County in 1986 and managed by the Fresno County Transportation Authority (FCTA). The Measure provides funding for transportation projects (highway, transit, and ridesharing) over 20-years. Measure C funds are used by Fowler to repair streets and improve the existing and planned transportation system. The Measure C program will sunset in 2006/07. The extension of Measure C by the voters will be a significant factor in the availability of future funding for the City.

5.2 Existing Transportation Conditions

Street and Highway System. Functional classification is the process by which streets and highways are grouped into classes according to the type of service they provide. Streets and highways are classified according to their primary function and consist of five basic classifications:

- State Highways
- Expressways
- Arterials
- Collectors
- Local Streets

Public/Mass Transportation System. The private automobile is the dominant mode of travel within the City. As the population grows, City roads will become increasingly congested. As a result, it is important to encourage public transit systems and increased use of alternative modes of transportation, including bicycles and walking. The public transit system alternatives for the City include fixed route public transit systems, common bus carriers, and other local agency transit and paratransit services.

The Fresno County Rural Transit Agency (FCRTA) was formed through a joint-powers agreement between Fresno County and the incorporated cities within its service area. FCRTA operates fixed-route services that link communities with each other and with the Fresno-Clovis Metropolitan Area. FCRTA's fixed routes connect all the cities and unincorporated communities in Fresno County, including the City of Fowler. FCRTA vehicles are wheelchair accessible and all full size buses include bike racks. FCRTA supports a number of specialized transportation programs, including shared-ride car and vanpool services, social service dial-a-ride, and specialized services for seniors and persons with disabilities.

Paratransit services are transportation services such as car pooling, van pooling, taxi service, and dial-a-ride programs. The City supports reliable and efficient paratransit service by encouraging development of service systems that satisfy the transit needs of the elderly and physically disabled.

AMTRAK. The only AMTRAK station located in Fresno County is in the City of Fresno providing AMTRAK service to points north including San Francisco and Sacramento and to points south including Bakersfield and Los Angeles.

High Speed Rail Authority. The High-Speed Rail Authority (HSRA) has determined that high-speed rail is technically, environmentally and economically feasible once constructed, and would be operationally self-sufficient. The Authority's purpose is to fund and construct the high-speed rail system throughout California. The HSRA recently identified the SR 99 corridor as the preferred corridor for high-speed rail services with a station in Downtown Fresno and in Visalia adjacent to SR 99.

Aviation. Fresno Yosemite International Airport (FYI) is Fresno County's primary passenger airport facility and the largest and busiest airport in the San Joaquin Valley. Public-use general aviation airports located near Fowler include Fresno Chandler Downtown Airport, Reedley Municipal Airport, and the Selma Aerodrome.

Bikeways and Pedestrian Facilities

Investment in bikeways provides an inexpensive environment-friendly transportation opportunity. Bicycling is considered an effective alternative mode of transportation that can help to improve air quality and reduce the number of vehicles traveling along existing highways, especially within the cities and unincorporated communities. However, the numbers of cyclists is small in comparison to the amount of auto traffic.

Pedestrian facilities include sidewalks, signals, lighting, and benches, among other items. With such facilities, people are more likely to walk rather than take a vehicle. Pedestrian facilities near schools and recreational facilities enhance the safety of those who choose to walk.

Truck Routes and Air Cargo

As industrial and economic growth occurs in the City, industrial-related truck traffic will continue to increase. It is anticipated that the region's truck volumes will increase by 40% to the year 2025. Designated truck routes may be used for trucks in excess of the weight designated in the City Ordinance for movement through the City. Truck movements for local deliveries may use the most direct route to the particular delivery location, including local streets.

Air cargo is the fastest growing method of transporting goods in and out of the Central Valley and is expected to continue to increase at a faster rate than passenger air service. The Fresno Yosemite International Airport is the major cargo-handling airport in the Central Valley.

The Union Pacific Railroad provides freight service in Fowler, connecting the City with major markets in northern and southern California. It is likely that the predominant mode for freight movements in the County will continue to be by truck in the foreseeable future. This is certainly the trend expected for raw agricultural commodities moving to packing and processing facilities such as those produced in Fowler.

5.3 Transportation Management

Transportation Demand Management. Transportation demand management (TDM) strategies reduce dependence on the single-occupant vehicle, increase the ability of the existing transportation system to carry more people, and enhance mobility along congested corridors. Examples of these strategies include telecommuting, flexible work hours, and electronic commerce that enable people to work and shop from home. According to Fresno COG, vanpools will become more prevalent for short-to-medium range commute trips, and will supplement the traditional long-distance usage. Park-n-ride facilities and carpooling will also continue to be a significant link between highway and transit modes.

Goods Movement. The ability of Fowler and Fresno County to compete domestically and internationally on an economic basis requires an efficient and cost-effective method for distributing and receiving products. The City of Fowler provides a key link in this system

within its proximity to SR 99.

5.4 Circulation Issues

1. The current street system functions adequately but does contain some areas of concern such as the need to widen segments of several streets and the need to improve Merced Street between Highway 99 and the downtown.
2. Major streets in the City are of varying rights-of-way and consistent standards have been difficult to apply. While most future roadways need be no more than two travel lanes to accommodate expected traffic to 2025, wider rights-of-way may be needed for traffic beyond the planning period to safely handle increased truck traffic, or to allow restricted turn movements into developed areas or at intersections.
3. Fowler's truck route system requires continued monitoring to reflect new growth areas. Such marked routes are advisory to the trucking industry and can also be enforced by local government.
4. The need for improvement of the Merced Street/SR 99 Interchange to accommodate growth and development through to the year 2025.
5. The need for a possible grade separation of Manning Avenue at the Union Pacific rail line. The need for the grade separation should be considered as traffic volumes along Manning increase over time.
1. The Cities of Fowler, Selma, and Kingsburg, Caltrans and Fresno County are coordinating development of a specific plan to address land use and access issues along Golden State Boulevard between American Avenue north of Fowler to the Fresno/Tulare County Line in Kingsburg. Potential new commercial development in the vicinity of the Merced and Golden State intersection will be of special concern to the City during preparation of the Specific Plan.
7. Potential safety issues associated will need to be addressed over time to insure that pedestrian access to schools is provided with a high degree of safety.

5.5 Goals, Policies and Standards

The intent of the Circulation Element is to establish a comprehensive multi-modal transportation system that is efficient, environmentally and financially sound, and coordinated with the Land Use Element.

Goal 5-1: Design and implement a multi-modal transportation system that will serve projected future travel demand, minimize congestion, and address future growth in the City.

Policies and Standards:

1. Utilize existing infrastructure and utilities to the maximum extent practical and provide for the logical, timely, and economically efficient extension of infrastructure and services.
2. Cooperate with local, regional, State and federal agencies to establish an efficient transportation system.

Goal 5-2: Provide a well-planned, designed, constructed and maintained street and highway system that facilitates the movement of vehicles and provides safe and convenient access to surrounding developments.

Policies and Standards:

1. Designate streets according to the following functional classifications:
 - a) Freeways carry regional traffic through the community with access only at interchanges with major streets.
 - b) Expressways connect regional destinations on the non-freeway system and generally pass through several jurisdictions. Traffic carrying capacity is maintained through access control at ½ mile intervals.
 - c) Arterials serve as the principal network for cross-town traffic flow. They connect areas of major traffic generation within the urban area and connect with important county roads and state highways. They also provide for the distribution and collection of through traffic to and from collector and local streets.
 - d) Collectors provide for traffic movement between arterial and local streets, traffic movement within and between neighborhoods and major activity centers, and limited direct access to abutting properties.
-

- e) Local streets provide direct access to abutting properties and for localized traffic movements within residential, commercial and industrial areas.
2. Apply consistent standards for new development based on traffic carrying capacity and classification.
- a) Expressways shall be developed with a minimum right-of-way of 100 feet, to include four to six travel lanes and access restricted to ½ -mile intervals.
 - b) Arterials shall be developed with a minimum right-of-way of 80 feet, to include four travel lanes, parking, and a center median (either raised or painted).
 - c) Collectors are designed to have a 72 to 80-foot right-of-way width that allows four lanes undivided with parking, or two lanes with a two-way continuous left turn center lane.
 - d) Local streets shall have a minimum 60-foot right-of-way with two travel lanes and parking. Local streets may be reduced in width when it can be demonstrated that projected traffic flows can be accommodated. Local public streets should not be reduced to less than 32 feet between curbs.
3. Designated streets and recommended rights-of-way are:

	Right-of-way
a) Freeway	
Highway 99	220'
b) Expressway	
Temperance Avenue	100'
c) Arterials	
American Avenue	84'
Fowler Avenue (west/south of Highway 99)	84'
Golden State Boulevard	150'
Manning Avenue	84'
d) Collectors	
5th	80'
7th	80'

8th	80'
Adams	80'
Armstrong	80'
Clayton	80'
Fowler (north of Adams)	80'
Fresno	80'
Lincoln	80'
Merced	80'
Parlier	80'
South	80'
Springfield	80'
Sumner	80'
Sunnyside	72'
Walter	80'

4. Standards for new street development can be altered or refined where it can be demonstrated that projected traffic flows can be accommodated. Alternative standards for major streets include 1) an 84-foot arterial without a raised median island; and 2) a 72-foot collector to contain two travel lanes and a continuous dual left-turn lane.
 6. Encourage a Level of Service (LOS) "C" throughout the local circulation network, with an LOS "D" along SR 99. An exception to the local road standard is that LOS "D" may be allowed at intersections of major streets, at SR 99 interchanges, and along street segments where additional improvements are not feasible.
 7. Make intersection improvements to the existing major street system selectively through traffic engineering solutions rather than major structural improvements. This could include signalization, intersection channelization, use of directional signs, and diversion of traffic onto under-utilized streets.
 8. Require residential developments along arterials to back-on to such streets (with ornamental fencing, landscaping and waiver of access), or provide frontage roads with limited points of access to the street. "Open ended cul-de-sacs" to major streets are also encouraged for pedestrian access.
 9. Discourage direct access to collector streets from residential areas except where physical circumstances do not allow other design solutions.
 10. Develop street patterns for interior streets within new subdivisions to protect
-

neighborhoods from the intrusion of through traffic.

11. Driveway access to major activity centers, including multifamily development, should be located no closer than 200 feet to the intersection of a collector or arterial street.
 12. The distance between commercial driveways on arterial streets should be not less than 400 feet. Where practical and desirable, commercial driveways should be located on adjacent collector streets rather than on arterial streets.
 13. Existing points of ingress and egress shall be consolidated whenever possible. Driveway consolidation for new development shall be encouraged through access agreements along arterials.
 14. Ingress and egress to shopping centers should minimize left-turn movements into and out of parking or loading areas.
 15. The City reserves the right to reduce the ultimate right-of-way for arterials and collectors to avoid disrupting existing development by constructing a travelway that generally meets the street classification standards.
 16. Adjacent parking areas for large commercial and industrial developments should be designed to allow interconnection and flow of traffic between these facilities. Access easements and agreements should be obtained during the development process.
 17. Traffic signals should be placed at no closer than ¼-mile intervals on arterials and collectors unless conditions warrant additional signalization to improve traffic flow.
 18. Require private developers to be primarily responsible for the improvement of streets and highways to developing commercial, industrial, and residential areas. These may include road construction or widening, installation of turning lanes and traffic signals, and the improvement of any drainage facility or other auxiliary facility necessary for the safe and efficient movement of traffic or the protection of road facilities.
 19. Require private and public land developments to provide all on-site and off-site facility improvements necessary to mitigate any development-generated circulation impacts. The City may require applicants to provide traffic impact studies prepared by qualified professionals to identify the impacts of a development and necessary mitigation measures.
-

20. Require dedication of necessary rights-of-way as part of the land division and land use review processes.
21. Consider the use of traffic calming techniques in the design of new local streets where such techniques will improve safety and manage traffic flow.
22. Provide a street network with quick and efficient routes for emergency vehicles, meeting necessary street widths, turn around radius, and other factors as determined by the City Engineer in consultation with the Fire Department and other emergency service providers.
23. Restrict on-street parking to reduce traffic congestion and improve safety in appropriate locations.

Figure 5-1 shows the planned street and highway classifications, future year 2025 traffic volumes expected along the classified system, and segment levels of service.

Goal 5-3: Provide designated routes and loading standards that reduce the noise and safety concerns associated with truck traffic.

Policies and Standards:

1. Designate truck routes for use by heavy commercial and industrial traffic (reference Figure 5-2).
 - a) Designated truck routes shall be:
 - Golden State Boulevard
 - Manning Avenue
 - 5th Street (south of Fresno)
 - 7th Street
 - 8th Street
 - South
 - Temperance Avenue
 - Adams Avenue (west of 7th)
 2. Design interior collector street systems for commercial and industrial subdivisions to accommodate the movement of heavy trucks.
-

3. Restrict heavy duty truck through-traffic in residential areas and plan land uses so that trucks do not need to traverse these areas.
4. Design off-street loading facilities so that they do not face surrounding roads or residential neighborhoods. Truck backing and maneuvering to access loading areas shall not be permitted on the public road system, except when specifically permitted.

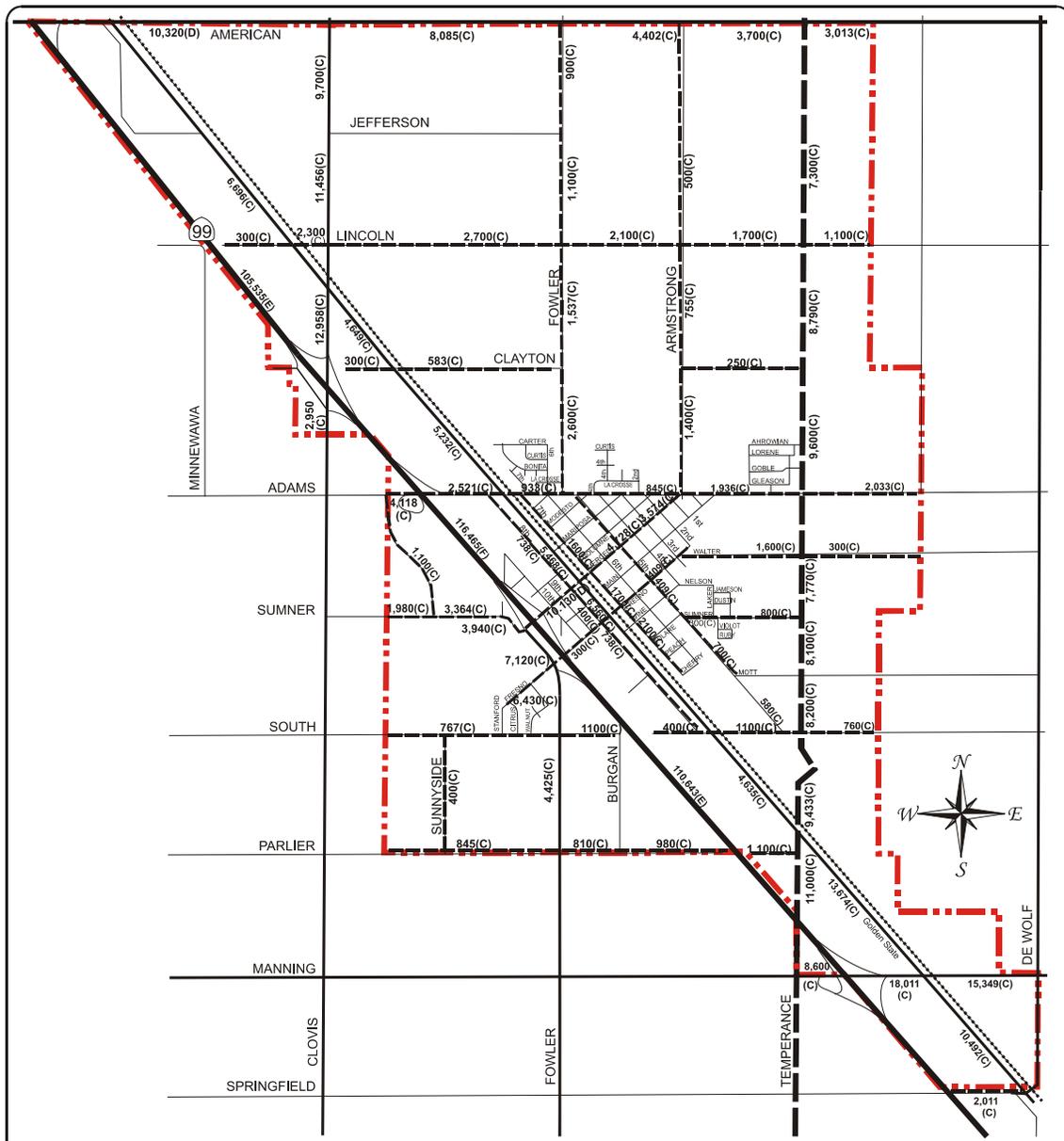


FIGURE 5-1
CITY OF FOWLER - FUTURE YEAR 2025 VOLUMES & LEVEL OF SERVICE

- | | |
|--|---|
|  Freeway |  Sphere of Influence |
|  Expressway | X,XXX Average Daily Traffic Volumes |
|  Arterial | (X) Level of Service (LOS) |
|  Collector | |
|  Local | |



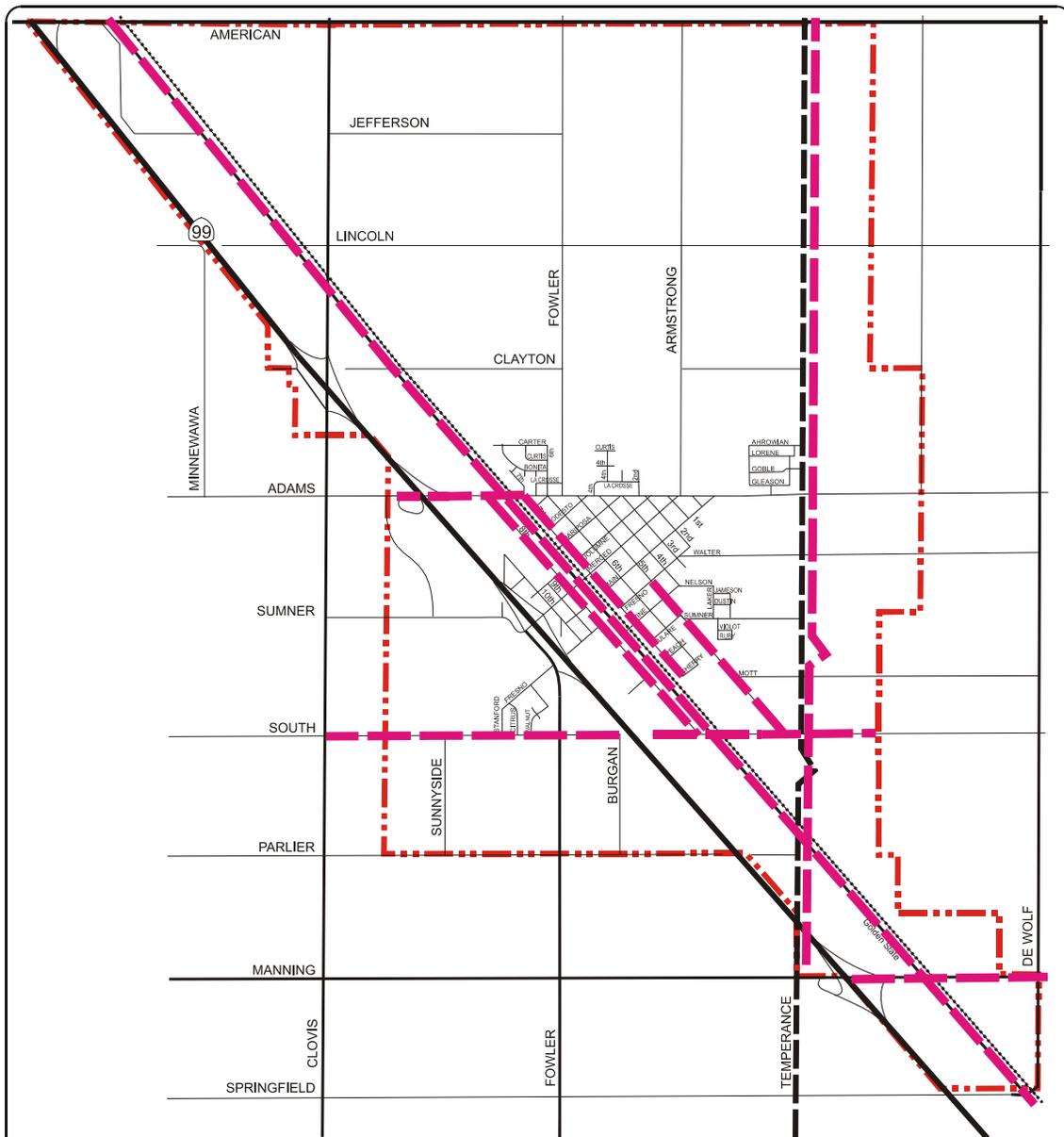


FIGURE 5-2
PLANNED TRUCK ROUTES



- - - - - Sphere of Influence
- - - - - Truck Routes



Goal 5-4: Provide safe and convenient pedestrian access between residential neighborhoods, parks, open space, and schools that service those neighborhoods.

Policies and Standards:

Provide a safe walking environment for pedestrians.

- a) Subdivision layouts should include safe and pleasant designs which promote pedestrian access to arterials and collectors and consider the location of community services, such as schools, parks and neighborhood shopping activity centers in the accessibility of their design for all persons.
 - b) Require the installation of sidewalks as an integral part of all street construction where appropriate.
 - c) Require street lighting within the rights-of-way of all public streets.
 - d) Include pedestrian signal indicators as an integral part of the installation of traffic signals.
2. Maximize visibility and access for pedestrians and encourage the removal of barriers (walls, easements, and fences) for safe and convenient movement of pedestrians. Special emphasis should be placed on the needs of disabled persons considering ADA regulations.
 3. Plan for pedestrian access consistent with road design standards while designing street and road projects. Provisions for pedestrian paths or sidewalks and timing of traffic signals to allow safe pedestrian street crossing shall be included.
 4. Collaborate with the Fowler Unified School District to ensure that school children have adequate transportation routes available, such as a local pedestrian or bike paths, or local bus service.
 5. Encourage safe pedestrian walkways within commercial, office, industrial, residential, and recreational developments that comply with the Americans with Disabilities Act (ADA) requirements.
-

6. Coordinate with transit operators to ensure that pedestrian facilities are provided along and/or near transit routes, whenever feasible. New land developments may be required to provide pedestrian facilities due to existing or future planned transit routes even if demand for a pedestrian facility is not otherwise warranted.
7. Review all existing roadways without pedestrian facilities when they are considered for improvements (whether maintenance or upgrade) to determine if new pedestrian facilities are warranted. New roadways should also be assessed for pedestrian facilities.

Goal 5-5: Ensure the provision of adequate off-street parking for all land uses.

Policies and Standards:

1. Require all new development to provide adequate off-street parking based on expected parking needs.
2. Provide adequate loading areas within off-street parking areas for all commercial and manufacturing land uses.
3. Anticipate parking needs at proposed and expected activity centers, particularly downtown.

Goal 5-6: Provide landscaping to improve the aesthetics of transportation system routes.

Policies and Standards:

1. Encourage Caltrans to install and maintain landscaping and other mitigation elements along SR 99 especially adjacent to residential or other noise sensitive uses.
 2. Encourage the use of drought-tolerant native plants and the use of recycled water for roadway landscaping.
 3. Require parking areas of all commercial and industrial land uses that abut residential areas to be buffered and shielded by adequate landscaping.
-

Goal 5-7: Provide access (driveways, local streets, and private roads) to the City's street and highway system to reduce conflicts that can result from pedestrian traffic and motorized traffic.

Policies and Standards:

1. Limit access points and intersections of streets and highways based on the road's General Plan classification and function. Access points must be located a sufficient distance away from major intersections to allow for safe, efficient operation.
2. Require that the automobile and truck access of commercial and industrial land uses abutting residential parcels be located at the maximum practical distance from the nearest residential parcels to minimize noise impacts.

Goal 5-8: Provide a transportation system that is integrated with adjacent jurisdictions.

Policies and Standards:

1. Continue to support Golden State Boulevard as a secondary route connecting the Kingsburg-Selma-Fowler corridor.
 2. Cooperate with adjacent communities and Fresno County to improve the principal gateways to Fowler (Golden State Boulevard, Manning, Adams, and Fowler) to facilitate the movement of traffic into and out of the City.
 3. Coordinate local transportation planning with preparation of the Fresno County Regional Transportation Plan (RTP) to ensure eligibility for state and federal funding. The RTP and the Fresno County Short- and Long-Range Transit Plans are incorporated by reference in the Circulation Element.
 4. Encourage the active participation of Caltrans in the design of highway capital improvement projects.
 5. Collaborate with Fresno County to integrate right-of-way and improvement standards for roads that cross jurisdictional boundaries. For development outside the City's boundaries, but within the Sphere of Influence, City and County staff will cooperate and agree on reasonable design standards and negotiate logical transitions from City to County Standards.
-

In general, for such development under County jurisdiction but within the Sphere of Influence, City Standards should apply if annexation would logically occur in the short to intermediate range. Where annexation seems doubtful in the long-term, County Standards should apply.

Goal 5-9: Ensure that the future transportation system is financially supported and can be adequately maintained.

Policies and Standards:

1. Distribute the costs of transportation system improvements equitably among those who will benefit.
2. Use annexations, development agreements, revenue sharing agreements, tax allocation agreements and the CEQA process as tools to ensure that new development pays a fair share of costs to provide local and regional transportation improvements and to mitigate cumulative traffic impacts.
3. Prepare a Capital Improvement Program (CIP) that establishes improvement priorities and scheduling for transportation project construction over a period of 5 to 7 years that will be reviewed and updated annually.
4. Participate in the establishment of regional traffic mitigation fees and/or benefit districts to be assessed on new development. The fees shall cover a reasonable share of the costs of providing local and subregional transportation improvements needed for serving new development.
5. Seek all available means to finance improvements, including State and Federal grants, to ensure that a non-motorized system is implemented.

Goal 5-10: Encourage the use of public/mass transportation services to reduce reliance on the automobile.

Policies and Standards:

1. Encourage transit alternatives to meet the basic transportation needs of the young, the elderly, the disabled, and people without access to an automobile.
 - a) Maintain opportunities for a transit center within the City where alternative
-

- transit modes would connect.
- b) Encourage and provide for ride sharing, park and ride, and other similar energy saving and air emission reduction programs.
2. Planning and development of arterial and collector streets shall include design features where appropriate that can be used as future public transit stops.
 3. Support the expansion and improvement of transit systems and ride sharing programs to reduce the production of automobile emissions.
 4. Support the use of alternate fuel vehicles and fueling stations for City and County vehicles and public transit vehicles.
 5. Support transit operators' programs to increase transit usage.
 6. Support all operator efforts to maximize revenue sources for short and long range transit needs that utilize all funding mechanisms available including federal grants, state enabling legislation, and farebox revenue. This can be accomplished through Fresno COG and the Fresno County Rural Transit Agency (FCRTA) through the development of the Short and Long Range Transit Plans.
 7. Support programs developed by transit agencies/operators to provide paratransit service.
 8. Incorporate the potential for public transit service in the design of major trip attractors (i.e. community centers and employment centers).
 9. Support continued improvements to AMTRAK rail passenger service within Fresno County and throughout the San Joaquin Valley.

Goal 5-11: Provide efficient goods movement through proposed rail facilities, the designation of truck routes and the provision of grade separations to reduce rail/roadway conflicts.

Policies and Standards:

1. Encourage the efficient movement of goods and people by rail through a shift of a portion of the goods previously moved by trucks onto the rail freight system.
 2. Implement street and highway projects to provide convenient and economical goods
-

movement in areas with large concentrations of truck traffic.

3. Identify street and highway improvement and maintenance projects that will improve goods movement and implement projects that are economically feasible.

Goal 5-12: Provide facilities for non-motorized modes of transportation that enhance the livability and character of the City.

Policies and Standards:

1. Use the following definitions in designating a bikeways plan:
 - a) Bike Path (Class I). A pathway for the exclusive use of bicycles separated from motor vehicle facilities by space or a barrier, identified by signing and pavement markings.
 - b) Bike Lane (Class II). A signed, striped lane on a roadway for use by bicycles, usually located on the edge of the pavement or between the parking lane and the first motor vehicle lane.
 - c) Bike Route (Class III). A recommended route for bicycles that is signed but not striped.
 - d) Bikeway. All facilities that provide for bicycles. The planned bikeway system is shown on Figure 5-3.
 2. Give priority to bikeways that will serve the highest concentration of cyclists and destination areas of highest demand.
 3. Provide bikeways in proximity to major traffic generators such as commercial centers, schools, recreational areas, and major public facilities.
 4. Develop a visually clear, simple, and consistent bicycle system with standard signs and markings, as designated by the State of California Traffic Control Devices Committee and the State Bikeway Committee.
 5. Support installation of bike parking at public and private places of assembly such as parks, schools, office buildings, churches, and retail commercial developments.
-

6. Amend the zoning ordinance to include provisions for bicycle parking facilities in off-street parking requirements.
7. Develop a comprehensive bikeway system as an incentive for increased bicycle use. Give priority to bike routes that link local routes with planned regional facilities.
8. Provide non-motorized alternatives for commuter travel as well as recreational opportunities.
9. Develop a multi-purpose recreational bikeway network and support facilities.
10. Provide separate rights-of-way for non-motorized facilities whenever economically and physically feasible.
11. Develop bikeways in compliance with standards in the Caltrans Highway Design Manual or other appropriate standards.

Goal 5-13: Design, construct, and operate the transportation system in a manner that maintains a high level of environmental quality.

Policies and Standards:

1. Control dust and mitigate other environmental impacts during all stages of roadway construction.
 2. Protect City residents from transportation generated noise. Increased setbacks, walls, landscaped berms, other sound-absorbing barriers, or a combination thereof shall be provided along major roadways where appropriate in order to protect adjacent noise-sensitive land uses from traffic-generated noise impacts. Additionally, noise generators such as commercial or industrial activities shall use these techniques to mitigate exterior noise levels .
 3. Review and monitor proposals for expansion of pipelines for the transport of suitable products and materials, and require mitigation of environmental impacts. In particular, require mitigation of the potential for hazardous chemical or gas leakage and explosion.
-

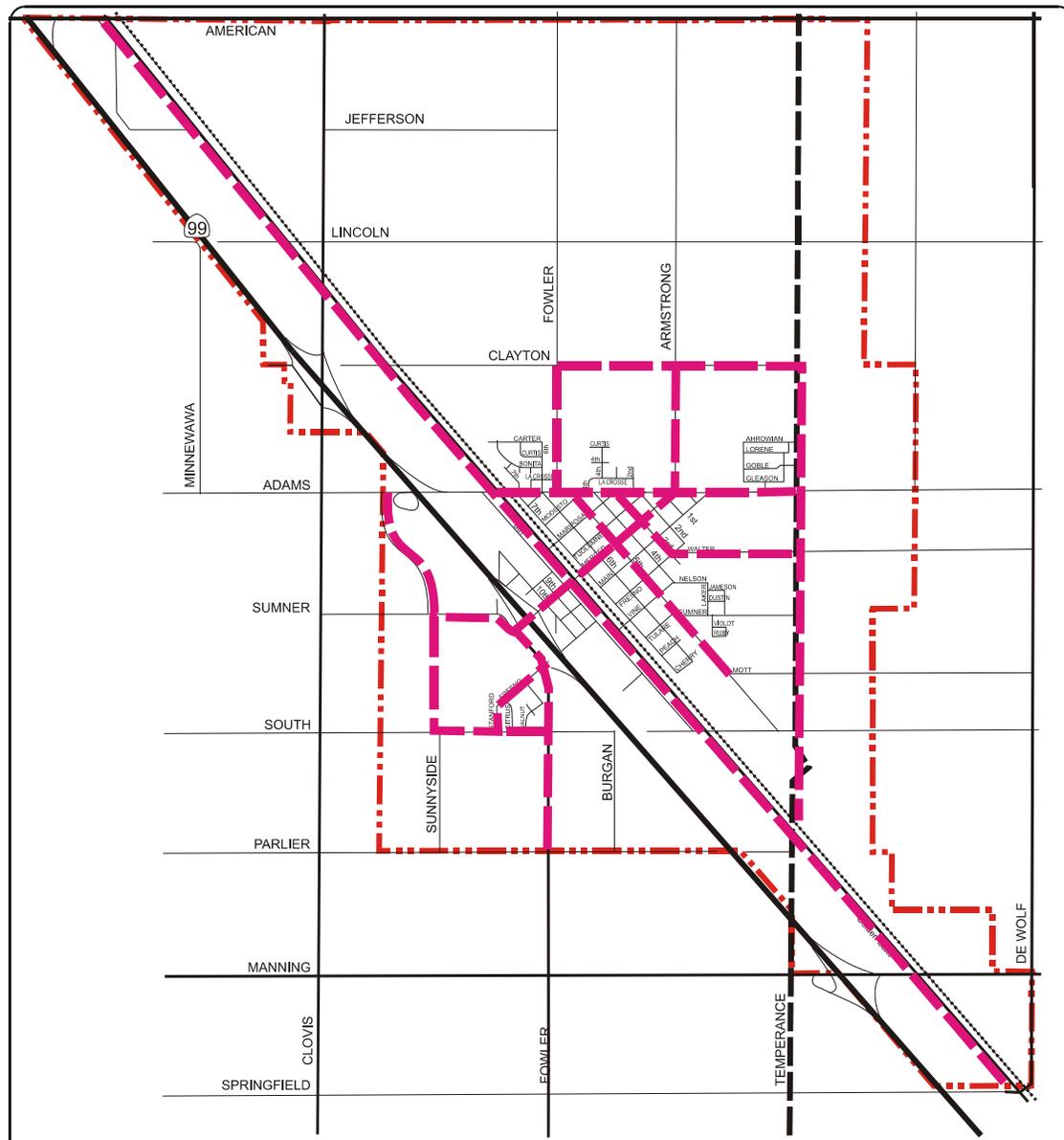


FIGURE 5-3
CITY OF FOWLER - PLANNED BIKEWAY SYSTEM



- - - - - Sphere of Influence
- - - - - Class II & III Bikeways



4. Encourage the use of non-polluting vehicles for both public and private uses.
5. Include noise mitigation measures in the design of new roadway projects.

Goal 5-14: Support the use of Transportation Demand Management (TDM) strategies to reduce dependence on the single-occupant vehicle, increase the ability of the existing transportation system to carry more people, and enhance mobility along congested corridors.

Policies and Standards:

1. New development shall consider Transportation System Management and Transportation Demand Management as strategies for the mitigation of traffic and parking congestion. Public transit, traffic management, ride sharing and parking management are to be used to the greatest extent practical to implement transportation management strategies.
2. Coordinate with Caltrans, Fresno COG, transit agencies and other responsible agencies to identify the need for additional park-n-ride facilities along major commuter travel corridors.

Goal 5-15: Utilize Intelligent Transportation Systems (ITS) to improve the safety and performance of the surface transportation system using new technology in detection, communication, computing, and traffic control.

Policies and Standards:

1. Encourage the integration of Intelligent Transportation Systems (ITS) consistent with the principles and recommendations referenced in the Fresno County ITS Strategic Plan as the transportation system is implemented.
-