



# City of Fowler **2040 General Plan**

Public Review Draft  
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# Chapter 1: Introduction

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*The City of Fowler General Plan is a policy document that sets the stage for future development in and around the City limits. The General Plan presents a framework of goals and policies that responds to issues of relevance to the community, strive to meet its imagined future, and maintain a high quality of life for its residents in the face of changing environmental, economic, and social circumstances.*

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## The 2040 Fowler General Plan

The City of Fowler incorporated in 1908 and adopted its first comprehensive General Plan in 1976. In 2004, the City updated the Land Use and Circulation elements and added an Economic Development chapter. These changes were the first substantial updates to the General Plan document since its adoption.

As required by the Government Code, the General Plan Housing Element was more recently updated (April 2016). This Multi-Jurisdictional Housing Element (MJHE), as part of a coordinated effort with Fresno County and 12 of the 15 cities in Fresno County, created a regional plan for addressing housing needs County-wide. The 2040 Fowler General Plan incorporates the adopted MJHE by reference.

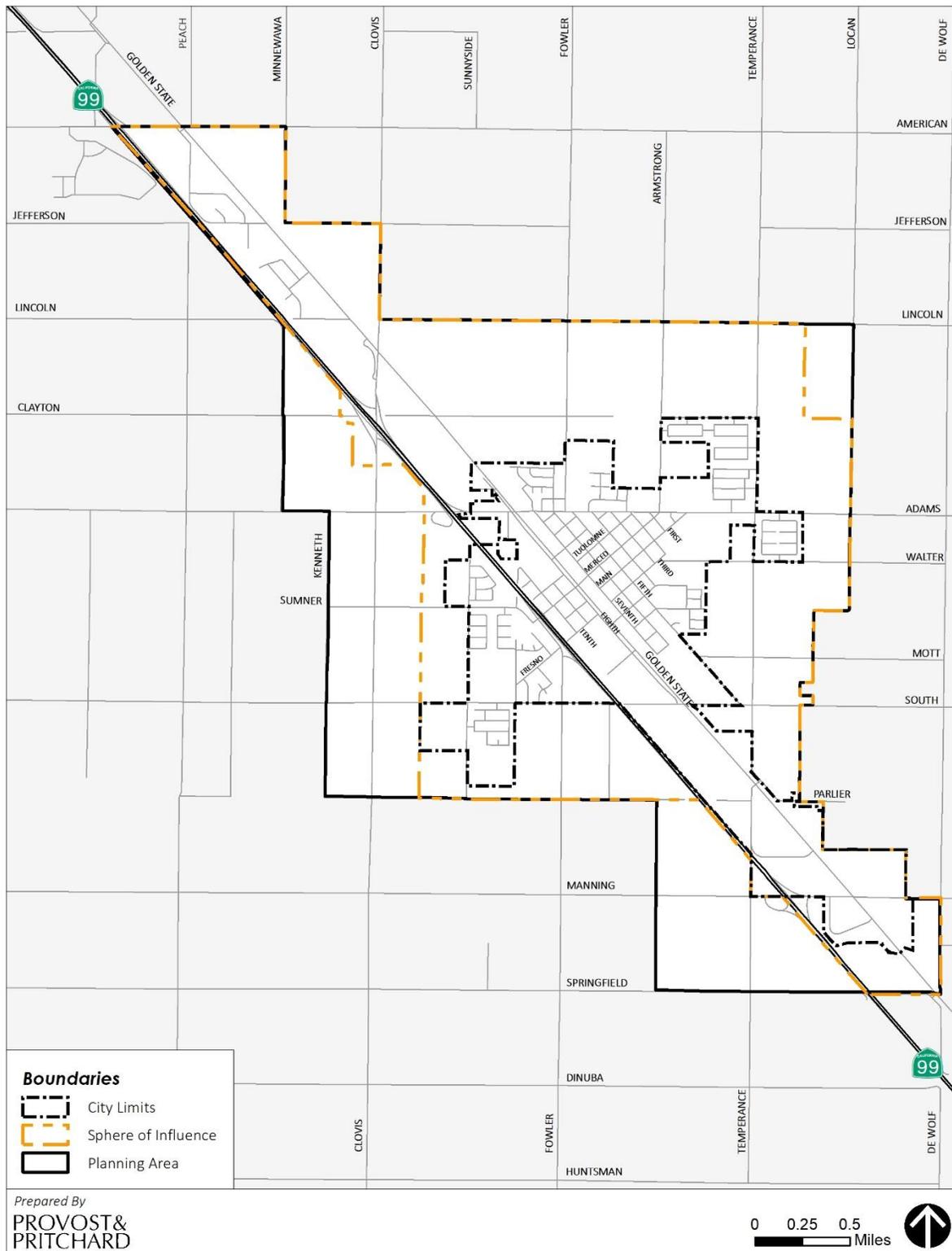
While certain chapters have been revised or added, the City has not prepared a comprehensive update of its General Plan since original adoption. Since that time, new laws affecting General Plans have been passed, new social and environmental issues have emerged, and new planning strategies and practices have been developed.

The Fowler General Plan looks ahead to the year 2040, establishing policies and land uses based on current issues and emergent trends. It is important to note that not all the General Plan's policies and action items may be implemented and completed by 2040; however, looking forward and identifying growth trends better enables the community to envision and identify goals for the City. The 2040 Fowler General Plan also brings the Plan into compliance with new laws related to environmental justice, complete streets, flood and fire protection, and climate adaptation. The Fowler General Plan comprehensively assesses current conditions and allows today's residents to express a vision for the future.

## 2040 General Plan Planning Boundaries

The following terms have specific meaning when used to discuss local planning efforts. The boundaries described below refer to jurisdictional boundaries and describe areas of potential growth or expansion that could occur over the planning horizon. Each boundary is shown on *Figure 1-1: Planning Boundaries*.

Figure 1-1: Planning Boundaries



## City Limits

The City limits represent the jurisdictional boundary of the City of Fowler. As the City grows and new land is annexed into the City, the City limit boundaries will continue to grow over time. Within the City limits, General Plan policies are implemented, and the City's development regulations, including its Zoning Ordinance, are enforced.

## Sphere of Influence

A Sphere of Influence (SOI) indicates an area of service provision and likely annexation by the City. It typically includes a greater area beyond the city limits and usually consists of unincorporated land administered by a county. The purpose of an SOI is to prevent overlapping jurisdictions among cities and duplication of services, and thereby help ensure the efficient provision of services while also discouraging urban sprawl and the premature conversion of agricultural and open space lands. Local Agency Formation Commissions (LAFCo) for the counties determine SOIs for cities as well as other local governmental agencies. Fowler applies for SOI changes to the Fresno County LAFCo.

## The Planning Area

The General Plan addresses all lands located within the City limit and areas beyond the City that, in the City's judgment, bear relation to its planning efforts. This entire area is referred to as the General Plan planning area and encompasses approximately 5,690 acres, or roughly nine square miles, inclusive of public rights-of-way. The planning area includes the existing City limit, the SOI, and approximately 1,195 acres beyond the SOI. The planning area includes the area into which the SOI and, subsequently, the incorporated City boundaries may eventually expand, subject to approval by Fresno County LAFCo. Fowler has an interest in guiding land use and circulation decisions within the planning area because of the impacts that decisions made for these lands may have on quality of life in the City. The General Plan sets policy for the City's planning area in case of future annexation and to help coordinate long-term development policy with adjacent jurisdictions.

## What is a General Plan?

A general plan is a comprehensive, long-range planning document that envisions how a community will grow and forms the basis of land use decisions. It reflects community values and establishes goals and policies for growth and development. A general plan addresses issues that impact the entire city, such as how land is used, where buildings are built, the location of roads, and the placement of parks along with safety, noise, and more. Every other planning document adopted by a city must be consistent with the goals and policies of the general plan.

## What General Plans Do

- ✓ **Establish goals, policies, and action items.** General plans guide land use, circulation, and resource conservation for a community by defining goals, establishing policies, and determining action items for each of the required elements of the Plan.
- ✓ **Establish jurisdiction priorities.** General plans help prioritize action items to align with other community priorities.
- ✓ **Guide decision-making.** General plans are the basis for regulations and administrative procedures and help the city staff, planning commission, and city council make decisions regarding land use and physical development. General plans also inform developers and the public at-large on the vision for the community and expectations for development.

## What General Plans Don't Do

Just as important as understanding what general plans do is understanding what they don't do.

- ✗ General plans **do not implement themselves**. Other planning documents and activities, like the Zoning Code and its enforcement, implement the policies established in the General Plan. The General Plan cannot directly answer every question about development during the lifetime of the Plan, but it can provide the general policies that should govern the answer.
- ✗ General plan land use designations **do not zone land**. While both the general plan and zoning code designate land uses, they do so in different ways. General plans maintain a long-term outlook and the general pattern of physical development. Zoning codes establish specific development standards such as allowed uses, building height, or setbacks.

## Who Uses the Plan?

The City of Fowler General Plan provides foundational information and policy guidance for the entire community. Groups such as elected officials, City staff, developers, investors, community organizations, and the public at-large will all be impacted by the goals, policies, and action items contained within the General Plan. Continued support and use of the General Plan by these groups is essential to the Plan's impact on Fowler's future.

**Elected Officials:** The City of Fowler’s government officials uphold the Plan’s principles through their actions and decisions. The City Council, the City’s legislative body, adopts (and may amend) the General Plan with the Planning Commission’s recommendation. The Planning Commission and the City Council ensure land use approvals and legislative actions are consistent with the goals and policies of the General Plan.

**City staff:** City staff are key to the implementation of the General Plan. The General Plan is the basis for all land use and planning decisions and, accordingly, City staff are charged with carrying out many of the policies and action items found within each element.

**Developers:** Developers seek guidance from the General Plan regarding the desired form of the built environment, land use planning, connectivity, and context sensitive development practices that will help achieve Fowler’s community vision. Development is required to be consistent with the General Plan and understanding the intent and vision behind General Plan policies will help inform and expedite the planning process for many private development projects.

**Community Organizations:** Community organizations can use the General Plan to advocate for the implementation of the community vision and supporting principles. Community organizations are considered key partners in implementing many of the policies found in the General Plan.

**The Public:** Fowler’s residents helped shape the development of the community vision, supporting principles, and the land use plan. The people of Fowler are the experts on their community and should continue to shape implementation of the General Plan through their advocacy, actions, and involvement in future opportunities for public participation.

## General Plan Requirements

The California Government Code requires all California cities and counties to adopt a general plan. Government Code Section 65302 outlines nine required elements, or topic areas, that must be addressed in the general plan. These nine required elements are land use, circulation, housing, open space, conservation, noise, safety, air quality, and environmental justice. Additional State laws dictate topic areas that must be addressed within the general plan elements. Jurisdictions may also include optional elements based on local need or preference and may organize the plan in any way they see fit.

All elements incorporated into a city’s general plan carry the same legal weight and level of importance, regardless of whether they are required or optional. Additionally, each element must be fully integrated, meaning that all elements need to be internally consistent and compatible with one another.

While State law does mandate that specific content be addressed in general plans, it does not mandate how the content is organized within the general plan. This flexibility recognizes that each local agency should have discretion in determining what format and optional topics best fit its needs. The City of Fowler has taken advantage of this flexibility by combining elements with overlapping or closely related topics and through the establishment of optional elements that support the City’s community vision. **Table 1-1** demonstrates how each required element, as mandated by the Government Code, is addressed within the Fowler General Plan.

Table 1-1: Required Elements by General Plan Chapter

Fowler General Plan Chapters	Required Elements								
	Land Use	Circulation	Housing	Conservation	Open Space	Noise	Safety	Air Quality	Environmental Justice
1: Introduction									
2: The Planning Process									
3: Community Vision									
4: Land Use	●								
5: Community Design	◐								
6: Housing			●						
7: Community Health and Equity					◐	●		●	●
8: Open Space	◐				●				
9: Mobility		●							
10: Economic Development	◐								
11: Community Resiliency and Safety			◐	●			●		
12: Public Facilities and Services									
13: Implementation Strategy				◐			◐		
Appendices							◐		◐

Legend:

- = Addresses element requirements pursuant to the Government Code.
- ◐ = Addresses or supports element requirements pursuant to the Government Code which are not addressed in the primary chapter.

## Navigating the General Plan Document

### General Plan Organization

The Fowler General Plan is organized around a series of focus areas, allowing the plan to address implementation of the community vision and supporting principles more directly and concretely. The chapters of the General Plan are as follows.

**Chapter 1: Introduction** provides an overview of the purpose, intent, and organization of the General Plan. This chapter also provides valuable information related to navigating the General Plan, how to interpret the General Plan, the amendment process, and its relationship to other planning efforts relevant to the City of Fowler.

**Chapter 2: The Planning Process** provides an overview of the General Plan Update process.

**Chapter 3: Community Vision** identifies the vision statement and five supporting principles for the City of Fowler, which guided development of the General Plan.

**Chapter 4: Land Use** outlines the City's goals and policies related to the development, expansion, and preservation within the planning area. This chapter also contains key diagrams, including the Land Use Diagram.

**Chapter 5: Community Design** includes goals and policies guiding the development and preservation of Fowler's urban form.

**Chapter 6: Housing** is located under separate cover. The Housing Element is updated cyclically and certified by the California Department of Housing and Community Development (HCD) per Government Code Section 65580, et seq. The City participated in the 5<sup>th</sup> Cycle Multi-Jurisdictional Housing Element (MJHE) update, which was updated in April 2016 and subsequently certified by HCD. The City is currently participating in the 6<sup>th</sup> Cycle MJHE update, which has an anticipated adoption date of December 2023. The 2040 Fowler General Plan incorporates the adopted MJHE by reference.

**Chapter 7: Community Health and Equity** identifies goals and policies to reduce unique or compounded health risks in the areas of pollution exposure, safe and sanitary homes, food access, physical activity, promotion of public facilities, community involvement, and noise.

**Chapter 8: Open Space** presents the City's goals and policies for providing public open spaces, parks, trails, and recreational facilities.

**Chapter 9: Mobility** identifies the City's goals and policies for the circulation system, including roadways, multimodal and active transportation networks, truck routes, and public transit. This chapter also addresses metrics for road safety, efficiency, and vehicle miles traveled and contains the City's Circulation Diagram.

**Chapter 10: Economic Development** outlines the City's policies for economic vitality and growth as well as regional coordination related to economic goals.

**Chapter 11: Community Resiliency and Safety** presents the City's goals and policies for community safety, disaster preparedness, and emergency services. It also outlines policies to address hazardous materials, waste, hydrology, geological and seismic hazards, climate adaptation, and natural resource conservation.

**Chapter 12: Public Facilities** outlines the City's goals and policies addressing community services and facilities, including public safety, libraries, schools, and other government facilities.

**Chapter 13: Implementation Strategy** identifies actions to implement the General Plan goals and policies and identifies entities responsible for each action.

The **Appendices** contain supporting documents and information required in accordance with the Government Code, including the Climate Adaptation Vulnerability Assessment and Senate Bill 1000 (Environmental Justice) Analysis.

## Policy Chapter Organization

Chapters 4 through 12 of this General Plan contain the goals, policies, and action items related to the various policy topics covered by the Plan. Each policy chapter is made up of three primary components: goals, policies, and action items. Supplementary items, including an overview, diagrams and tables, and guidance text may also be included in each element. **Figure 1-2** illustrates how the following numbered elements for the policy chapters are integrated into the Plan layout.

**Overview.** Each element will include an overview section, wherein the intent of the element is described, along with a listing of the policy topics covered in the element. Additional background information can be found in the *Fowler General Plan Update Background Report* or the *General Plan Draft Environmental Impact Report*, each contained under separate cover.

**Diagrams and Tables.** Each element will have diagrams and tables that support the policy text.

**1 Goals.** A goal is a general expression of the community vision for the future. It is typically not quantifiable, nor is it an action to be completed, but rather it is an end goal statement. All goals are for each element are located before policies and action items are listed as the policies included may support one or more goals.

**2 Policies.** A policy is a specific statement that guides decision-making and helps to implement the General Plan.

**3 Policies are organized by *Policy Topic*, which group similar policies together and allow the user to find topics of interest more easily.**

**4 Action Items.** Action items are specific procedures, programs, or techniques that carry out the policies of the General Plan. Action items should be quantifiable and directive to ensure clarity and provide the ability to monitor progress towards completion. Action items are linked to a specific policy.

**5 Goal, Policy, Action Item Notations.** Notations have been included for select goal, policy, or action item statements to offer additional context for users of the General Plan. When a goal, policy, or action item has carried over from the previous General Plan or other City policy document, such as the Multi-Hazard Mitigation Plan or Council Resolution, a notation “PP” for has been included at the end of the statement, indicating that the statement was a previous City policy. While many of the previous General Plan policies have been integrated into this Plan, wording of the statements may have been changed to clarify the statement; however, the intent of the previous statement remains the same. If no notation is included, then the statement is new for this General Plan. When a policy or action item has been identified in the Environmental Impact Report (EIR) to act as mitigation, a notation “EIR” has been included at the end of the statement. Should changes be made to the language of these statements, additional steps may be required to amend the EIR.

### Example Components

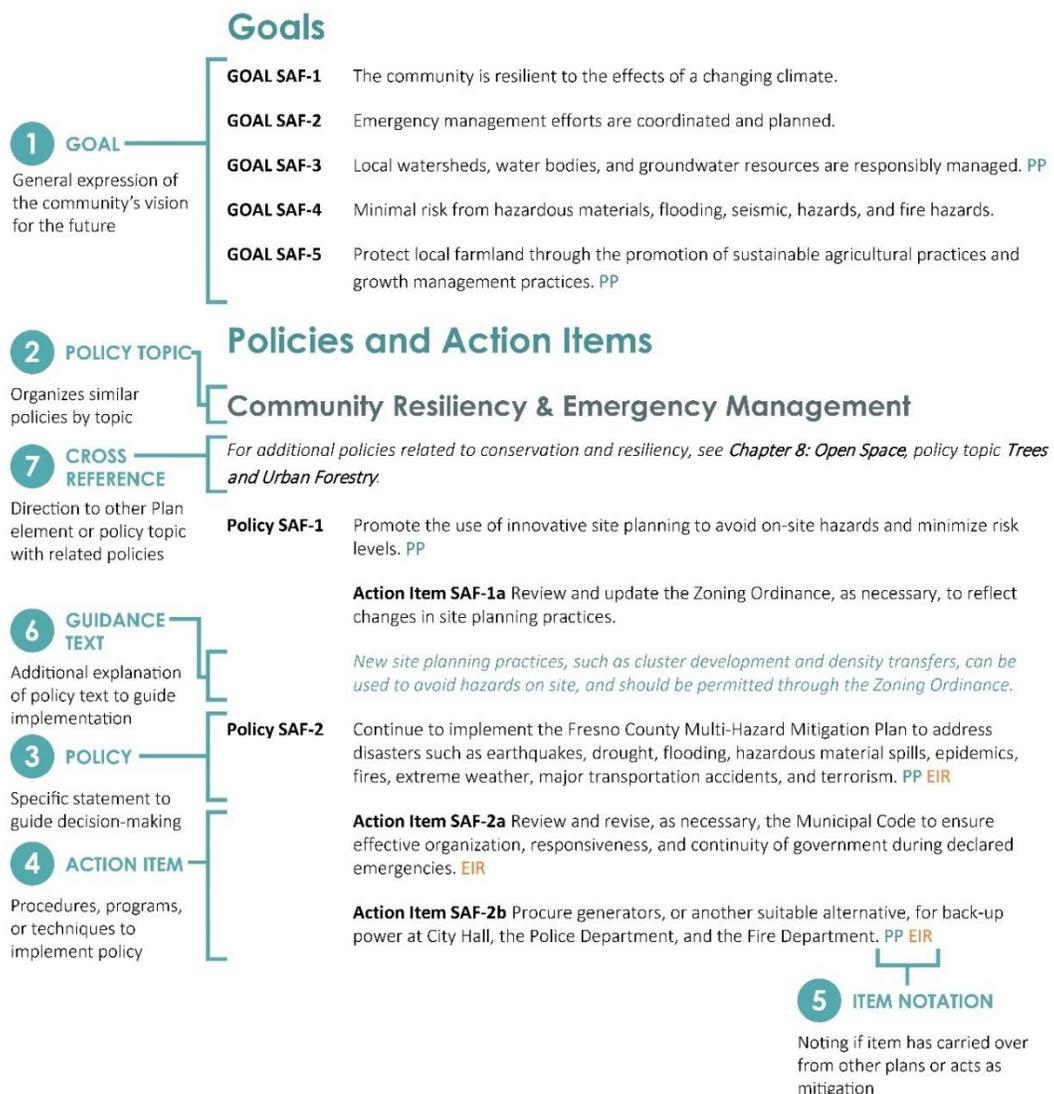
**GOAL:** A connected active transportation network.

**POLICY:** Accommodate pedestrian and bicycle facilities along all roadways.

**ACTION ITEM:** Review and update public works standards to ensure adequate sidewalk and bike lanes.

- 6 **Guidance Text.** Some policies contain guidance text that provides additional information about a policy or policy topic but does not carry the same weight as the policy text itself. Guidance text may be located directly after each policy topic header or may be included after a specific policy or action item, as shown in *Figure 1-2*. It may include information such as local context, definition of terms used, explanation of why policy topics or policies are included, examples of what may be included as implementation of the policy, or any other explanatory text that assists in the implementation of the policy. Guidance text, which is shown in italics, should not be construed as policy language.
- 7 **Cross References.** Similar policies have been organized into policy topic areas; however, some topics may be addressed within more than one chapter. In those instances, a cross reference is provided to guide the reader to additional policies that may cover similar content in a different chapter or policy topic area. These cross references are included to assist the reader navigate the General Plan but may not capture all possible references.

**Figure 1-2: Sample Layout of Policy Chapter**



## How to Interpret the General Plan

Throughout the Fowler General Plan, there will be several directive or term of approximation which will help the reader interpret the intent of the policies in each element as well as direction on the intended of use specific terms used in the Plan. Implementation of the General Plan is also subject to different, and often competing, priorities as well as funding availability, as noted below.

### Directive Terms

Terms such as “shall”, “require”, and “must” indicate directive, rigid, or absolute statements. Terms such as “should”, “encourage”, and “may”, while still directive, are flexible and less absolute.

### Language of Approximation

Terms such as “about,” “approximately,” or “roughly” are intended to be used flexibly and do not represent a specific amount or mandate ratios or margins of variation.

### Definitions of Terms

Where terms may have an intended use or meaning in the context of the General Plan, definitions or clarifying language have been provided, typically as guidance text, to assist in the interpretation of the goals, policies, and action items contained in the Plan. Such language is intended to provide further explanation where helpful for the reader while still providing for flexibility in the application of terms through implementing policy documents, regulations, or standards, as appropriate, to meet the intent of this Plan.

### Priorities and Implementation

Policies and action items should be prioritized for implementation based on current priorities of the City. When multiple priorities compete, decision-makers should use discretion and their understanding of local context to inform priority level. Additionally, all directives in the General Plan policies and action items are understood to take place only in the event there are available funding sources. As funding becomes available, decision-makers will use their discretion implement policies based on contextual factors such as priority level, cost, and budget availability.

## Amendments To The General Plan

For the General Plan to remain a relevant, effective guide for decision-makers, developers, and the community, it is important that the document accurately reflects community goals and values. As time passes, changing local conditions and legislative updates may necessitate the General Plan be updated to reflect those changes. The process to do so is through a General Plan Amendment. To accommodate this process, California allows any mandatory element of a general plan to be amended up to four times per calendar year; an optional element may be amended as needed without limitation. Amendment to Fowler’s General Plan requires action by the City Council following review and recommendation from the Planning Commission.

## Relationship to Other Planning Efforts

The Fowler General Plan acts as the primary policy document guiding development in the planning area. However, the General Plan does not operate in isolation. Regional planning documents help inform the General Plan's policies and provide context for local growth and include the Fresno Council of Governments Regional Transportation Plan/Sustainable Community Strategy and the San Joaquin Valley Blueprint.

## General Plan Implementation

While this General Plan includes policies and action items to guide Fowler's growth and decision-making, it is not intended to answer every question that will be faced by the City over the lifetime of the Plan. The General Plan relies on other local documents, such as the City of Fowler's Municipal Code, infrastructure plans, and public works standards to implement its goals and policies and future work will be needed to fully implement this General Plan, as identified in *Chapter 13: Implementation Strategy*.

# Chapter 2: The Update Process

The General Plan Update, the process by which the City updated its General Plan, was accomplished in six project phases, each focusing on a unique milestone of the Update process.



**Phase 1. Kickoff.** The General Plan Update process began in October of 2018 with project initiation and preparation of the *Fowler Community Report* to document relevant baseline conditions within the planning area on a variety of topics relevant to the General Plan. The kickoff phase culminated in presentation of the *Report* during a joint Planning Commission/City Council study session.

**Phase 2. Listening.** The listening phase of the General Plan Update began in the spring of 2019. While public workshops and meetings took place throughout the Update process, Phase 2 focused specifically on interviews with City staff, decision makers, and other interested parties. The information provided during these interviews identified a list of key issues that informed development of the draft community vision, which was presented to Planning Commission and City Council for feedback.

**Phase 3. Vetting.** The vetting phase of the General Plan Update focused on presenting information learned early in Phases 1 and 2 to the public and decision-makers for feedback. Phase 3 consisted of several public workshops and study sessions held from August 2020 through August 2021. Deliverables for this phase included a policy assessment of the 2025 General Plan, policy papers regarding recent state legislation, and preparation of a *Land Use Alternatives Summary Report*, which presented several land use plans for consideration by the public, Planning Commission, and City Council. This phase resulted in the selection of a preferred land use plan, which is shown in *Figure 4-1*.

**Phase 4. Documenting.** The documenting phase of the General Plan Update included finalizing the land use diagram and drafting the goals, policies, and action items in each of the policy chapters of this Plan. This phase also included refining the information in the *Fowler Community Report*, prepared in Phase 1, to develop the *Fowler General Plan Update Background Report*. This *Report* contains background information that informed development of the General Plan as well as the Environmental Impact Report (EIR), which was also completed during this phase.

**Phase 5. Presenting.** Public drafts of the General Plan and EIR were released for review by the public and other interested parties. A workshop was held during the review period to present the General Plan and provide an opportunity for questions and comments.

**Phase 6. Adopting.** The final General Plan and EIR were presented to the Planning Commission for recommendation and the City Council for adoption.

# Chapter 3: Community Vision

The community vision for Fowler is expressed through a vision statement and a series of supporting principles and is a declaration of the kind of community that Fowler wants to be in the future. The community vision provides the framework for understanding the intent and long-term vision for Fowler establishes the basis for the General Plan goals and policies.

The **vision statement** describes the values and aspirations for Fowler in the future. It identifies key characteristics necessary for sustaining what is important to the community and for Fowler to achieve its potential. The vision statement is supported by five **supporting principles**, statements that together contribute to the larger community vision and provide more specific guidance for general plan goals and policies.

## Vision Statement

The City of Fowler is a safe, affordable place to live with a small-town feel. Fowler’s community events and thriving schools create a place where people can raise their families and know their neighbors. Fowler fosters a dynamic business-friendly environment where shared goals and cooperation support local businesses and new economic investment. Thoughtful policies help conserve natural resources and provide well-maintained infrastructure to support responsible growth and development while preserving the unique, small town identity that makes Fowler a great place to live, work, and play.

## Supporting Principles

The following statements are supporting principles to the City’s vision statement, which implement the broader community vision and will inform the goals and policies of the General Plan.

### **Our Economy Thrives and Businesses Provide Local Amenities.**

We value and support businesses that bolster the community by providing jobs, services, goods, and recreational opportunities. Economic development focuses on supporting business expansion and diversification. Our small-town character is preserved while also providing jobs and increased local amenities, ensuring residents the opportunity to live, work, and recreate all in one place.



### **Growth Occurs Thoughtfully and is Shaped by Our Community.**



A creative growth management strategy allows expansion to occur in a way that aligns economic needs, community vision, and regional goals. Fowler has a strong system in place to guarantee that as the community accommodates new neighbors and new jobs, it continues to maintain and improve upon the lives of existing residents. This also means ensuring that infrastructure and services successfully reach growth areas while continuing to serve established neighborhoods. New development is executed through land use decisions involving careful research, coordination, and community outreach.

### **Our Community is Mobile and Connected.**

Our circulation system is complete, with amenities that make walking, biking, and transit safe, comfortable, and viable means of getting from place to place. Roadways are scaled appropriately for the types of land uses that surround them and provide access to jobs, services, goods, and recreational opportunities. The central commercial core is contiguous, with a well-maintained streetscape. Our circulation patterns are shaped by urban design principles that recognize street design as a vital method of community connection and placemaking.



### **Parks and Recreation are a Focal Point of Our Community.**



Our parks and recreation facilities are safe, accessible, and connected to the community. Passive and active recreation opportunities are abundant and coordinated across local facilities and organizations.

### **Protecting our Community's Character.**

We celebrate Fowler's unique small-town character and balance it with the need to foster growth both physically and economically. Our commitment to facilitating growth in a way that complements our character is reflected in the General Plan and other planning documents. Growth policies preserve our central commercial core and residential neighborhoods and support local businesses that contribute to the fabric of our community.



# Chapter 4: Land Use

## Overview

The land use element is what people typically think of when they think of the “plan” for the City and is often considered the heart of a General Plan. This land use element establishes 12 land use designations for residential, commercial, industrial, and open space and public facility uses that will guide development not only within the City’s limit, but throughout its planning area as the City grows. The land use goals and policies in this element provide direction on how each of these land use designations should develop, including the density (dwelling units per acre) and intensity (floor area ratio) of development allowed within each designation. As the density and intensity standards for each land use designation are applied to future development projects, properties will gradually transition from one use to another to align with the intent of the General Plan.

### Land Use Policy Topics

Policies contained in this element are organized into the following policy topic areas:

- Land Use and Zoning Compatibility..... 16
- County Coordination ..... 20
- Growth Management..... 20
- Residential..... 23
- Commercial ..... 24
- Industrial ..... 24
- Parks and Open Space..... 25
- Public Facilities ..... 25

## Land Use Diagram

The Land Use Diagram (*Figure 4-1*) shows where each of the 12 land use designations are located within the City’s planning area. Land use descriptions and density and intensity standards for each land use designation are outlined in *Table 4-1: Land Use Designations and Consistency Matrix*. Density is the number of residential dwelling units per acre of land, expressed as dwelling units per acre (du/ac). Intensity is used for non-residential uses and is measured as floor area ratio (FAR) and is a measurement of a building’s floor area in relation to the size of the lot or parcel the building is located on. The FAR is calculated by dividing the gross floor area of a building by the total area of the lot upon which it is built.

Land uses were programmed to maintain the downtown as the community core, allow for a range of housing types, provide for a balance of service opportunities across the community, provide proximity to parks and open spaces, and maintain growth opportunities along major corridors. One component of the Land Use Diagram is the location of future neighborhood and community parks. However, the location of these park spaces is subject to acquisition of land and is schematic in nature. Parks may be developed on any suitable lands in the general vicinity leaving the original location available for other development. To facilitate development at these locations, the Dual Designation Diagram (*Figure 4-2*) identifies an underlying land use designation, or dual designation, that would apply to these locations.

## Development Capacity and Growth Management

The Land Use Diagram could accommodate a total population of approximately 48,130 persons and an anticipated 30,670 jobs at ultimate buildout. However, the City of Fowler has adopted a growth management strategy to balance growth with demand for new development, prioritize development in alignment with the community goals, and effectively manage municipal service expansion and maintain services for existing development.

The growth management strategy includes the establishment of four urban growth tiers, as shown on **Figure 4-3: Growth Management Tiers**. The Priority Development Area (PDA) indicates the top priority for growth and development, followed by Growth Tiers I, II, and III. The PDA encompasses approximately 3,962 acres and focuses on infill development within and around the City limits as well as development of industrial and commercial lands along the State Route (SR) 99 and Golden State Boulevard corridors. Growth Tier I includes approximately 697 acres planned for a mix of residential, commercial land, and open space uses to the west of the PDA. Growth Tier II includes approximately 744 acres to the north and east of the PDA and is planned for primarily residential land uses with some minor commercial uses. Growth Tier III includes approximately 287 acres to the south of the PDA west of the Manning Avenue interchange and is planned for residential, commercial, and industrial land uses. Each growth tier has an associated threshold that determines when annexation into the area may occur. Thresholds are based on building permits issued and are identified for residential, commercial, and industrial development, as outlined in the policies under the **Growth Management** policy topic.

## Goals

*For goals and policies related to the design and compatibility between land uses, see **Chapter 5: Community Design**. For goals and policies related to employment generating uses, see **Chapter 10: Economic Development**.*

- Goal LU-1** Growth occurs logically and efficiently. **PP**
- Goal LU-2** A wide range of housing types are available to accommodate all housing needs in the community.
- Goal LU-3** Thriving commercial centers are located throughout the City.
- Goal LU-4** There are continued opportunities for the expansion of industrial land uses.

## Policies and Action Items

### Land Use and Zoning Compatibility

*Land uses established by the General Plan are implemented by other local regulatory documents, primarily the Zoning Ordinance. The Zoning Ordinance sets specific standards for what types of uses can locate within*

a certain land use designation, as well as standards for site and building design. Because the General Plan and Zoning Ordinance work together to regulate development activity, it is required zoning be consistent with the General Plan.

California jurisdictions are also required to consult with the United States Military if planned land uses could interfere with military operations. A search of the California Military Land Use Compatibility Analyst (CMLUCA), a mapping tool developed by OPR to identify military facilities confirmed that the planning area does not fall within military air space, training areas, or bases.

**Policy LU-1** Development shall occur in accordance with the planned land uses as shown on **Figure 4-1: Land Use Diagram**. **EIR**

**Policy LU-2** Density and intensity standards for each land use designation are shown in **Table 4-1: Land Use Designations and Consistency Matrix**. Consistent zoning districts determined to be compatible with the identified land use designation are also included in **Table 4-1**. Other zoning districts may be determined to be consistent with a land use designation based on compatibility with the intent of the designation and its specified density or intensity range. Such density or intensity range shall be calculated based on gross acres. **PP EIR**

*While density and intensity ranges for properties shall be determined based on gross acres, which is the entire acreage of the property, other policies within this General Plan may specify the reduction of certain property acreage to demonstrate compliance with a policy's specific requirements. Gross acreage is the entire acreage of the property.*

**Policy LU-3** For a plan amendment and/or rezoning request, the City may require submittal of supplemental information to determine the need for the plan amendment or rezoning **PP EIR**

*Supplemental information would be in addition to the items required for submittal at the time of application for a plan amendment or rezoning request.*

**Policy LU-4** The overall maximum density of the land use designation shall not be exceeded, except when a project is eligible for increased density as part of a Planned Unit Development or under the State Density Bonus Law. **PP**

**Policy LU-5** Residential developments may use the average density across the total project site to meet density requirements, so that development may be clustered at higher densities in certain areas, so long as the project total does not exceed the maximum density permitted by the General Plan. **PP**

**Table 4-1: Land Use Designations and Consistency Matrix**

DESIGNATION	DESCRIPTION	DENSITY/INTENSITY	CONSISTENT ZONES
<b>Residential Land Uses</b>			
<b>LDR – Low Density Residential</b>	<p>Low density residential is characterized by larger lots for single family residential development. Lot sizes would typically range from 8,500 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.</p> <p>This designation is typically programmed near the edges of the community and agricultural land to allow for compatible transition of uses.</p>	0.0-3.6 du/ac	R-1-12 R-1-10
<b>MLDR – Medium Low Density Residential</b>	<p>Medium low density residential is characterized primarily by single family homes. Lot sizes would typically range from 7,000 to 10,000 square feet.</p> <p>This designation is typically programmed near the edges of the community and agricultural land to allow for compatible transition of uses.</p>	3.7-5.5 du/ac	R-1-8.5 R-1-7 R-1-6
<b>MDR – Medium Density Residential</b>	<p>Medium density residential is characterized by detached single family residential development, attached dwelling units, apartments, or townhomes. Lot sizes would typically range from 3,500 to 7,000 square feet.</p> <p>This designation is typically programmed between the higher and lower residential densities and serves as a transitional land use. It is also appropriate near neighborhood commercial and park land use designations.</p>	5.6-13.5 du/ac	R-1-7 R-1-6 R-1-5 RM-2-A RM-2 R-MP
<b>MHDR – Medium High Density Residential</b>	<p>Medium high density residential is characterized by apartments, townhomes, or detached or attached single family residential development. Lot sizes for smaller lot single family development may range from 3,500 to 5,000 square feet.</p> <p>This designation is typically programmed near commercial centers, the downtown, and parks.</p>	8.0-13.5 du/ac	RM-2-A RM-2 R-MP
<b>HDR – High Density Residential</b>	<p>High density residential is characterized by apartments or townhomes and is intended to be located near major community facilities, business centers, and downtown.</p> <p>This designation is typically programmed near commercial centers, the downtown, and parks.</p>	13.6-21.8 du/ac	RM-2 RM-3-A RM-3
<b>Commercial Uses</b>			
<b>NC – Neighborhood Commercial</b>	<p>Neighborhood commercial provides for commercial uses serving convenience and commercial needs, but also offers general merchandise, variety, and specialty items and are intended to serve the smaller market area surrounding the site.</p> <p>This designation is typically programmed near activity centers, homes, and the downtown. Neighborhood Commercial uses are most appropriate on sites of 10 acres or smaller.</p>	Maximum FAR 0.4	C-1
<b>CC – Community Commercial</b>	<p>Community commercial provides an activity center oriented towards the downtown district. The designation is also appropriate outside the downtown in primary commercial districts where a range of</p>	13.6-21.8 du/ac Maximum FAR 0.4	C-2

DESIGNATION	DESCRIPTION	DENSITY/INTENSITY	CONSISTENT ZONES
	<p>retail, financial, governmental, and entertainment activities occur. Mixed use residential uses are also encouraged in Community Commercial locations.</p> <p>This designation is typically programmed near major intersections and State Route 99.</p>		
<b>GC – General Commercial</b>	<p>General Commercial provides for commercial areas with a wide range of retail and service activities along major traffic corridors and 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 service areas.</p> <p>This designation is typically programmed near major intersections and State Route 99.</p>	Maximum FAR 0.4	C-3
<b>Industrial Uses</b>			
<b>LI – Light Industrial</b>	<p>Light industrial provides for uses such as business park, research and development, low intensity warehousing, fabricating, assembly, and other such similar industrial uses, which are typically conducted indoors.</p> <p>This designation is typically programmed along the State Route 99 and Golden State Boulevard corridor in order to provide a buffer between Heavy Industrial uses and non-industrial designations.</p>	Maximum FAR 0.6	M-1 M-P
<b>HI – Heavy Industrial</b>	<p>Heavy industrial provides for uses such as manufacturing, fabricating, process, assembling, wholesale and storage uses, trucking terminals, and quasi-public and utility structures and facilities. Heavy industrial often requires exposed or unenclosed processing and storage of uncovered materials or equipment.</p> <p>This designation is typically programmed along the State Route 99 and Golden State Boulevard corridor.</p>	Maximum FAR 0.6	M-2
<b>Open Space and Public Facility Uses</b>			
<b>P/OS – Parks and Open Space</b>	<p>Parks and open space includes areas of permanent open spaces, parks, and/or areas precluded from major development.</p> <p>This designation is dependent on land acquisition for determining final location. Parks should be equally distributed throughout the City.</p>	Maximum FAR 0.25	O RCO
<b>PF – Public Facility</b>	<p>Public facility includes areas owned and/or maintained by public or institutional agencies such as facilities owned by the City, schools, hospitals, and similar facilities.</p>	Maximum FAR 0.25	PF RCO

*du/ac = dwelling units/acre*

*FAR = floor area ratio*

## County Coordination

**Policy LU-6** Coordinate planning of the unincorporated area within the Sphere of Influence (SOI) with Fresno County and encourage the County to zone unincorporated areas within the SOI for continued agricultural use. **PP**

**Policy LU-7** Request Fresno County refer all proposals for 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 the County attach conditions of approval to such applications to ensure the development will conform to City standards, will agree to annex when feasible, and will not be detrimental to future urban development in the City. **PP**

**Action Item LU-7a** Review the Memorandum of Understanding (MOU) with the County of Fresno and initiate negotiations to amend the MOU, if necessary, to ensure City review of development applications with the City’s Sphere of Influence.

## Growth Management

*Growth management strategies encourage the orderly development of land to effectively manage municipal service expansion and maintain services for existing development. Additionally, they aim to balance growth with demand for new development, reducing the premature conversion of farmland and other natural resource and open space areas. Fowler has established urban growth boundaries to effectively manage growth while meeting the requirements of state legislation. In adopting this approach, the City has established growth boundaries and associated thresholds to determine when development may occur from one growth boundary to the next. Once development thresholds within a specific growth tier have been met, additional growth tiers are opened, allowing infrastructure to expand, but only after a majority of the development potential within existing urban areas has been realized.*

*Policies in this topic area outline how Fowler will use its urban growth tiers and corresponding thresholds to manage development over time. These policies establish four growth areas, including the Primary Development Area (PDA) and Urban Growth Tiers I, II, and III. Development will first be concentrated in the PDA, which consists of approximately 3,957 acres. Urban Growth Tier I is located in the western portion of the planning area and includes approximately 697 acres designated for residential and commercial land. Urban Growth Tier II, located to the northeast, includes approximately 738 acres of residential and commercial, land uses. Finally, Urban Growth Tier III, located to the south, includes approximately 287 acres of residential and commercial land. These boundaries are shown in **Figure 4-3: Growth Management Tiers**.*

**Policy LU-8** Annex land into the City in accordance with adopted growth management thresholds and reject proposals for annexation that do not comply with requirements of General Plan policies relating to orderly and contiguous development and provision of public services and facilities.

*Growth management thresholds for annexation of land in subsequent growth tiers are outlined in **Policy LU-9** for residential designations and **Policy LU-10** for commercial*

*designations. Applications for annexations are reviewed for approval by the Fresno County Local Agency Formation Commission.*

*Additional policies related to the provision of public services and facilities can be found in Chapter 12: Public Facilities.*

**Policy LU-9** Allow annexation of residential land uses in the Tier I, Tier II, and Tier III development boundaries, as shown in **Figure 4-3: Growth Management Tiers**, according to the following thresholds:

Tier I:

- Annexation of property designated Medium High Density Residential or High Density Residential may occur within Tier I once:
  - 112 building permits for new dwelling units located on property designated either Medium High Density Residential or High Density Residential in the Primary Development Area (PDA) have been issued after December 31, 2021.
- Annexation of property designated Low Density Residential, Medium Low Density Residential, or Medium Density Residential may occur within Tier I once both of the following have occurred:
  - 1,512 building permits for new dwelling units located on property designated Low Density Residential, Medium Low Density Residential, or Medium Density Residential in the PDA have been issued after December 31, 2021.
  - 155 building permits for new dwelling units located on property designated Medium High Density Residential or High Density Residential in the PDA have been issued after December 31, 2021.

*Building permits for units issued on property planned Medium High Density Residential and High Density Residential to meet the threshold for annexation of higher density properties (i.e., Medium High or High Density Residential) also count toward the threshold required for annexation of lower density properties (i.e., Low, Medium Low, and Medium Density Residential).*

Tier II:

- Annexation of property designated Medium High Density Residential or High Density Residential may occur within Tier II once:
  - 789 building permits for new dwelling units located on property designated either Medium High Density Residential or High Density Residential in the PDA or Tier I have been issued.
- Annexation of property designated Low Density Residential, Medium Low Density Residential, or Medium Density Residential may advance to Tier II once:

- 3,005 building permits for new dwelling units located on property designated Low Density Residential, Medium Low Density Residential, or Medium Density Residential in the PDA or Tier I have been issued after December 31, 2021.
- 1,068 building permits for new dwelling units on property designated Medium High Density Residential and High Density Residential in the PDA or Tier I have been issued after December 31, 2021. Building permits counted towards the higher density residential threshold may also be counted towards this threshold.

*Building permits issued within both the PDA and Tier I count toward meeting the Tier II threshold.*

Tier III:

- Annexation of property designated Medium High Density Residential and High Density Residential may advance to Tier III once:
  - 1,492 building permits for new dwelling units on property designated Medium High Density Residential or High Density Residential in the PDA, Tier I, or Tier II have been issued after December 31, 2021.
- Annexation of property designated Low Density Residential, Medium Low Density Residential, and Medium Density Residential may advance to Tier III once:
  - 5,245 building permits for new dwelling units on property designated Low Density Residential, Medium Low Density Residential, and Medium Density Residential in the PDA, Tier I, or Tier II have been issued after December 31, 2021.
  - 2,053 building permits for new dwelling units on property designated Medium High Density Residential or High Density Residential in the PDA, Tier I, or Tier II have been issued after December 31, 2021. Building permits counted towards the higher density residential threshold may also be counted towards this threshold.

*Building permits issued within both the PDA, Tier I, and Tier II count toward meeting the Tier II threshold.*

Exceptions:

The following exceptions apply to the growth thresholds for each growth tier:

- The development of deed restricted affordable housing may occur in the next growth tier, regardless of whether the building permit issuance threshold in the previous tier has been met.
- The City may provide an exception to the growth tier thresholds for master planned properties that include properties within two growth tiers.

**Action Item LU-9a** The City shall compile a report outlining the building permits issued for all residential units by growth tier and planned land use on an annual basis for reporting to City Council.

**Policy LU-10** Annexation of commercial or open space land uses may be allowed in any growth tier, provided the property is adjacent to the City limits and service capacity for water, sewer, storm drainage and other public services determined by the City is sufficient to serve the property.

**Policy LU-11** Annexation of industrial land uses may be allowed, provided the property meets all applicable requirements for annexation.

**Policy LU-12** Urban improvements and service extensions into agricultural areas shall be used to control the timing and direction of fringe development. **PP**

## Residential

*For additional policies related to residential design standards, see **Chapter 5: Community Design**, policy topic area **Residential Development**.*

**Policy LU-13** Planned unit developments may include any combination of single family and multifamily dwellings. Planned unit developments larger than 10 acres in size may also include related office and commercial uses. **PP EIR**

**Action Item LU-13a** Review and revise the Zoning Ordinance, as necessary, to reflect increased density allowances for planned unit developments at the City's discretion. 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. **PP EIR**

**Policy LU-14** Mobile home parks must constitute 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. The use is consistent within the Medium Density Residential land use designation. **PP**

**Policy LU-15** Manufactured and modular housing units shall be permitted subject to existing ordinances. **PP**

*Manufactured and modular homes are both prefabricated structures either partially or fully constructed in an off-site factory and transferred to a site for final construction. Manufactured homes are regulated by the Department of Housing and Urban Development (HUD) while modular homes are regulated by the California Building Code and other applicable local regulations.*

## Commercial

For additional policies related to commercial design standards, see **Chapter 5: Community Design**, policy topic area **Commercial Development**.

**Policy LU-16** Maintain the downtown area as the governmental and cultural center of the City. Encourage community services, specialty shops, and office space on the ground floor with housing on the second floor. **PP**

**Action Item LU-16a** Develop an ongoing improvement program for the downtown which maintains its unique character and provides an opportunity for a variety of services, retail uses, offices, and housing.

**Policy LU-17** Develop the Merced Street corridor between Highway 99 and the downtown as the main shopping commercial location in the community. **PP**

*The downtown area is generally the area surrounding Merced Street between 8<sup>th</sup> and 4<sup>th</sup> Street. The exact boundaries of the downtown area can be seen in **Figure 5-1: Community Gateways and Downtown Area**. Commercial establishments along Merced Street between State Route 99 and 8<sup>th</sup> Street may differ in character from commercial establishments along Merced Street within the downtown area.*

**Policy LU-18** Residential uses shall be permitted in the Community Commercial designation in support of mixed-use development. **PP EIR**

**Action Item LU-18a** Review and revise the Zoning Ordinance, as needed, to allow residential uses in the Community Commercial Designation. **EIR**

**Policy LU-19** Support neighborhood-serving commercial uses located near residential development with strong connectivity through walkable infrastructure. **EIR**

**Action Item LU-19a** Review and revise the Zoning Ordinance, as needed, to permit neighborhood-serving commercial uses, such as food markets, in residential zones through the Conditional Use Permit process. **EIR**

## Industrial

For additional policies related to industrial design standards, see **Chapter 5: Community Design**, policy topic area **Industrial Development**. For additional policies related to industrial land as it pertains to economic development, see **Chapter 10: Economic Development**.

**Policy LU-20** The City shall reserve sufficient space for industrial and supportive uses, recognizing greater land requirements due to methods of operation and marketing needs. **PP**

**Action Item LU-20a** Develop policies and regulations to protect industrial areas from incompatible uses. **PP**

**Policy LU-21** Encourage large, employment-generating developments to provide services such as cafeterias, childcare, and business support services that reduce the need for vehicle trips.  
**PP EIR**

**Policy LU-22** Industrial land in proximity to residential areas shall be planned for light industry. **PP**

## Parks and Open Space

*For additional policies related to parks and open space, see **Chapter 8: Open Space**.*

**Policy LU-23** Ensure that the location and design of all parks, recreation, and community centers are compatible with existing adjacent uses. **PP**

## Public Facilities

*For policies related to public facilities, see **Chapter 12: Public Facilities**.*

# Diagrams

Figure 4-1: Land Use Diagram

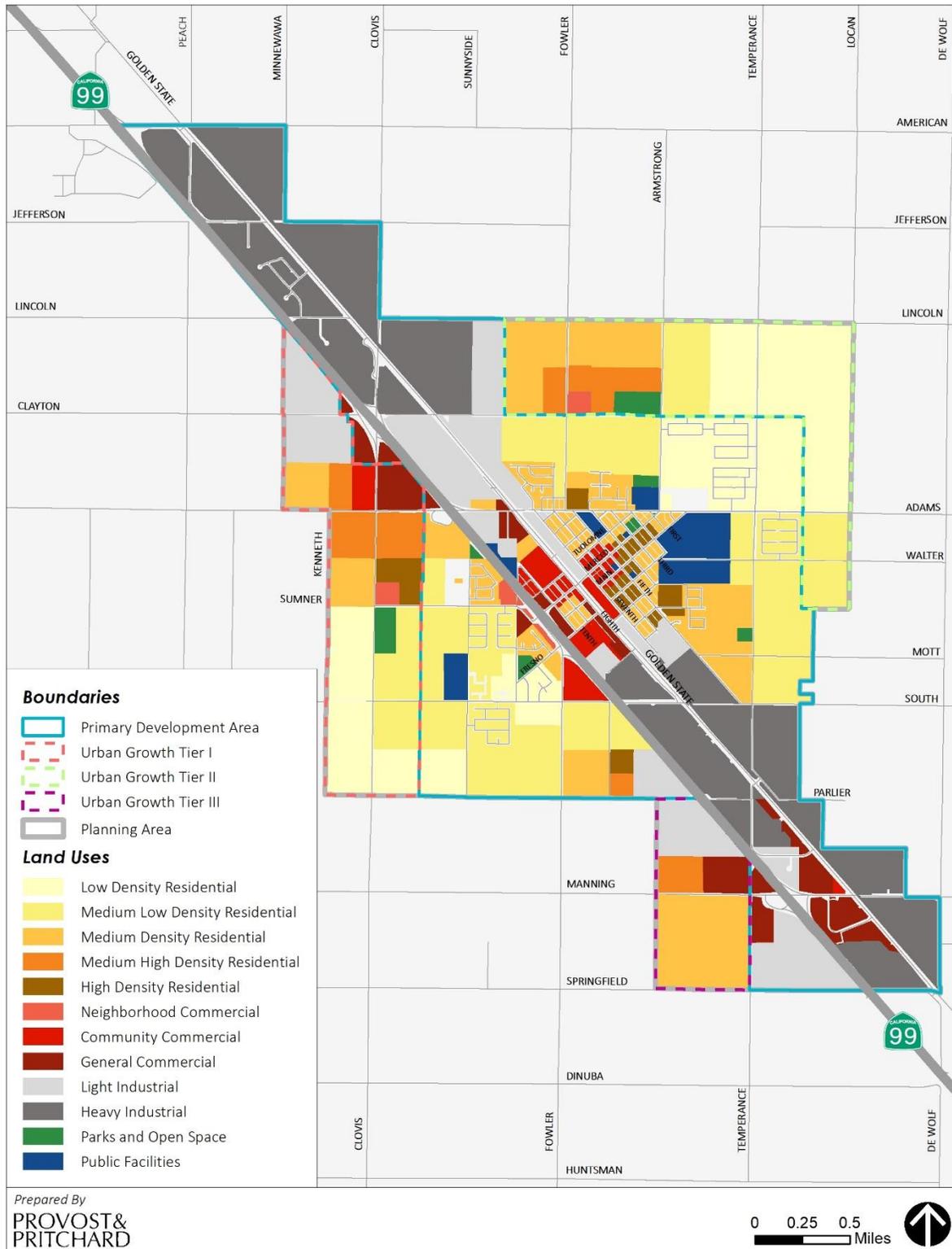
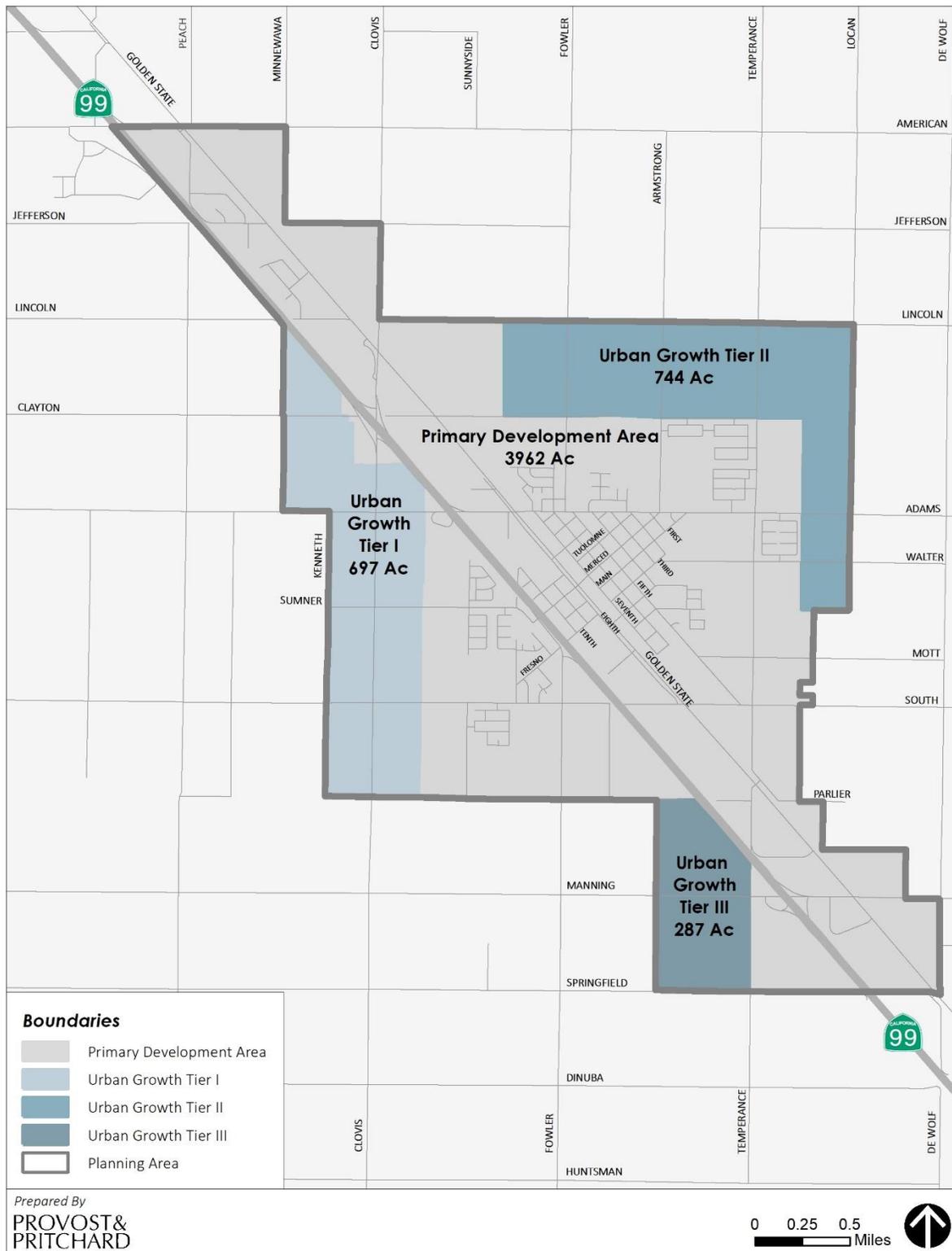




Figure 4-3: Growth Management Tiers



# Chapter 5: Community Design

## Overview

The community design element guides the design and aesthetic of the City of Fowler’s built environment. Community design concerns not just how different buildings interface with the public realm such as streets and sidewalks, but also how design of public spaces can create a sense of place unique to the City.

In addition to policies for the design and development of residential, commercial, and industrial projects, this element guides design within the City’s downtown area, as shown on **Figure 5-1** intended to enhance and protect the downtown as an important part of Fowler’s identity. Community gateways are also an important community design feature as they welcome residents and visitors to the City. Gateway locations, also shown on **Figure 5-1**, are located at the primary northern and southern entrances to the City as well as the primary entrance to downtown.

This element also directs the identification and protection of notable community identifiers that contribute to Fowler’s character. Community identifiers may include notable landmarks such as the Fowler Switch, historic buildings, or areas of historic or architectural value. Integral to this element is the development of a community branding package for the City to enhance Fowler’s identity in the region and provide for a cohesive set of design standards for community gateways, wayfinding signage, and other branded materials such as the City website.

## Goals

- Goal CDES-1** Through community design, Fowler fosters and reinforces the City’s unique sense of place.
- Goal CDES-2** Fowler incorporates enhanced gateways and wayfinding systems for an improved sense of arrival and orientation for residents and visitors.
- Goal CDES-3** Downtown Fowler is preserved and enhanced as the primary cultural and civic core of the community.

### Community Design Policy Topics

Policies contained in this element are organized into the following policy topic areas:

- Community Gateways and Wayfinding ..... 30
- Signage ..... 31
- Architectural Quality and Placemaking ..... 31
- Downtown and Historic Preservation..... 32
- Historic and Cultural Preservation..... 32
- Commercial Development..... 33
- Industrial Development ..... 35
- Residential Development ..... 36
- Parking..... 38

**Goal CDES-4** New development is sensitive to Fowler’s historical context, enhances Fowler’s architectural quality, and contributes to its unique identity. Existing scenic, historic, and cultural resources enhance the community.

## Policies and Action Items

### Community Gateways and Wayfinding

*Gateways are usually placed at the main entrances to the City and indicate to travelers and residents that they have arrived at a new destination. Community gateways may consist of monumentation, signage, art installations, special landscaping, or other design elements.*

*Wayfinding is a network of signage that orients and directs travelers to and from destinations. These systems include informational, directional, and identification strategies that are intuitive, cohesive, and easy-to read to help people of all ages and abilities find their way. Wayfinding systems also contribute to the brand and character of a community. A consistent and functional wayfinding plan provides opportunities through naming, gateways, identification signs, and site-specific signage to help develop a sense of place that connects users to the community.*

**Policy CDES-1** Create a sense of arrival to Fowler through development of prominent community gateways at key locations within the City, as shown in **Figure 5-1: Community Gateways and Downtown Area**.

**Action Item CDES-1a** Develop a branding package for the City of Fowler, including the development of gateway signage standards and a series of print and web graphics that create a cohesive design for the City.

**Action Item CDES-1b** As part of roadway and other public improvement projects, integrate gateway features at primary entrances to the City, including Merced Street, Golden State Boulevard, and Manning Avenue.

**Policy CDES-2** Enhance wayfinding opportunities within the planning area.

**Action Item CDES-2a** Prepare a cohesive and locally branded wayfinding program for the downtown, local parks, historic sites of interest, and community trails. Wayfinding signs shall be consistent with City branding standards. Interpretive signage shall be developed to enhance locally important places.

**Policy CDES-3** The City shall support the beautification of the State Route 99 corridor, including cooperation with adjacent jurisdictions, Caltrans, and Fresno Council of Governments.

**Action Item CDES-3a** Review and revise, as needed, zoning and other City regulations to adopt design, setback, and landscaping standards for development of the State Route 99 corridor through the City of Fowler. **PP**

## Signage

**Policy CDES-4** Signage in Fowler should not contribute to excessive visual clutter.

**Action Item CDES-4a** Review and revise, as needed, sign standards within the Zoning Ordinance to minimize visual obtrusions from signage and identify appropriate size requirements for signs based on context, while ensuring adequate opportunities for commercial messaging.

**Policy CDES-5** No new billboards 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. **PP**

**Action Item CDES-5a** Review and revise, as needed, the sign ordinance within the Zoning Ordinance to prohibit new billboards.

## Architectural Quality and Placemaking

*Placemaking focuses on design elements which strengthen the connection between people and the places they share. Placemaking strategies promote activity on the street, contribute to easily identifiable areas, and emphasizes public spaces as the heart of a community. Examples include locating parking areas in a manner that promotes pedestrian activity, designing streets as places for human interaction rather than just moving automobiles, incorporating plazas or town squares into commercial development, and focusing on human-scaled structures, site planning, and design features.*

*Façade refers to the building face or building elevation. Architectural review may also take into account the **context** and **period** of a building. Here, both refer to the architectural era during which a building was designed and constructed and the predominant styles and architectural features of the time.*

**Policy CDES-6** Require site plan review for all multifamily, commercial, and industrial development, to ensure consistency with all applicable development standards. Require project design to respond to site features. **PP**

**Policy CDES-7** Maintain the integrity of community identifiers, that contribute to Fowler's character. Community identifiers may include notable landmarks; historic buildings; and areas of historic, architectural, or aesthetic value.

**Action Item CDES-7a** Prepare a local inventory of community identifiers.

**Action Item CDES-7b** Establish a design resource for property owners, developers, and City staff to ensure awareness of the community identifiers inventory and considerations for making improvements to such landmarks or adjacent properties.

*Considerations for improvements to community identifiers and adjacent properties should be coordinated with the establishment of design standards, as identified in other action items, most notably in **Action Item CDES-1a**.*

**Policy CDES-8** Promote the maintenance, restoration, and rehabilitation of historical resources and community identifiers through a variety of financial and development incentives.

**Action Item CDES-8a** Monitor grant funding and low- or no-interest loan programs and advertise the available opportunities.

**Policy CDES-9** Encourage properties to be maintained consistent with established community design standards.

**Action Item CDES-9a** Review the adequacy of code enforcement and administrative citation procedures and revise and/or expand the program where necessary. **PP**

## Downtown and Historic Preservation

**Policy CDES-10** Improvements to older buildings in the downtown area and throughout the City should enhance rather than weaken the original character of such buildings. **EIR**

**Action Item CDES-10a** Establish standards for downtown commercial building façade enhancements and restorations.

**Policy CDES-11** Protect and enhance the downtown area as a critical element of Fowler’s identity and small-town character.

**Action Item CDES-11a** Establish design guidelines and standards for public realm enhancements specific to the downtown area through a Downtown Specific Plan, or other appropriate mechanism. Distinctions should be made between upgrading existing development and new development. **PP**

*The public realm consists of the space between buildings, such as the streets, parks, and open spaces that connect the architecture of a city. Together, these elements create a sense of place and visual interest. Cohesion between the architectural design and building materials of private buildings with the public space between such buildings is key to quality urban design. Standards should provide for well-lit streets, consistent paving treatment, vegetation, shade, street furniture, and enhanced crosswalk treatments.*

## Historic and Cultural Resources

*Cultural resources can refer to prehistoric and historic archaeological sites, architectural properties like buildings, bridges, and infrastructure, and locations significant to Native Americans. Known historical resources within the Fowler planning area include Fowler’s Switch, which was registered as a California Historical Resource in May of 1973.*

**Policy CDES-12** All construction shall cease, and the Community Development Director and City Engineer shall be notified immediately if any prehistoric, archaeological, or fossil artifact or resource is uncovered during construction. All construction shall immediately stop and an archaeologist that meets the Secretary of the Interior’s Professional Qualifications Standards in prehistoric or historical archaeology shall be retained, at the applicant’s and/or successors-in-interest’s expense, to evaluate the find(s) and recommend appropriate action according to Section 15064.5 of the California Environmental Quality Act (CEQA) Guidelines. If avoidance is infeasible, other appropriate measures would be instituted. Work may proceed on other parts of the project subject to direction of the archaeologist while assessment of historic resources or unique archaeological resources is being carried out. **EIR**

**Policy CDES-13** All construction shall cease if any human remains are uncovered, and the Community Development Director, City Engineer and Fresno County Medical Examiner and Coroner shall be notified in accordance to Section 7050.5 of the California Health and Safety Code. If human remains are determined to be those of a Native American or has reason to believe that they are those of a Native American, the Native American Heritage Commission shall be contacted, and the procedures outlined in California Environmental Quality Act (CEQA) Section 15064.5(e) shall be followed. **EIR**

## Commercial Development

*For additional policies related to commercial land uses, see **Chapter 4: Land Use**, policy topic area **Commercial**.*

**Policy CDES-14** Encourage the incorporation of publicly accessible spaces, such as plazas or squares, into new commercial developments.

**Action Item CDES-14a** Review and revise zoning and other City regulations, as needed, to ensure nonresidential development allows for small plazas, civic spaces, and other gathering places available to the public to help meet recreational demands. **PP**

**Policy CDES-15** Locate parking areas within commercial projects in a manner that promotes pedestrian activity, connectivity, and amenities. Commercial loading areas and passenger drop-off and pick-up areas should also be considered in commercial site design.

*Pedestrian activity is primarily people walking (or running) from one place to another. Good pedestrian design, however, will elevate pedestrian access and safety to be considered at least equally to non-pedestrian activities and create opportunities for people to spend time in a place while not on the move. This includes amenities such as benches and outdoor seating areas.*

**Policy CDES-16** Locate parking areas within commercial projects in a manner that promotes pedestrian activity. **EIR**

**Policy CDES-17** Design off-street loading facilities at commercial establishments so that they are screened from public view and from adjacent residential properties.

**Policy CDES-18** New commercial projects are designed in such a way that they enhance Fowler’s character. **EIR**

*Building and site design can have varying impacts on the ways people interact with the space, both positive and negative. Maximizing positive effects from building and site design will serve to enhance Fowler’s character. Parking should not obstruct non-drivers from reaching building entrances. Buildings should have inviting façades that allow people to see inside.*

**Action Item CDES-18a** Adopt commercial standards in consideration of the following design principles:

- Commercial sites are designed with human scale and pedestrian amenities.
- Landscaping is used to unify and improve the visual quality of commercial sites.
- Where appropriate, commercial development should be oriented along the street edges of new commercial sites, at street corners, or along main roadways internal to larger developments.
- Encourage the use of shared parking amongst various commercial and office uses where possible. Minimize required off-street parking.
- Ensure that commercial buildings incorporate ground floor transparency when appropriate.
- Encourage architectural elements that contribute to the visual quality and existing context of new commercial development, such as varied massing and roof types, articulating building façades, and a variety of cohesive building materials and color schemes. **EIR**

**Policy CDES-19** Require commercial projects to provide transitions when new or expanded commercial development is proposed adjacent to planned or zoned residential areas. **PP**

*Transitions between commercial and residential areas require architectural features that ensure site design compatibility between the uses. Transition features may include building setbacks, height limitations, lighting, masonry walls, or landscaping.*

**Action Item CDES-19a** Review and revise, as needed, the Zoning Ordinance to integrate compatibility standards for commercial development adjacent to residential and other sensitive users. Such compatibility standards shall address, at a minimum, increased building setbacks, enhanced landscaping, lighting standards, masonry wall requirements, and/or loading or operational limitations.

**Policy CDES-20** A minimum of 10% of the total surface area of all commercial developments shall be landscaped. **PP**

**Action Item CDES-20a** Review and revise, as needed, landscaping standards for commercial developments.

## Industrial Development

*For additional policies related to industrial land uses, see **Chapter 4: Land Use**, policy topic area **Industrial**.*

**Policy CDES-21** Industrial development should contribute to the aesthetic quality of the city, including consistency with public improvement and frontage requirements in other designations.

**Action Item CDES-21a** Review and amend, as needed, the zoning ordinance to establish minimum development standards for industrial development, including minimum landscape setbacks, sign standards, lighting standards, and screening standards, as appropriate.

**Action Item CDES-21b** Review and revised, as needed, public works standards to require sidewalks and street trees, as appropriate, within the public right-of-way. Additional standards addressing driveway consolidations may also be addressed, as appropriate.

**Policy CDES-22** Design off-street loading facilities at industrial establishments so they are screened from public view and adjacent residential properties.

**Policy CDES-23** New industrial buildings are designed in a way such that they enhance Fowler's character.

**Action Item CDES-23a** Adopt industrial standards in consideration of the following design principles:

- Exterior lighting should be integrated within the architectural design for industrial buildings. Light sources should not be visible and should be shielded to reflect down onto the ground and not into streets or neighboring property. Utility connections should be coordinated with architectural elements of the site and/or building so as not to be a visual nuisance. Utilities should be underground or screened from view from the street.
- Storage facilities should be screened and constructed to prevent visual clutter.
- Permanent outdoor storage should be screened by landscaping or materials compatible with the surrounding buildings' architecture.
- Varied architectural details should be applied to all façades exposed to public view. Blank end walls and long, monotonous façades shall be avoided. Treatments shall include architectural features, landscaping, or art elements that tie into the overall design theme.

**Action Item CDES-23b** Require industrial projects to provide transitions when new or expanded industrial development is proposed adjacent to planned or zoned residential areas. Review and revise the Zoning Ordinance, as needed, to integrate compatibility standards for industrial development adjacent to residential and other sensitive users. Such compatibility standards shall address increased building setbacks, enhanced landscaping, lighting standards, masonry wall requirements, and/or loading or operational limitations.

**Action Item CDES-23c** Map existing industrial and residential interface locations.

*Residential and industrial interfaces exist wherever residential and industrial land uses are adjacent to each other. Because of the types of activities conducted as part of industrial land uses, there may be compatibility issues with nearby residential land uses which may be addressed or minimized through site design.*

## Residential Development

For additional policies related to residential land uses, see **Chapter 4: Land Use**, policy topic area **Residential**.

**Policy CDES-24** New multifamily residential projects are designed in a way such they enhance Fowler's character.

**Action Item CDES-24a** Adopt multifamily residential standards in consideration of the following design principles:

- Building elevations and massing should be modulated to convey the characteristics of separate units. Long, unbroken building façades are discouraged. Building massing that incorporates a combination of one story and two-story elements with varied floor setbacks is encouraged.
- Reduce the visual impact of parking.
- Multifamily structures should be clustered to provide for maximum open space, when possible. **PP**
- 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, recreation trails, or parks. **PP**

*Multifamily projects are required to provide open space for the use of residents. This may include private open space for each unit, such as a balcony or patio, or larger open space uses such as pools, trails, or playground equipment. These facilities are for the private use of project residents.*

**Policy CDES-25** Multiple family developments shall be constructed to minimize potential compatibility issues when located adjacent to existing or planned single family housing types.

**Action Item CDES-25a** Review and revise the Zoning Ordinance, as needed, to address potential compatibility issues in consideration of the following design principles:

- When present, outdoor recreational areas, game courts, and pools on multi-family properties shall be oriented away from adjacent properties.
- Solid waste collection areas shall be screened and not visible from public streets.
- Parking and access drives should be separated from adjacent properties with a landscaped setback containing deciduous and evergreen trees. A 10-foot minimum transition is preferred but may be reduced at the City's discretion depending on site conditions. The transition may include such provisions as building setbacks, landscaping, and masonry wall requirements.
- Exterior light sources should not be directly visible and should be shielded to reflect down onto the ground and not into streets or neighboring property.
- Multi-story buildings abutting property planned low, medium low, or medium density or developed with existing single-family residences shall employ design techniques, such as second story step backs, to limit the view shed into neighboring single-family property. **PP**

**Policy CDES-26** Single family residential projects shall be designed in a way such that they enhance Fowler's character.

**Action Item CDES-26a** Adopt single family residential standards in consideration of the following design principles:

- Avoid box-like structures through the articulation and modulation of building elevations, variation of rooflines, and features to create visual interest.
- Require architectural elements, such as entries, porches, and windows along all street facing façades.
- Encourage a blend of compatible architectural styles that contain varied façade detailing, rooflines, materials, and color schemes.
- Use varied front yard setbacks within single family residential projects, wherever possible, to provide visual interest to the street scene and provide an effective transition from the home to the street. Buildings should be arranged in a staggered and variable setback fashion to provide visual interest and to avoid a repetitive appearance. **PP**
- Require design transitions when new residential development is proposed adjoining existing residential development of a lower density.

*Transitions may include common lot sizes, building setbacks, landscaping, or masonry wall requirements.*

**Policy CDES-27** Discourage direct access to collector streets from single-family residential properties except where physical circumstances do not allow other design solutions. **PP**

**Action Item CDES-27a** Establish direct access standards for single-family residential onto collector streets.

*Such standards may include circular drive standards, increased lot width for new subdivisions, or increased visibility standards.*

## Parking

**Policy CDES-28** Require parking areas of all commercial and industrial land uses that abut residential areas to be buffered and shielded by adequate landscaping. **PP**

**Policy CDES-29** Off street parking shall be provided in a manner that is compatible the surrounding urban fabric. **PP**

**Action Item CDES-29a** Review and revise, as needed, the parking requirements for specific uses and/or areas, such as the downtown area, which may have different parking objectives when compared to other areas of the city. Parking requirements will facilitate shared parking and other strategies to reduce, to the extent appropriate, the area dedicated to off-street parking.

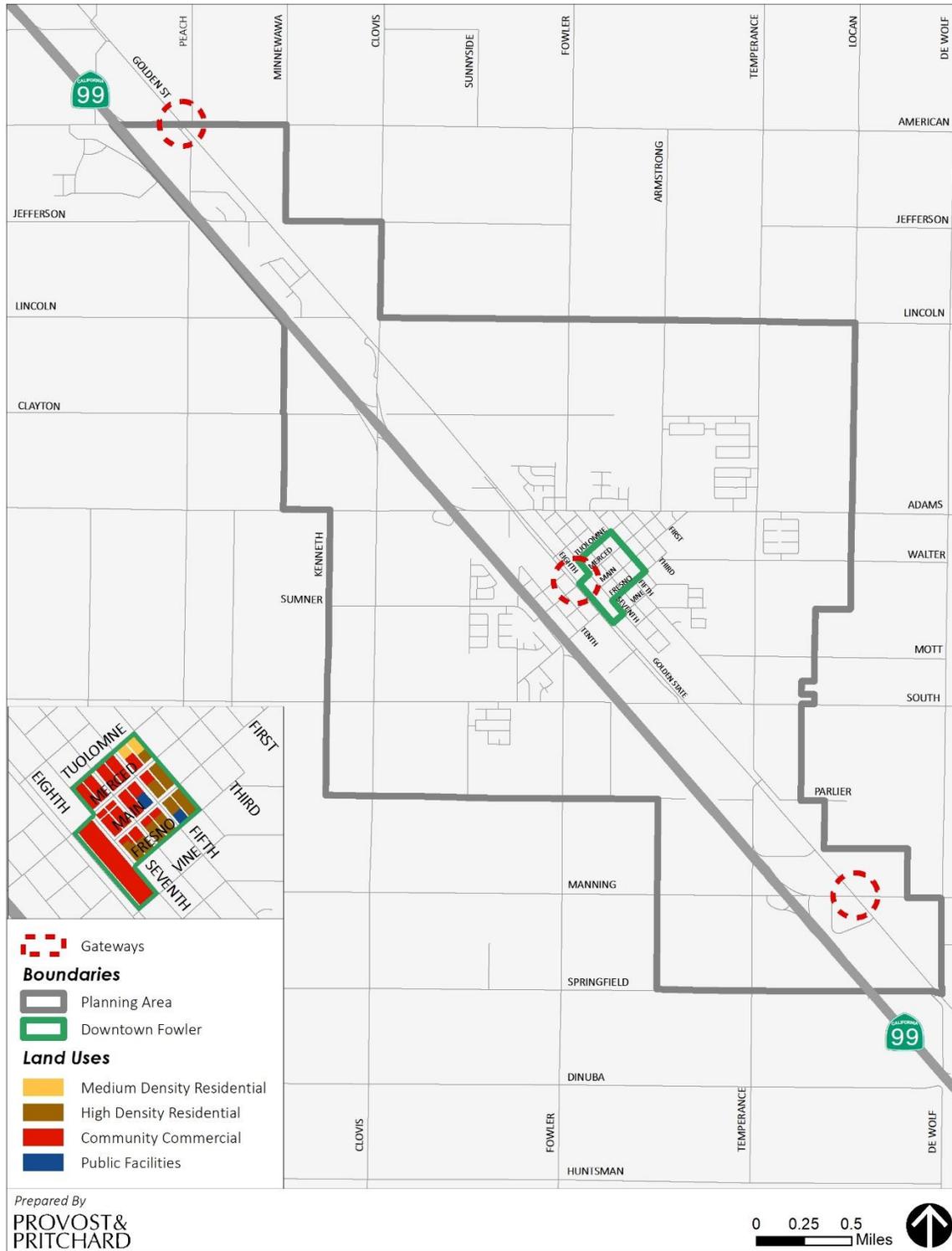
**Action Item CDES-29b** Review and revise, as needed, off-street parking requirements for residential projects that allow for flexibility in meeting such requirements and minimize the impact of off-street parking on site design. Off-street parking requirements may differ depending on location within the City and type and size of the project.

**Policy CDES-30** 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. **PP**

**Policy CDES-31** Electric vehicle charging facilities shall be permitted in accordance with the most recent state regulations. **EIR**

# Diagrams

Figure 5-1: Community Gateways and Downtown Area



# Chapter 6:Housing

The Housing Element is contained under separate cover.

# Chapter 7: Community Health and Equity

## Overview

The community health and equity element promotes and supports healthy living in the City of Fowler and establishes goals and policies to enhance community health in areas where public health, social equity, and land use planning intersect. The development of the goals and policies in this element were informed by previous efforts, including the adoption of a Healthy Eating Active Living (HEAL) resolution adopted by the City. The intent of the HEAL resolution is to provide opportunities through land use planning and policies for access to healthy eating options and to increase physical activity options for residents. This element also addresses issues related to the impact of land use planning on disadvantaged communities, as required by Senate Bill (SB) 1000, the *Planning for Healthy Communities Act*. To inform the goals and policies in this element and ensure they meet the intent of SB 1000, the City prepared an Environmental Justice Policy Paper, which is included as **Appendix A** to this General Plan. SB 244, the Planning for Disadvantaged Unincorporated Communities Act, requires cities and counties to also include data and an analysis of any unincorporated, fringe, island, or legacy communities within its planning area that are determined to be disadvantaged unincorporated communities (DUC). In 2020, the Fresno Local Agency Formation Commission (LAFCo) mapped DUCs in Fresno County and there were no DUCs identified within the General Plan planning area.

Community Health and Equity Policy Topics	
Policies contained in this element are organized into the following policy topic areas:	
Active Living .....	42
Pollution Exposure and Air Quality .....	44
Access to Healthy Food.....	44
Safe and Sanitary Homes .....	45
Access to Public Facilities and Health Care .....	46
Civic Engagement .....	46
Noise.....	47

This element focuses on creating comfortable, convenient, and safe places for people to walk and bike both for exercise or as an alternative to driving for key destinations, such as schools, parks, or work. The goals and policies also encourage access to healthy food options and services such as healthcare and minimize exposure to air pollution and noise. Providing for safe and sanitary housing opportunities for all income levels in the City and encouraging community engagement across all segments of the community is also a focus of addressing community health and equity in Fowler.

## Goals

**GOAL CH-1** Opportunities for physical activity, such as walking and biking, are integrated into the built environment. **PP**

- GOAL CH-2** Impacts from pollution are minimized through thoughtful and deliberate land use planning.
- GOAL CH-3** All members of the community have access to affordable and nutritious foods.
- GOAL CH-4** Public facilities are equitably distributed throughout the community.
- GOAL CH-5** All members of the community are afforded meaningful opportunities to engage in local decision making.
- GOAL CH-6** Excessive community noise exposure is limited.
- GOAL CH-7** Sensitive uses are protected from excessive noise and vibration.

## Policies and Action Items

### Active Living

*The following policies recognize that for residents to participate in active transportation, the built environment must facilitate walking and biking as effective, easy, and comfortable options. As such, the policies below support planning for the creation of a city-wide network of active transportation facilities, land uses which facilitates non-motorized trips, and the establishment of pedestrian and bicycle facilities that are comfortable, safe, and well-designed.*

*For additional policies related to transportation and mobility, including the provision of active transportation infrastructure, see **Chapter 9: Mobility**. For additional policies related to parks and trails, see **Chapter 8: Open Space**.*

- Policy CH-1** Implement an active transportation network that links residential uses with schools, shopping, entertainment, recreation, and employment centers. **EIR**
- Action Item CH-1a** Identify gaps in the existing pedestrian and bicycle network to inform capital improvements programming and grant funding opportunities. **EIR**
- Action Item CH-1b** Prioritize pedestrian and bicycle improvement projects that close gaps in the mobility network and those which link the east and west sides of the city. **EIR**
- Action Item CH-1c** Amend road design standards, as necessary, to include complete street design principles. **EIR**
- Action Item CH-1d** Develop and implement an Active Transportation Plan. **EIR**
- Action Item CH-1e** Pursue funding for the adoption of a Safe Routes to School Master Plan to assist in the planning and funding of bicycle and pedestrian infrastructure improvements along school routes. **EIR**

*Additional policies related to the active transportation network can be found in **Chapter 9: Mobility**.*

**Policy CH-2** Promote walking and bicycling and reduce vehicle miles traveled by allowing complementary land uses in close proximity to one another. **EIR**

**Action Item CH-2a** Review and revise the Zoning Ordinance, as needed, to include complementary land uses within zoning districts. **EIR**

*Examples include small scale commercial uses and parks in proximity to residential neighborhoods, residential uses in commercial districts, and allowing local-serving businesses, such as childcare centers, restaurants, banks, family medical offices, drug stores, and other similar services near employment centers.*

**Policy CH-3** Consider pedestrian and bicyclist safety and comfort in the design and development of streets, parks, and public spaces. **EIR**

*When considering transportation mode choice, people will consider the utility, safety, comfort, and interest of a route. In order to encourage walking and bicycling in Fowler, pedestrian and bicycle facilities need to create a safe, pleasant environment for those active transportation modes.*

**Action Item CH-3a** Conduct a visual quality assessment of bicycle and pedestrian facilities to determine the efficacy of existing active transportation improvements and to help prioritize future improvements. **EIR**

*A visual quality assessment involves the review of existing facilities through either on-site evaluation or analysis of recent, high-quality aerial imagery. The assessment examines the apparent condition of facilities and how they function as part of the complete network.*

**Action Item CH-3b** Require street lighting within the rights-of-way of all public streets. **PP EIR**

**Policy CH-4** Require street trees or other shade coverage along key pedestrian and bicycle routes and near transit stops. **EIR**

**Action Item CH-4a** Establish street design standards for each land use zone and require street trees of “medium” size or larger in commercial, residential, and mixed-use zones. **EIR**

*Medium-sized trees are generally considered to include species that ultimately reach a canopy size of approximately 20 to 40 feet in diameter.*

**Policy CH-5** Establish lighting standards that limit public lighting to produce a warm color temperature that protects circadian rhythms.

## Pollution Exposure and Air Quality

**Policy CH-6** Evaluate land use decisions for consistency with siting recommendations as outlined in California Air Resources Board’s (CARB’s) Land Use Compatibility Handbook. **EIR**

**Policy CH-7** Consider the use of solid and vegetative barriers as a means for reducing near-roadway air pollution concentrations along SR 99 and local expressways. **EIR**

**Action Item CH-7a** Create standards for vegetative barriers that increase vegetation density and height, reduce gaps, and facilitate maximum pollution dispersion.

**Policy CH-8** Reduce exposure to secondhand smoke.

**Action Item CH-8a** Initiate and enforce tobacco control laws that aim to address underage tobacco sales and smoke-free home and workplace laws.

*California law already prohibits smoking in building entryways; in cars when a minor is present; and at playgrounds/tot lots, workplaces, bars, restaurants, and daycares.*

**Action Item CH-8b** Establish licensing and advertising fees related to tobacco sales and advertising.

**Action Item CH-8c** Continue to enforce smoking bans on public property, government buildings, and public parks.

**Action Item CH-8d** Adopt local ordinances which ban smoking in outdoor dining areas, within 30 feet of unenclosed waiting areas, within 30 feet of enclosed areas where smoking is prohibited, in hotel rooms, in retail stores dealing exclusively in the sale of tobacco and smoking paraphernalia, and in unenclosed places of employment.

## Access to Healthy Food

*Healthy foods are typically considered to be fresh fruits, vegetables, and other foods that are limited in saturated fats, sodium, and added sugars. Ensuring access to healthy foods improves overall opportunities for healthy living, which is consistent with the goals of the HEAL Resolution passed by the City Council and the objectives of SB 1000.*

**Policy CH-9** Facilitate the siting of new grocery stores, and other retailers carrying grocery items, to increase access to healthy food, including fresh fruits and vegetables. **PP**

**Action Item CH-9a** Review and revise zoning regulations, as needed, to increase opportunities for access to grocery stores and healthy foods wherever possible. **PP**

*Policy LU-19 discusses the facilitation of neighborhood-serving uses, including grocery stores and other food retailers.*

**Policy CH-10** Prioritize the development of healthy food outlets in economic development efforts.

**Policy CH-11** Encourage farmers' markets as a means of providing fresh fruit and vegetables to the community. **PP**

**Action Item CH-11a** Review and revise the Zoning Ordinance and other City regulations, as needed, to allow licensed farmers' markets as a permitted use in public parks, plazas, and other appropriate locations. **PP**

**Action Item CH-11b** Increase support for farmers' markets through partnerships with other public agencies and private institutions.

*Examples may include the Fowler Unified School District, neighborhood groups, senior centers, businesses, and agricultural organizations.*

**Policy CH-12** Support the creation of a community garden program to improve nutrition, physical activity, community engagement, and economic vitality.

*Community gardens are spaces within the community to grow flowers, fruits, or vegetables. A community garden may be a stand-alone use or combined with a primary use, such as a school, hospital, or residential use. Additional policies in the **Agricultural Resources** policy topic of **Chapter 11: Community Resiliency and Safety** also support additional types of urban agriculture.*

**Action Item CH-12a** Identify existing and potential community garden sites on public property, including parks, recreation and senior centers, public easements and rights-of-way, and surplus property.

**Action Item CH-12b** Review and revise zoning and other City regulations, as needed, to allow community gardens as a permitted use in appropriate locations, including parks, commercial, public facility, and residential districts.

**Action Item CH-12c** Create standards for community gardens which identify appropriate use of land, necessary water service considerations, site design, fencing and screening, and requirements for oversight.

## Safe and Sanitary Homes

*For additional policies related to housing in Fowler, please see the **Housing Element** (under separate cover). For additional policies related to reduction of exposure to secondhand smoke, see policy topic area **Pollution Exposure and Air Quality** contained in this chapter.*

**Policy CH-13** Increase awareness of warning signs for the presence of toxic substances related to aging housing stock. **EIR**

**Action Item CH-13a** Distribute informational materials on the warning signs of toxic substances through the Building Department. **EIR**

**Policy CH-14** Encourage the construction of housing that can accommodate larger and multi-generational households.

**Action Item CH-14a** Review and revise the Zoning Ordinance and other City regulations, as needed, to allow for multi-generational homes, accessory dwelling units, and other housing types that may accommodate larger households and potentially reduce overcrowding.

**Policy CH-15** Increase awareness of and participation in affordable housing programs and programs that assist in off-setting other living costs such as food and transportation.

**Action Item CH-15a** Coordinate with Fresno County Housing Authority and Department of Public Health to distribute informational materials on affordable housing programs and other, similar opportunities.

**Policy CH-16** Support the reduction of secondhand smoke exposure in residential properties.

**Action Item CH-16a** Coordinate with Fresno County Department of Public Health to distribute informational materials on the dangers of secondhand smoke exposure and methods to limit exposure.

## Access to Public Facilities and Health Care

**Policy CH-17** In order to promote equitable access to government/public facilities, consider additional and/or alternative locations for cooling centers beyond traditional government buildings.

*See Policy SAF-7 encouraging the installation and upgrade of HVAC systems at residences, providing a greater ability for residents to not rely on cooling centers during extreme heat days.*

**Policy CH-18** Continue to ensure the equitable location of public facilities, such as libraries and daycare centers.

**Policy CH-19** Support the development of additional healthcare facilities, including urgent care and 24-hour healthcare facilities.

## Civic Engagement

**Policy CH-20** Ensure language accessibility for public government meetings.

**Action Item CH-20a** Upon request, provide translation services for in-person and virtual public meetings to ensure information is provided in a way that supports broad community participation. Translation services should be made available in a variety of languages most applicable to the community, which may change over time.

**Policy CH-21** Maximize the use of technology to provide remote access to public meetings and hearings.

**Policy CH-22** Create accessible opportunities for all people regardless of race, color, national origin, or income to engage in the decision-making process.

**Action Item CH-22a** Consider alternative schedules, venues, and formats for public meetings to facilitate maximum participation.

**Policy CH-23** Actively recruit diverse representation on City boards, commissions, and advisory committees that directly contribute to City decision-making.

**Policy CH-24** Encourage the collaboration between City departments and interested organizations, service districts, and schools.

## Noise

*There are health effects of excessive noise exposure, especially for exposure in the long term. These health effects include increased stress, anxiety, and depression; high blood pressure; and heart disease. Excessive noise may cause further health effects when it results in a lack of sleep.*

*Noise itself is not problematic but rather that excess noise is harmful. Noise may be inherent to a land use, such as noise from farming activities in agricultural areas, or even a desirable, such as conversation, music, and activity in downtown areas.*

*Noise is measured in decibels (dB) as a unit used to express the relative intensity of a sound. The A-weighted scale (dBA) for measuring sound in decibels adjusts the effects of low and high frequencies to simulate human hearing.*

### Noise Standards

**Policy CH-25** New development of the land uses listed in **Table 7-1** shall be located, designed, and operated in such a way that external noise levels from stationary noise sources do not exceed the maximum identified. Noise levels shall be measured immediately within the property line of the affected land use. Where two land uses meet, the more restrictive standard shall be used. **EIR**

**Table 7-1: Noise Standards**

Land Use	Noise Level
Residential	Daytime: 60 dBA Nighttime: 50 dBA
Mixed Use	Daytime: 65 dBA Nighttime: 60 dBA
Commercial	Daytime: 65 dBA Nighttime: 60 dBA
Public Facilities (schools, libraries, churches, and parks)	Daytime: 60 dBA Nighttime: 55 dBA
Industrial	Daytime: 70 dBA Nighttime: 70 dBA

*Daytime is from 7:00 AM to 10:00 PM while nighttime is from 10:00 PM to 7:00 AM. Does not apply to railroad operations, motor vehicles, or agricultural equipment.*

**Action Item CH-25a** Require an acoustical analysis as part of the environmental review process when uses are proposed within the contour lines as shown on *Figure 7-1* that exceed the exterior noise levels identified in *Table 7-1*. **EIR**

**Action Item CH-25b** Require an acoustical analysis as part of the environmental review process when a proposed use is likely to exceed the permitted exterior noise levels identified in *Table 7-1*. **EIR**

**Action Item CH-25c** Temporary uses such as live music events, festivals, or markets that are considered short-term or intermittent may exceed maximum noise levels but shall incorporate noise reduction measures to the extent feasible. **EIR**

**Action Item CH-25d** Review and revise, as necessary, the Municipal Code to reflect the noise standards contained in this chapter. **EIR**

*Stationary noise sources typically refer to buildings or uses that generate noise at a specific location. The most common stationary noise sources include industrial operations, entertainment uses such as music venues, and some commercial uses that may use noise-generating equipment on site. Stationary noise sources do not include noise generated from moving vehicles or other transitory sound generators, which are considered mobile noise sources. Mobile noise source thresholds and standards are discussed in policies **Policy CH-26** and **Policy CH-27**. Additionally, the policies contained in the **Reduction Strategies** and **Construction Noise** policy topic areas apply to both stationary and mobile noise sources.*

**Policy CH-26** New development shall be designed and operated in such a way that interior noise levels from both stationary and mobile noise sources do not exceed 45 dBA Ldn for adjacent residential uses or other uses where people normally sleep and 45 dBA Leq at peak hour for adjacent office, school, church, or similar use. **PP EIR**

*Ldn represents the day-night average sound and averages the sound level over a 24-hour period. An additional 10 dB is added between the hours of 10:00 PM and 7:00 AM to reflect the impact of noise at night.*

*Leq represents the equivalent continuous sound level and provides a single value which accounts for the total sound energy over a specified period of time.*

**Policy CH-27** New uses increasing stationary and/or mobile noise levels shall be subject to the following thresholds for CEQA significance: **EIR**

- Where existing ambient noise levels are less than 60 dB, an increase of 5 dB or more, measured at the outdoor activity area of a noise-sensitive use, shall be considered significant;
- Where existing ambient noise levels are between 60 and 65 dB, an increase of 3 dB or more, measured at the outdoor activity area of a noise-sensitive use, shall be considered significant;

- Where existing ambient noise levels are greater than 65 dB, an increase of 1.5 dB or more, measured at the outdoor activity area of a noise-sensitive use, shall be considered significant.

*Noise-sensitive land uses are generally considered to include those uses that would result in noise exposure that could cause health-related risks to individuals. Places where quiet is essential are also considered noise-sensitive uses. Noise-sensitive land uses within the City of Fowler consist predominantly of residential land uses. Other noise-sensitive land uses include schools, places of worship, and parks.*

## Reduction Strategies

**Policy CH-28** Require noise generators to provide increased setbacks, walls, landscaped berms, other sound-absorbing barriers, or a combination thereof to prevent excessive noise exposure and reduce noise levels to acceptable levels, as needed. **PP EIR**

**Policy CH-29** Require noise reduction methods along major roadways in order to protect adjacent, noise-sensitive land uses against excessive noise. Noise reduction methods shall include design strategies, including setbacks, landscaped berms, and other sound-absorbing barriers, when possible, in lieu of sound walls, to mitigate noise impacts and enhance aesthetics. Sound walls may also be appropriate noise-reduction strategies. **PP EIR**

**Policy CH-30** When sound walls are proposed, encourage a combination of berms and/or landscaping and walls to produce a more visually pleasing streetscape. **EIR**

**Policy CH-31** Require roof-mounted and detached mechanical equipment to be acoustically buffered when adjacent to residential uses to prevent equipment noise in excess of 55 dBA as measured at the nearest residential property line. **PP EIR**

**Policy CH-32** Purchase City vehicles and equipment with low noise generation. Maintain City vehicles to minimize noise. **PP EIR**

**Action Item CH-32a** Consider City vehicles and equipment as part of the Capital Improvement Program (CIP) process. **EIR**

## Construction Noise

**Policy CH-33** Transportation and City infrastructure construction shall not be subject to typical noise standards so long as construction occurs between the hours of 7 AM and 7 PM, Monday through Friday, or between 8 AM and 5 PM on weekends and federal holidays. Construction may occur outside of these times if completing the work within these time frames is deemed infeasible. **EIR**

**Policy CH-34** The City shall require an assessment of construction noise impacts on nearby noise-sensitive land uses and associated activities to minimize those impacts as part of the discretionary review process. **EIR**

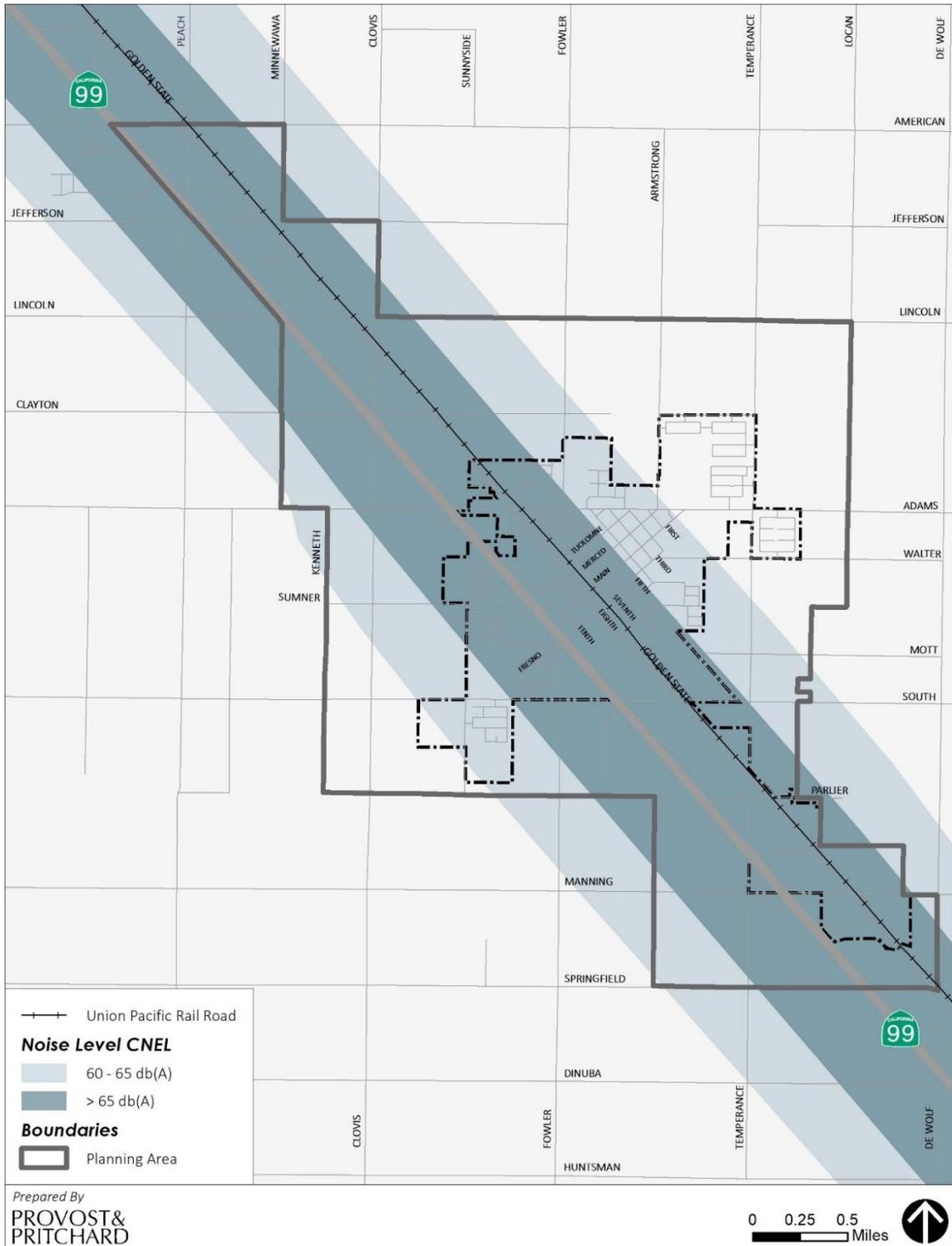
**Policy CH-35** Require construction projects anticipated to generate a significant amount of vibration to ensure acceptable interior vibration levels at nearby residential and commercial uses based on current City or Federal Transit Administration (FTA) criteria. **PP EIR**

### **Vibration Standards**

**Policy CH-36** The City may require a project-specific vibration impact assessment and associated impact reduction measures for projects involving the use of major vibration-generating equipment which could result in vibration levels in excess of 0.2 in/sec peak particle velocity (PPV). **EIR**

# Diagrams

Figure 7-1: Projected Noise Contours



# Chapter 8: Open Space

## Overview

The open space element is focused on the provision of and maintenance of open spaces within the City of Fowler. This element addresses not only park space and trails, but also use of community centers and other multipurpose facilities. It includes policies that address the provision of these facilities to ensure that they are being providing at levels that support growth and development and are being adequately maintained.

### Open Space Policy Topics

Policies contained in this element are organized into the following policy topic areas:

- Parks Planning ..... 53
- Open Space Requirements for New Development ..... 54
- Park Siting ..... 55
- Trails and Connectivity ..... 55
- Joint Facilities ..... 56
- Park Funding ..... 57
- Trees and Urban Forestry..... 57

## Park and Open Space

The City of Fowler has established a standard of providing three acres of park space for every 1,000 residents, which includes two acres per 1,000 residents for neighborhood parks and one acre per 1,000 residents for community parks. Both existing park space and planned park space is shown on **Figure 8-1: Park Facilities**. In addition to the park spaces shown on **Figure 8-1**, the City requires that five percent of all single-family residential projects be developed as usable open space. Development as usable open space, including neighborhood trails, as part of residential developments ensures that park space is distributed throughout the community as projects develop.

## Trails

An integral part of this open space element is to provide access to park spaces developed within the community. This element establishes a community trail network as shown in **Figure 8-2: Trail Facilities**, which includes a community trail alignment that extends throughout the planning area as well as community trail connectors intended to provide for additional access points to the trail network.

## Goals

- GOAL OS-1** Open space areas form a connected network, linking Fowler’s residential neighborhoods to passive and active recreation opportunities. **PP**
- GOAL OS-2** Open space areas enhance community livability, provide opportunities for improved public health, and are equitably distributed throughout the City. **PP**
- GOAL OS-3** Recreational programming and facilities meet the needs of community members of all ages and abilities.

**GOAL OS-4** Open space acquisition, development, programming, and maintenance is adequately and reliably funded. **PP**

**GOAL OS-5** Improve quality of life and environmental resilience through the development and maintenance of the City's urban forest. **PP**

## Policies and Action Items

Fowler's open space network consists of its park and trail facilities. Existing facilities vary in size from approximately one half to six acres. Additional park space includes the 0.1-acre Veteran's Plaza. In addition to parks, the City of Fowler operates the Edwin Blayney Senior Center. These joint use facilities are primarily used for youth sports and community recreation. For planning purposes, the City of Fowler defines the types of park facilities and target service levels, as shown in **Table 8-1**. Existing and planned park facilities are shown in **Figure 8-1: Park Facilities**. Planned community trail facilities are shown in **Figure 8-2: Trail Facilities**.

### Parks Planning

**Policy OS-1** Parks shall be developed according to the park classifications, access radii, and service level requirements outlined in **Table 8-1**. **PP EIR**

**Table 8-1: Park Classifications and Service Level Requirements**

Park Type	Description	Access Radius	Service Level/Residents
Community Plaza	Community Plazas provide opportunities for public gathering or social events within an urban context. There is no size requirement for public plazas.	n/a	n/a
Neighborhood Park	Neighborhood parks may be up to 2 acres in size and provide both passive and active open space within the community and within residential subdivisions when dedicated for public use.	0.25 Miles	2.0 per 1,000
Community Park	Community parks range in size from just over 2 acres to 25 acres and provide amenities for multiple age groups and opportunities for passive and active recreation.	0.5 Miles	1.0 per 1,000

**Policy OS-2** The City shall develop and maintain an open space network that provides both passive and active recreation opportunities. **PP**

*Passive recreation activities are commonly undertaken for leisure, such as picnicking, bird watching, and walks. Site amenities for passive recreation activities may include picnic tables, paved paths, pathways, benches, tot lots, and rest rooms. Active recreation activities typically involve a higher level of physical exertion and development and may include activities such as running, basketball, volleyball, swimming, and other active sports.*

**Action Item OS-2a** Develop and implement a Parks and Trails Master Plan. The master plan shall consider the following:

- The recreational needs of the community, including special user groups, such as young families, the disabled, and seniors, and address these in the design and development of park and trail facilities. **PP**
- Service area coverage and connectivity gaps in the open space network to identify underserved portions of the community.
- The state of existing parks to determine current condition, ongoing level of maintenance, and safety.

## Open Space Requirements for New Development

*For policies related to open space requirements for multifamily and non-residential development, see Chapter 5: Community Design.*

**Policy OS-3** Within single family residential projects, whether attached or detached, a minimum of 5% of the project site, not inclusive of existing or future major road rights-of-way, shall be developed with usable open space. Such open space shall be maintained by an assessment district, landscape/lighting district, homeowners' association, or other appropriate maintenance entity. **PP EIR**

**Action Item OS-3a** Adopt standards that establish minimum requirements for open space areas to qualify as usable for purposes of meeting the 5% usable open space requirement. Such standards shall require a minimum of a one-half acre park site. The remaining acreage needed to satisfy the 5% usable open space requirement may be made up of neighborhood trails or other usable open space areas meeting the minimum established requirements. In instances where 5% of a project site's acreage, exclusive of rights of way, results in less than one-half acre, the park site for that project site may be constructed equal to the minimum acreage required to comply with 5% standard. **EIR**

**Action Item OS-3b** Review and revise, as needed, the Zoning Ordinances for consistency with the 5% open space requirement for single family residential projects.

**Policy OS-4** Usable open space areas, as required in **Policy OS-3**, may fulfill the requirements for parkland dedication, per the City's Quimby Ordinance. To qualify, such land shall be dedicated to the City and meet the minimum established requirements for usable open space. **EIR**

**Policy OS-5** Developers may elect to construct the usable open space as required in **Policy OS-3**, or the parkland required for dedication per the City's Quimby Ordinance. Upon construction, dedication, and acceptance of such improvements by the City, a credit of up to 50% against payment of the park development impact fee, as required by **Policy OS-**

**18**, may be allowed and should be based on the actual cost of construction of the usable open space.

**Policy OS-6** When a site or portion thereof designated as Parks and Open Space, as shown on *Figure 4-1: Land Use Diagram*, is located within the boundaries of a subdivision map or other discretionary planning permit project site, the City may require the applicant to dedicate the park site, prepare plans for development of the park site, and construct the park site within the limits of the project site. Such park sites dedicated to the City may be counted toward the 5% open space required by *Policy OS-3*, and the parkland dedication requirement per the City’s Quimby Ordinance.

## Park Siting

**Policy OS-7** When siting park space within a subdivision project, it should be located with an emphasis on equitable distribution within the overall project site and consistent with the access standards identified in *Table 8-1*. When park space is not sited accordingly, neighborhood trails shall be integrated into the project design to ensure adequate access to the park space from areas beyond the limits of the project is provided.

**Policy OS-8** Locations for planned park sites, as shown on *Figure 4-1: Land Use Diagram* are schematic and may be located on any suitable land in the general vicinity of the planned park location that maintains an equitable distribution of community park space throughout the City and is consistent with the access standards identified in *Table 8-1*. In the event parks are not constructed in the locations planned on the Land Use Diagram, the underlying land use designation shown on *Figure 4-2: Dual Designation Diagram* shall apply. **PP**

## Trails and Connectivity

**Policy OS-9** Trails shall be planned and constructed according to the classifications found in *Table 8-2: Trail Facilities*.

**Table 8-2: Trail Facilities**

Trail Type	Description
Neighborhood Trail	Provides for linkages from neighborhood parks to the surrounding mobility and open space network, including to the community trail or community trail connectors.
Community Trail	Provides a dedicated City-wide trail system. The community trail is separate from road rights-of-way and provides for active transportation and recreational opportunities and links all segments of the City. The portion of the community trail along Golden State also functions as a regional trail, with connections planned to other jurisdictions in the region.
Community Trail Connector	Typically integrated into road rights-of-way, the community trail connector is programmed in areas that are either already developed or in areas that are too constrained to offer a separate, dedicated community trail. The purpose of the community trail connector is to provide a continuous path of travel connecting larger segments of the community trail system. Community trail connectors are primarily distinguished through the use of wayfinding measures or visual cues. Visual cues may include pavement or concrete treatments, lighting, bollards, landscaping, or similar design features.

**Policy OS-10** The City shall implement the community trail network as shown *Figure 8-2: Trail Facilities*. **EIR**

**Action Item OS-10a** Develop and adopt community trail and community trail connector design standards as shown in *Figure 8-2: Trail Facilities*.

*The design standards developed for the community trail and community trail connector shall be integrated into the Parks and Trails Master Plan identified under Action Item OS-2a.*

**Action Item OS-10b** Update the Development Impact Fee Study for the park development impact fee to include the community trail network.

**Policy OS-11** Neighborhood trails should be planned as part of a connected, City-wide open space network which connects neighborhoods, parks, community trails, and other destinations including the downtown and shopping districts. **EIR**

**Policy OS-12** Placement of neighborhood trails should be constructed along the most direct alignment possible to close network gaps in the trail system. Neighborhood trails may be required to be constructed as part a new development in order to accommodate that connection. **EIR**

**Policy OS-13** When a site designated for a segment of the community trail is located within the boundaries of a subdivision map or the project site for other discretionary planning permits, the City may require the applicant to dedicate the trail area, prepare plans, and construct the trail. The planning, design, and construction of the community trail is in addition to other open space dedication and funding requirements, as detailed in *Policy OS-18* and *Policy OS-3*. However, the cost to construct the community trail may be reimbursed, consistent with City standards and procedures.

## Joint Facilities

**Policy OS-14** Continue cooperative efforts with the Fowler Unified School District for park and recreational facilities. **PP**

**Policy OS-15** Support the use of multipurpose open space by collocating public facilities with park and trail facilities. **PP**

**Policy OS-16** Ensure that community centers provide sufficient space to conduct civic meetings, recreational programs, and social activities to meet the needs of residents. The City should aim to meet the standard of one meeting room per 7,500 residents. Community centers should serve the needs of seniors; families with children; and teens. Locate a new Community Center within or adjacent to parks or downtown. **PP**

## Park Funding

**Policy OS-17** The City shall use a broad range of funding and economic development tools to ensure high quality development, maintenance, and programming of the City parks, trails, and recreation system. **PP EIR**

*Funding and economic development tools may include exploring grant opportunities or establishing sponsorship opportunities, such “adopt-a-park” programs.*

**Policy OS-18** All residential projects shall be subject to the payment of park development impact fees, as adopted by resolution of the City Council. Payment of these development impact fees shall be in addition to any parkland dedication or in-lieu fee payment requirements in accordance with Fowler’s adopted Quimby Act Ordinance, as applicable, except as provided for in **Policy OS-6**. **EIR**

## Trees and Urban Forestry

*Urban forests are tree populations in urban settings for the benefit of the environment, such as improving air quality. Tree populations also increase the shade canopy which can have a co-benefit of supporting the use of active transportation facilities.*

**Policy OS-19** Promote the City’s urban forest as a contributor to the local environment and community aesthetics.

**Action Item OS-19a** Pursue the establishment of the City of Fowler as a Tree City USA community.

*Tree City USA is a nationwide program that provides the framework necessary for communities to manage and expand their public trees. Receiving a designation as a Tree City USA signals a commitment to maintaining the urban forest and can often increase competitiveness for grant opportunities.*

**Policy OS-20** Require the planting of shade trees with substantial canopies within private development.

**Action Item OS-20a** Ensure adopted design standards require shading requirements for industrial, commercial, and residential development to minimize the urban heat island effect. **PP**

*The urban heat island effect occurs in areas with structures such as buildings, roads, and other infrastructure improvements that absorb and re-emit the sun’s heat more than in natural landscapes. Developed areas, where these structures are concentrated and greenery is more limited, become “islands” of higher temperatures relative to outlying areas.*

**Action Item OS-20b** Establish tree shading implementation standards, including identification of preferred tree species.

**Policy OS-21** Maximize tree canopy coverage on public lands and open spaces through the planting of new trees and the management and care for existing trees.

**Action Item OS-21a** Pursue funding opportunities for the development of an Urban Forestry Management Plan.

**Action Item OS-21b** Review and revise public works standards as needed to accommodate street trees.

**Policy OS-22** Consider opportunities to substantially increase tree canopy, enhance air quality, and provide a sense of scale along the Golden State Boulevard and State Route 99 corridors.

*Sense of scale refers to the ways size of site components influence the experience of the site. Sense of scale depends on both the site design itself and the way people use the space. For example, a pedestrian experiences the scale of a street differently than someone operating a vehicle. Site design should reflect the appropriate scale for the intended use.*

**Action Item OS-22a** Review and revise the standards in the Highway Beautification Overlay Zoning District.

**Action Item OS-22b** Develop design standards in support of the Golden State Boulevard Corridor Plan.

**Policy OS-23** Provide adequate funding to manage and maintain the urban forest on City property, including tree planting, training, maintenance, removal, and replacement. **PP**

**Policy OS-24** Require the retention of trees of significance (such as heritage trees) by promoting stewardship of such trees and ensuring that the design of development projects provides for the retention of these trees wherever possible. Where tree removal cannot be avoided, the City shall require tree replacement or suitable mitigation. **PP EIR**

*A heritage tree is a tree with a trunk diameter of 30 inches or more in Diameter at Standard Height (DSH). Multi-trunked trees are considered heritage trees when the trunks have a combined DSH of 50 inches or more. DSH is the diameter of the tree trunk when measured 4.5 feet from the ground.*

**Action Item OS-24a** Develop and implement a Tree Preservation Ordinance for the preservation of the City's urban forest, including heritage trees, on public and private property. **EIR**

**Policy OS-25** Trees shall be planted within parking lots such that a minimum of 50% of the paved area is shaded by tree canopies within 10 years of planting. **PP**

**Action Item OS-25a** Adopt a parking lot shading standard to achieve compliance with the minimum shading requirement. Some exceptions may apply, such as for certain types of industrial developments. Such exceptions shall be specified in the shading policy.

*This parking lot shading standard shall be coordinated with **Action Item OS-20b**, which requires that adopted design standards require shading requirements for industrial, commercial, and residential development. Industrial loading docks are considered separately from the facility parking lot and are not subject to the same shading standard.*

# Diagrams

Figure 8-1: Park Facilities

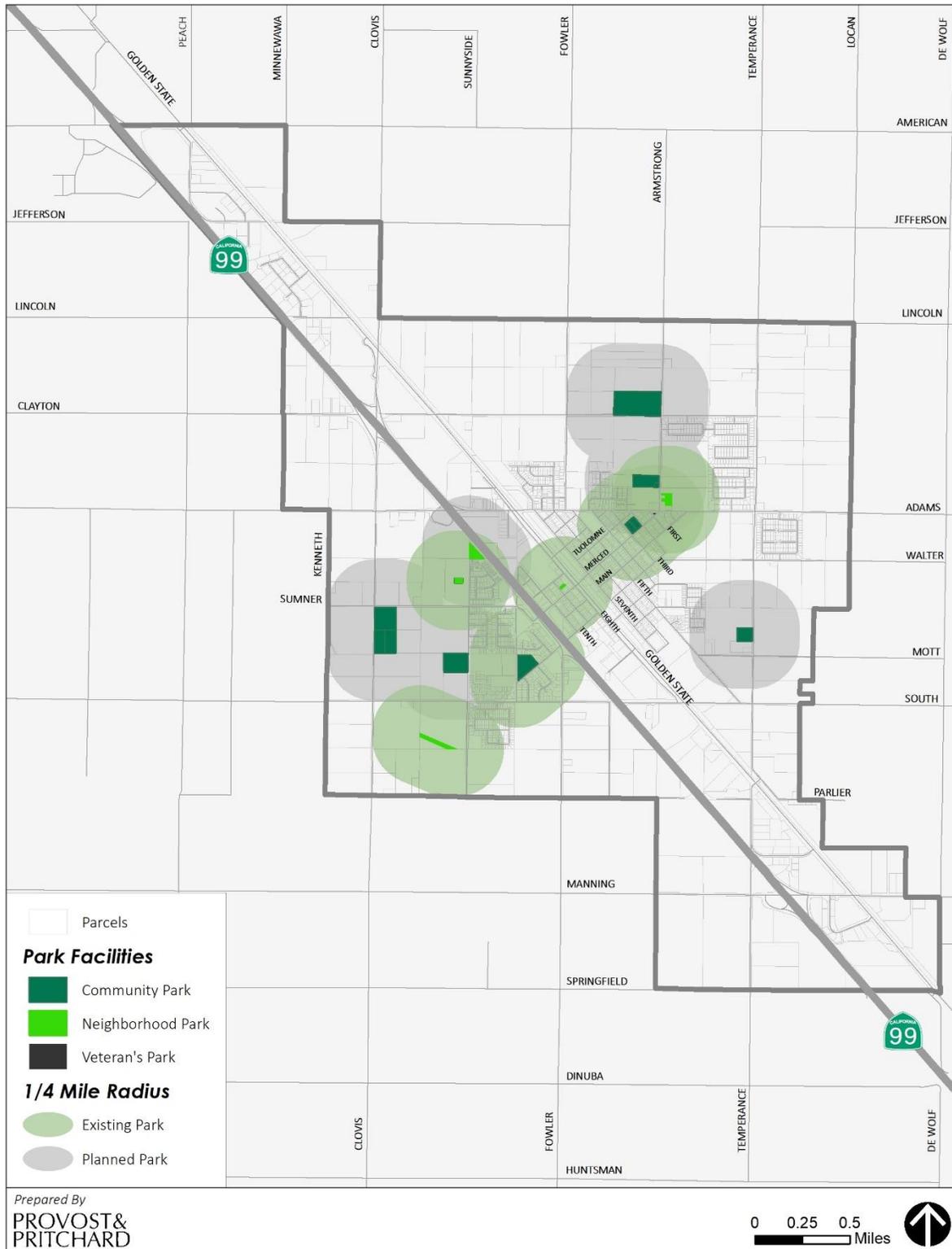
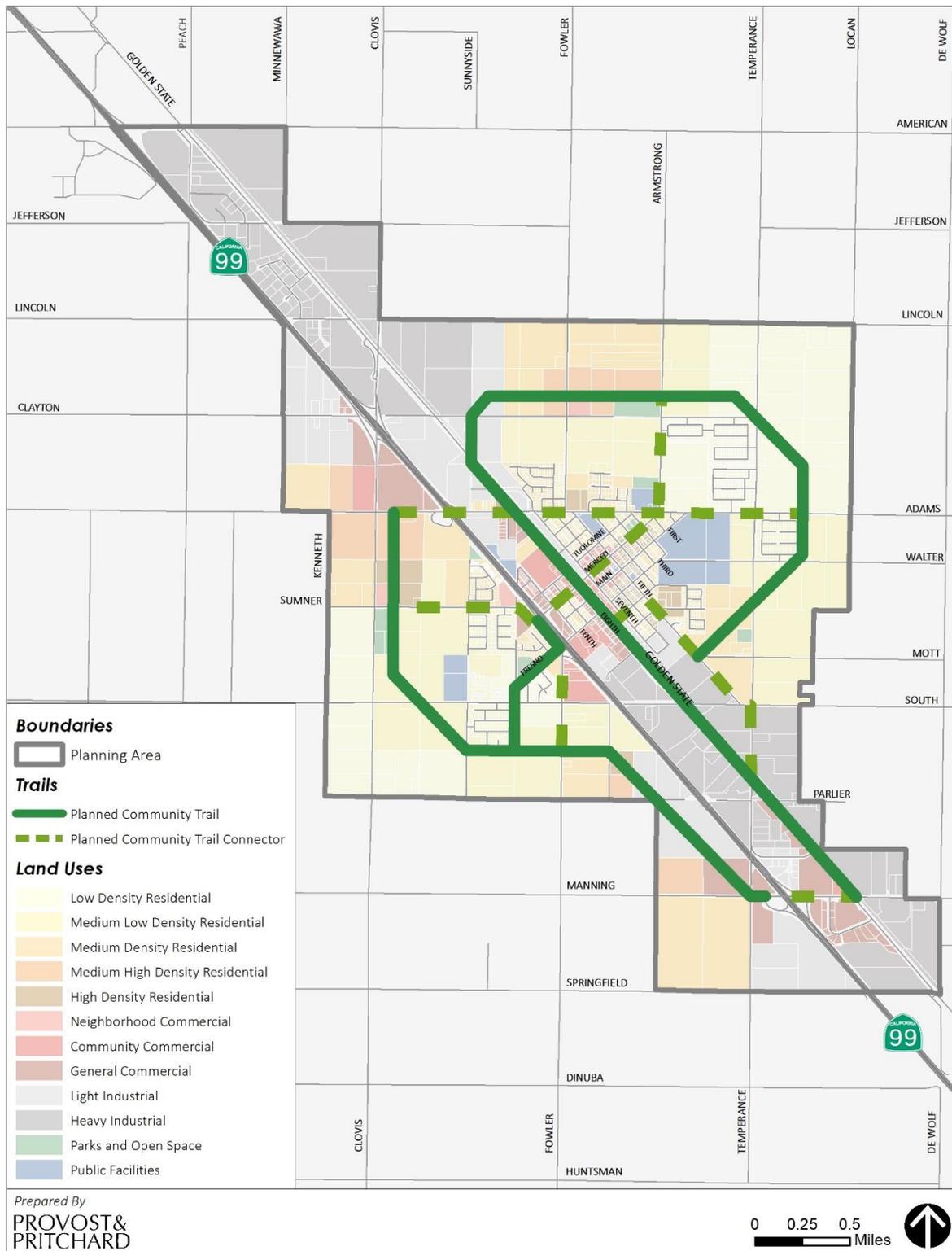


Figure 8-2: Trail Facilities



# Chapter 9: Mobility

## Overview

The mobility element’s goals and policies guide the efficient movement of people and goods within the planning area, with a specific focus on improving mobility options. Mobility concerns all modes, or the how, of transportation that enable a person to move from point A to point B, such as walking, bicycling, driving, or taking public transportation. Along with modes, mobility also considers the purpose, or why, of a trip, such as getting to work or school, taking a trip to a commercial center or other neighborhood, delivering goods, or exercising by foot or bicycle. Planning a transportation system to for efficient mobility address both the how and why and provides for as many options as possible. The goals and policies specifically promotes the development of complete streets, which designs, builds, and maintains streets that enable safe access for everyone, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities.

### Mobility Policy Topics

Policies contained in this element are organized into the following policy topic areas:

- Circulation.....63
- Travel Management.....65
- Active Transportation Facilities .....66
- Public Transportation .....67
- Goods Movement and Truck Routes .....68
- Regional Coordination .....69
- Financing.....69
- Standards for Roadway Development and Access .....70

Effective transportation planning for a city also calls for active coordination with the transportation planning of regional entities, which, for the City of Fowler, include the California Department of Transportation (Caltrans), the Fresno Council of Governments, and Fresno County. Either by their planning or operation, these entities play a role in serving or supporting the City’s circulation network. Transportation planning also calls for consideration of investment in the City’s infrastructure. The mobility element discusses options for financing infrastructure improvements, which facilitate and further the goals and policy of this element.

## Circulation Diagram

This element establishes a hierarchy of roads, also known as a functional classification system, which groups streets into categories by service provided. There are five classifications established as described in **Table 9-1: Street Classifications and Descriptions**.

**Table 9-1: Street Classifications and Descriptions**

Street Type	Description
<b>Freeway</b>	Freeways carry regional traffic through the community with access only at interchanges with major streets.
<b>Expressway</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 2-mile intervals.
<b>Arterial</b>	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.
<b>Collectors</b>	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.
<b>Local Streets</b>	Two- to three-lane roadways designed to provide direct access to properties, while discouraging excessive speeds and volumes of motor vehicle travel incompatible with neighborhoods being served through the implementation of multiple, well connected routes and traffic calming measures.

The Circulation Diagram (**Figure 9-1**) shows where four of the five street classifications are planned within the City’s planning area. More specific roadway design requirements and descriptions are provided for each classification as outlined in **Table 9-2**. The circulation network provides for the movement of people and goods and the Circulation Diagram has been designed to support existing and planned land uses. The Circulation Diagram is further augmented by **Figure 9-2**, which shows the designated truck routes within the planning area.

## Goals

- Goal MOB-1** Fowler’s streets are a safe and enjoyable environment for pedestrians, cyclists, motorists, and people of all ages and abilities.
- Goal MOB-2** The circulation system is safe, connected, and well-integrated with public transit and neighboring jurisdictions. **PP**
- Goal MOB-3** Goods movement throughout the planning area is efficient and safe. **PP**
- Goal MOB-4** The circulation system is adequately maintained. **PP**
- Goal MOB-5** Safe, well-designed, multi-modal connections exist across State Route 99, Golden State Boulevard, and the Union Pacific Railroad.

## Policies and Action Items

### Circulation

*The City’s circulation network provides for movement of people and goods. This network is correlated with existing and planned land uses. The two planning efforts work together to create a system of places and linkages which form the identity and framework of the community overall, with each one informing and shaping the other. It is required that the circulation and land use elements are consistent with one another. The following policies establish the overall and construction of the roadway network in Fowler.*

For additional policies related to pedestrian and bicycle facilities, see **Chapter 7: Community Health and Equity**. For policies related to community and neighborhood trails, see **Chapter 8: Open Space**.

**Policy MOB-1** Design and construct a multimodal circulation system as shown on **Figure 9-1: Circulation Diagram**. **EIR**

**Action Item MOB-1a** Establish and implement a Roadways Master Plan that addresses the following:

- Identification of design standards, and exceptions to those standards where deviations are appropriate, for the roadway network. Design standards should include pedestrian, bicycle, public transit, and vehicular accommodations to ensure the circulation network is designed for complete streets.
- Identification of Transportation System Management (TSM) and Transportation Demand Management (TDM) strategies for improving efficiencies in the circulation system for all modes of travel.
- Integration of a Vision Zero goal of reducing traffic fatalities and sever injuries to zero and adopting strategies to achieve this goal. **EIR**

*Transportation System Management (TSM) is a set of strategies that focus on operational improvements that can maintain or maximize the performance of the existing transportation system before extra capacity is needed. Transportation Demand Management (TDM) is a set of strategies aimed at maximizing traveler choices, such as work location, route, time of travel, and mode.*

**Policy MOB-2** Streets are designated and planned according to the functional classifications listed in **Table 9-2**. **PP EIR**

**Policy MOB-3** The right-of-way for arterials and collectors may be reduced to avoid disrupting existing development if the travel way generally meets the street classification design requirements listed in **Table 9-2**. **PP EIR**

**Table 9-2: Roadway Design Requirements and Designations**

Street Type	Design Requirements	Street Designation <sup>a</sup>	Right-of-Way
<b>Freeway</b>	Not applicable. The design of State Route (SR) 99 is within the jurisdiction of Caltrans.	SR 99	
<b>Expressway</b>	Expressways shall be developed with a minimum right-of-way of 100 feet, to include four to six travel lanes and access restricted to 2-mile intervals.	Temperance Avenue	100
<b>Arterial</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). Traffic signals should be placed at no closer than ¼-mile intervals unless conditions warrant additional signalization to improve traffic flow. <b>PP</b>	American Avenue	84
		Fowler Avenue (west/south of HWY 99)	84
		Golden State Boulevard	150
		Manning Avenue	84
<b>Collectors</b>	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.	5 <sup>th</sup> Street	80
		7 <sup>th</sup> Street	80
		8 <sup>th</sup> Street	80

Street Type	Design Requirements	Street Designation <sup>a</sup>	Right-of-Way
	Some Collectors in areas of heavy pedestrian use may deviate from these standards or utilize a narrower right-of-way to accommodate existing development patterns.  Traffic signals should be placed at no closer than ¼-mile intervals unless conditions warrant additional signalization to improve traffic flow. <b>PP</b>	Armstrong Avenue Clayton Avenue Fowler Avenue (north of Adams) Fresno Street Lincoln Avenue Merced Street South Avenue Sumner Avenue Walter Avenue Adams Avenue Temperance Avenue (south of SR 99)	80 80 80 80 80 80 80 80 80 80 80
<b>Local Streets</b>	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.	The alignments of future local streets are typically not specified by the General Plan Circulation Diagram, but existing local streets may be depicted for informational purposes.	

<sup>a</sup> Limits of applicability for each listed segment shall be determined by **Figure 9-1: Circulation Diagram**.

**Policy MOB-4** Support the creation of a transportation network that provides for efficient movement of people and goods while accounting for environmental effects. **EIR**

**Action Item MOB-4a** Prepare guidelines for the evaluation of vehicle miles traveled. The guidelines should include significance criteria for evaluating impacts, thresholds of applicability for discretionary projects, and guidance on analyzing transportation impacts. **EIR**

**Action Item MOB-4b** Identify a range of actions available for developments to mitigate transportation impacts, specifically targeted at reducing vehicle miles traveled. **EIR**

*A vehicle mile traveled (VMT) is a measure of one vehicle traveling on a roadway for one mile. VMT is measured by calculating the distance traveled by vehicles within a given region. Regardless of how many people are traveling in one vehicle, each vehicle traveling on a roadway generates one VMT for each mile it travels.*

## Travel Management

*Travel management policies provide guidance on how people and automobiles move efficiently within the circulation network and improve the safety and performance of the roadways by establishing level of service thresholds, encourage effective transportation management systems, and prioritize operational improvements over physical improvements.*

**Policy MOB-5** Encourage a Level of Service (LOS) "C" throughout the local circulation network. LOS "D" may be allowed during peak hours at intersections of major streets, at State Route 99 interchanges, and along street segments where additional improvements are not feasible. LOS "D" may also be allowed along streets with the potential for a high level of pedestrian and bicyclist activity. LOS "E" may be permitted during peak hour use of

certain road intersections and segments where pedestrian and bicycle activity is prioritized. **PP EIR**

*Areas in Fowler with a high potential for pedestrian and bicyclist activity may include streets within the downtown area or areas along connecting routes between residential uses and commercial areas, schools, or parks. These areas may shift over time as new development occurs and as new businesses and residents locate within the planning area.*

**Policy MOB-6** Use Intelligent Transportation Systems (ITS) to improve the safety and performance of the circulation network, consistent with the Fresno County ITS Strategic Plan. **PP EIR**

*Intelligent Transportation Systems (ITA) are advanced information and telecommunications networks which aim to provide innovative services relating to different modes of transport and traffic management and enable users to be better informed and make safer decisions.*

**Policy MOB-7** Prioritize operational solutions over major structural improvements to existing roadways where feasible. **PP EIR**

*Examples include signalization, use of directional signs or pavement markings, and diversion of traffic onto under-utilized streets.*

**Policy MOB-8** Explore opportunities for management and maintenance of traffic control facilities to fall under the City's jurisdiction. **EIR**

## Active Transportation Facilities

*Policies in this topic area of the Mobility Chapter address the provision of active transportation facilities resulting in physical changes or improvements to the circulation network. These policies support other elements of the General Plan by recognizing that for residents to effectively engage in active modes of transportation, there must be policies directing the development of active transportation facilities.*

*For additional policies related to the planning and design of a connected city-wide active transportation network, community health, and active living through alternative modes of transportation, see **Chapter 7: Community Health and Equity**, under policy topic area **Active Living**. For additional policies related to the planning and implementation of a community trail network, see **Chapter 8: Open Space**.*

**Policy MOB-9** New development may be required to provide off-site pedestrian and/or bicycle facilities to address gaps in the active transportation network. **PP EIR**

**Policy MOB-10** Develop a multi-purpose recreational bikeway network and support facilities. **PP EIR**

**Action Item MOB-10a** Review and revise, as needed, the Zoning Ordinance to include provisions for short-term and long-term bicycle parking and storage facilities. **PP EIR**

**Policy MOB-11** Ensure street and road projects are adequately designed to accommodate safe and convenient pedestrian and bicyclist access. **PP EIR**

**Action Item MOB-11a** Review and revise, as needed, public works standards to include pedestrian and bicycle safety features where appropriate. **EIR**

*Examples include provisions for pedestrian and bicycle access like sidewalks, pedestrian signal indicators, bike lanes, bike boxes, and timing of traffic signals to allow safe pedestrian street crossing. Meandering sidewalks are discouraged. Special consideration should be given to the needs of children, seniors, and persons with disabilities.*

**Action Item MOB-11b** Establish design standards to ensure the bikeway network is easily identifiable and consistent with standard signs and markings, as designated by the State of California Traffic Control Devices Committee and the State Bikeway Committee. **PP EIR**

**Policy MOB-12** Require traffic calming techniques in the design of new local streets where such techniques will manage traffic flow and improve safety for pedestrian and bicyclist users. **PP EIR**

*Traffic calming techniques are mainly physical measures that aim to reduce motor vehicle speeds, alter driver behavior, and improve conditions for non-motorized street users such as pedestrians and bicyclists. Such techniques may include but are not limited to narrow drive lanes, bulb-outs, raised crosswalks, or tighter corner turns.*

## Public Transportation

*The Fresno County Rural Transit Agency (FCRTA) provides fixed-route bus services and on-demand transportation linking Fowler with the cities of Selma, Kingsburg, and Fresno. The nearest local passenger rail station is in the City of Fresno and provides Amtrak services terminating in Emeryville, Sacramento, Stockton, and Bakersfield. The following policies support the continued access and expansion of these services.*

**Policy MOB-13** Coordinate with Caltrans, Fresno Council of Governments (COG), Fresno County Rural Transit Agency (FCRTA), and other responsible agencies to identify the need for additional mobility infrastructure and/or services along major commuter travel corridors. **PP EIR**

*Mobility infrastructure and services may include features such as park and ride facilities, on-call micro transit, or mobility as a service programs, among others. The intent of these facilities and services along commuter corridors is to provide connectivity from Fowler to neighboring centers of employment and regional transit hubs, such as nearby Amtrak stations.*

**Policy MOB-14** Identify opportunities for a multi-modal transit hub within the City. **PP EIR**

A multi-modal transit hub joins all modes of transportation - automobiles, public transit, bicycles, and pedestrians - into one convenient location to make it easier for travelers to use multiple modes of transportation and encouraging the use of alternative transportation modes.

**Policy MOB-15** Support the development of paratransit service programs. **PP EIR**

**Policy MOB-16** Support transit operator efforts to maximize return for short- and long-range transit needs. **PP EIR**

**Action Item MOB-16a** Actively participate in the development of short and long-range transit plans, including the Fresno County Long Range Transit Plan and transit plans prepared by the Fresno County Rural Transit Agency (FCRTA). **EIR**

*The City may provide support through identifying funding mechanisms, including federal and state grants, partnering on grant applications, or supporting state enabling legislation.*

**Policy MOB-17** Incorporate the potential for public transit service expansion throughout the City. **PP EIR**

**Action Item MOB-17a** Review and revise, as needed, public works standards to incorporate design features to accommodate future public transit stops. **PP EIR**

**Policy MOB-18** Improve route options and access for public transit City-wide, specifically west of State Route 99. **EIR**

**Action Item MOB-18a** Coordinate with Fresno County Rural Transit Agency (FCRTA) and other public transit agencies to facilitate additional transit stops. **EIR**

**Action Item MOB-18b** Ensure that pedestrian and bicycle facilities are provided along and/or near transit routes, whenever feasible, to improve access and connectivity. **PP EIR**

*Pedestrian and bicycle facilities may include items such as adequate sidewalks, bike racks, shade structures, and route maps.*

## Goods Movement and Truck Routes

*Goods movement and truck route policies focus on the movement of goods, ensuring local roadways and developments provide appropriately-located, well-designed truck routes and loading areas. The following policies also designate truck routes throughout the City.*

**Policy MOB-19** Designated truck routes for use by heavy commercial and industrial traffic shall include Golden State Boulevard, Manning Avenue, and Temperance Avenue, as shown in **Figure 9-2: Goods Movement**. **PP EIR**

**Policy MOB-20** Encourage the efficient movement of goods. **PP EIR**

*Goods movement refers to the large-scale distribution of goods and not the last mile movement required to deliver goods directly to consumers.*

**Action Item MOB-20a** Identify economically feasible street and highway improvement and maintenance projects that will improve goods movement. **PP EIR**

**Action Item MOB-20b** Identify opportunities to support commercial and industrial access to existing rail facilities within the planning area. **EIR**

**Policy MOB-21** Facilitate goods movement and delivery through internal site design of commercial and industrial areas. **PP EIR**

**Policy MOB-22** Ensure truck access points and loading facilities are designed to reduce conflict with sensitive land uses. **PP EIR**

*Sensitive land uses include homes, schools, day care centers, playgrounds, and medical facilities.*

## Regional Coordination

**Policy MOB-23** Coordinate with Caltrans in the design of capital improvement projects near State Route 99. **PP EIR**

**Policy MOB-24** Continue to support Golden State Boulevard as a secondary route connecting the Kingsburg-Selma-Fowler corridor and providing access to the City of Fresno, Calwa, and Malaga. **PP EIR**

**Policy MOB-25** Coordinate local transportation planning with the Fresno Council of Governments (COG) Regional Transportation Plan (RTP), Fresno County Rural Transit Agency (FCRTA), and other agencies on relevant transportation plans to ensure eligibility for state and federal funding. **PP EIR**

**Policy MOB-26** 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 (SOI), 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 SOI, City Standards should apply if annexation would logically occur in the short to intermediate range. **PP EIR**

## Financing

**Policy MOB-27** Provide for the logical, timely, and economically efficient extension of road infrastructure improvements. **PP EIR**

**Action Item MOB-27a** Annually review and revise the Capital Improvement Program (CIP) to ensure roadway improvements are prioritized and scheduled for construction over at least a 5-year period. **PP EIR**

**Policy MOB-28** Seek all available means to finance improvements, including State and Federal grants. **PP EIR**

**Policy MOB-29** Use appropriate entitlement processes and financial tools to ensure new development contributes a fair share of the transportation improvements and/or costs to provide necessary improvements. **PP EIR**

**Action Item MOB-29a** Participate in the establishment of regional transportation 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. **PP EIR**

*Entitlement processes, such as annexations, the use of development agreements, and the CEQA process, may all be valuable tools in determining impacts, associated costs, and potential improvements needed to develop and maintain the transportation system relative to the construction of new development. Additional tools to ensure new development contributes appropriately to the circulation network could include revenue sharing and tax allocation agreements.*

## Standards for Roadway Development and Access

**Policy MOB-30** Existing points of ingress and egress shall be consolidated whenever possible. Driveway consolidation for new development shall be consistent with City standards and implemented through access agreements along arterials. **PP EIR**

**Action Item MOB-30a** Review and revise, as necessary, City standards to establish criteria for site ingress and egress and driveway locations. **EIR**

**Policy MOB-31** Ingress and egress to shopping centers shall minimize left-turn movements into and out of parking or loading areas. **PP EIR**

**Policy MOB-32** Review standards for traffic signalization and revise to reflect alternative ways, beyond the current warrant study, for the installation of traffic lights, stop signs, and alternative signalization methods. **EIR**

**Policy MOB-33** Require residential developments along arterials to back-on to such streets with ornamental fencing, landscaping, and waiver of access, or to provide frontage roads with limited points of access to the street. “Open ended cul-de-sacs” to major streets are also required for pedestrian access. **PP EIR**

*An open-ended cul-de-sac is designed to allow pedestrians, bicyclists, or other non-automotive traffic pass through connecting paths at the end of the cul-de-sac, typically linking to the larger transportation network or open space system.*

**Policy MOB-34** 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. **PP EIR**

**Action Item MOB-34a** 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. **PP EIR**

**Action Item MOB-34b** 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. **PP EIR**

# Diagrams

Figure 9-1: Circulation Diagram



Figure 9-2: Goods Movement



# Chapter 10: Economic Development

## Overview

Although State law does not require a general plan to include an economic development element, such goals and policies can be vital to support and sustain the other elements’ goals and policies. This economic development element directs the preparation of an economic development strategy for Fowler and is geared towards promoting the City of Fowler’s existing businesses, attracting new businesses, and seeing them thrive.

This element includes policies to retain both businesses and the workforce in the City as well as identify opportunities

for new industries that are appropriate to the City and grow the City’s tax base. It also includes policies for strategies to market the City’s businesses within and without the City. These policies are intended to bolster the City’s economy, but also to directly better the lives of the City’s residents. Supporting local business means supporting options for residents and visitors to find goods and services and support the sustainability of the City’s downtown and other commercial centers.

### Economic Development Policy Topics

Policies contained in this element are organized into the following policy topic areas:

- Economic Development Strategies .....73
- Marketing, Outreach, and Communication.....75
- Workforce Development and Retention .....75
- Business Attraction and Retention .....76

## Goals

- Goal ED-1** Fowler’s economic development goals are clearly communicated to the City’s current and future residents and businesses.
- Goal ED-2** Fowler’s businesses improve the quality of life by providing retail, personal, and business service amenities locally.
- Goal ED-3** Fowler invests in necessary infrastructure, resources, and beautification to ensure the success of economic development strategies. **PP**
- Goal ED-4** Fowler maintains a supportive business climate that helps attract and retain new and existing businesses. **PP**

## Policies and Action Items

### Economic Development Strategies

**Policy ED-1** Promote economic development through preparation and implementation of an Economic Development Strategy. **PP**

**Action Item ED-1a** Prepare an economic development strategy that:

- Identifies target industries appropriate for Fowler. **PP**
- Identifies the needs of existing businesses.
- Identifies specific goals for business retention and development over the next 20 years with shorter term goals identified.
- Identifies marketing strategies to attract target industries.
- Establishes implementation measures to help achieve identified goals.

*It is anticipated that Fowler's target industries will focus on agriculture and distribution businesses, including those focusing on vertical integration and processing secondary products.*

**Policy ED-2** Establish a process to work with landowners and business owners to encourage their participation in implementing the City's economic development goals and policies. **PP**

**Action Item ED-2a** The City shall create a property database and contact program identifying the status of sites in critical commercial and industrial locations and clarifying the willingness and ability of owners to participate in development plans. **PP**

**Policy ED-3** Pursue a program of tax base expansion to include both industrial and market area commercial uses, particularly within the identified Economic Development Focus Area (EDFA) as shown in **Figure 10-1**. **PP**

**Action Item ED-3a** One year following adoption of the General Plan, consider alternative land uses within the EDFA that would be compatible with and facilitate current market trends, contribute to Fowler's tax base, and support Fowler's Economic Development Strategy. Additional areas may be considered based on conditions at the time of evaluation.

**Action Item ED-3b** Prioritize capital improvement projects that also support economic development goals.

**Policy ED-4** Promote rehabilitation of commercial sites and investigate funding opportunities for rehabilitation/remodeling of small businesses. **PP**

**Action Item ED-4a** The City shall establish incentive programs and seek resources for physical improvements of existing buildings, roads, and other infrastructure. These programs may include fast track processing, deferral or waiver of fees, reimbursement of costs for improvements, and loans and grants for improvements. **PP**

**Action Item ED-4b** Review and revise, as needed, the review procedures for minor improvements to existing development and streamline the review and approval process to the extent feasible.

*Rehabilitation may include façade improvements; site improvements such as enhanced pedestrian connections, landscaping, or bicycle accommodations; or other similar improvements in the aesthetic quality of the site and/or buildings.*

**Policy ED-5** Discourage passive land uses, underutilization of land, and vacant structures on available commercial sites.

**Action Item ED-5a** Establish a vacant properties ordinance which clarifies code enforcement responsibilities related to the maintenance of vacant land and structures.

**Policy ED-6** Encourage activities that attract participants to Fowler and promote economic development.

*Such activities may be temporary or semi-regular events hosted by the City or local business and may include but not necessarily be limited to art hops, food truck festival, arts and crafts markets, seasonal events (i.e., fall festival, spring fling), farmer's markets.*

## Marketing, Outreach, and Communication

**Policy ED-7** The City shall develop and implement a marketing approach to support the objectives identified in the Economic Development Strategy. **PP**

**Action Item ED-7a** Designate one key staff person to be the primary contact person for all economic development activities. **PP**

**Action Item ED-7b** Develop key messaging to effectively communicate the goals and intent of the Economic Development Strategy to a broad audience and members of the identified target industries.

**Action Item ED-7c** Identify financial resources to carry out the marketing plan. **PP**

**Action Item ED-7d** Consider the establishment of a Property and Business Improvement District or similar group.

**Policy ED-8** The City shall engage other cities in the area, the Five Cities Joint Powers Authority, the Fresno County Economic Development Corporation, and other agencies in a unified effort to attract employment generating industry and commercial uses to the region. **PP**

## Workforce Development and Retention

*For additional policies related to housing availability and affordability, please see **Chapter 6: Housing** (under separate cover).*

**Policy ED-9** The City shall work to cultivate a well-trained workforce by facilitating increased educational attainment and training programs that meet local employment needs.

**Action Item ED-9a** Partner with the local businesses, identified target industries, Fowler Unified School District, universities, community colleges, and vocational programs to inform education programs to facilitate job readiness and employment opportunities for residents.

*Such programs may include additional education, training, or certification opportunities; job fairs; or business development programs.*

**Policy ED-10** Support incentive program for new businesses that commit to hiring a minimum number of Fowler residents.

**Action Item ED-10a** Coordinate with Fresno Economic Development Corporation and similar organizations to identify available incentives for companies employing Fowler residents.

**Policy ED-11** Work with housing providers and the development industry to ensure local housing opportunities support the needs of the local workforce.

**Action Item ED-11a** Review and revise, as needed, the Zoning Ordinance and other City policies to encourage the development of a range of housing that can support the diverse housing needs of the local workforce.

**Policy ED-12** Support the development of civic amenities, including community entertainment venues, community events, and other opportunities that increase quality of life, visitation, and position Fowler as a center for recreation and entertainment in Fresno County. **PP**

## Business Attraction and Retention

*For additional policies related to commercial and industrial land use, please see **Chapter 4: Land Use**.*

**Policy ED-13** Promote the retention and/or the expansion of existing businesses that contribute to Fowler’s Economic Development Goals established through the General Plan or the Economic Development Strategy. **PP**

**Action Item ED-13a** Develop a business retention program that identifies and addresses issues for existing businesses.

**Policy ED-14** Facilitate the development of businesses that contribute to Fowler’s Economic Development Goals established through the General Plan or the Economic Development Strategy, which, along with the provision of affordable housing, creates a pleasing place to live and work. **PP**

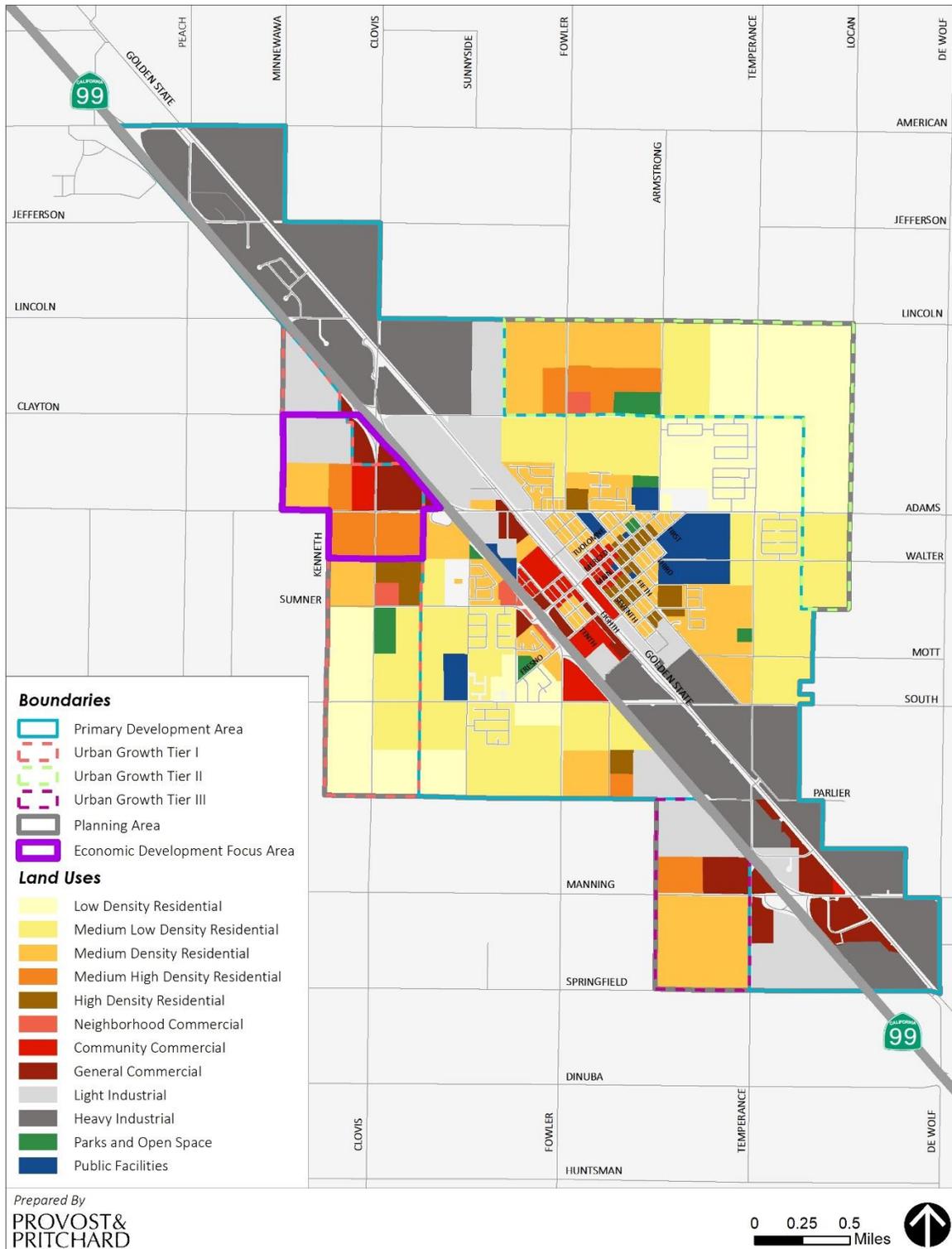
**Action Item ED-14a** Conduct an inventory of vacant and underutilized land designated for commercial and industrial uses and identify opportunities for predevelopment studies to help facilitate development of key sites.

**Action Item ED-14b** Identify and resolve barriers in the City’s Zoning Ordinance and administrative and regulatory processes to reduce inefficiencies and time delays associated with the development approvals.

**Policy ED-15** Seek innovative ways to reduce the cost burden of infrastructure provision on new industrial and commercial development, including facilitating grant opportunities.

# Diagrams

Figure 10-1: Economic Development Focus Area



# Chapter 11: Community Resiliency and Safety

## Overview

The community resiliency and safety element is designed to minimize the risks to health and safety from hazardous materials, flooding, seismic hazards, fire hazards, as well as economic disruption resulting from such hazards. This element was prepared with consultation with two important documents. The first was the Fresno County Local Hazard Mitigation Plan. The second was a City-conducted vulnerability assessment, which evaluated anticipated future risks to the City due to climate change. The vulnerability assessment is included as **Appendix B** to this General Plan.

Along with policies to minimize risk, the community resiliency and safety element also provides policies to respond to emergencies and ensure continuity of government operation during emergencies and maintain critical facilities. Critical facilities are those that provide vital services to people in the event of an emergency, such as hospitals, fire stations, police stations, and emergency service facilities. Utility facilities including water, electricity, and gas supplies, sewage disposal, and communication and transportation facilities are also considered critical facilities.

This element also includes policies to discourage the premature conversion of productive agricultural lands, protect agricultural lands that border the City’s planning area, and encourage more urban agriculture uses throughout the City.

Resiliency Policy Topics	
Policies contained in this element are organized into the following policy topic areas:	
Community Resiliency and Emergency Management .....	79
Hazardous Materials .....	80
Water Quality and Conservation.....	81
Flooding .....	82
Seismic Hazards .....	83
Fire Hazards .....	84
Agricultural Resources .....	84

## Goals

- GOAL SAF-1** The community is resilient to the effects of a changing climate.
- GOAL SAF-2** Emergency management efforts are coordinated and planned.
- GOAL SAF-3** Local watersheds, water bodies, and groundwater resources are responsibly managed. **PP**
- GOAL SAF-4** Minimize risk from hazardous materials, flooding, seismic, and fire hazards.
- GOAL SAF-5** Protect local farmland through the promotion of sustainable agricultural practices and growth management practices. **PP**

# Policies and Action Items

## Community Resiliency & Emergency Management

*For additional policies related to conservation and resiliency, see **Open Space: Open Space**, policy topic **Trees and Urban Forestry**.*

**Policy SAF-1** Promote the use of innovative site planning to avoid on-site hazards and minimize risk levels. **PP**

**Action Item SAF-1a** Review and update the Zoning Ordinance, as necessary, to reflect changes in site planning practices.

*New site planning practices, such as cluster development and density transfers, can be used to avoid hazards on site, and should be permitted through the Zoning Ordinance.*

**Policy SAF-2** Continue to implement the Fresno County Multi-Hazard Mitigation Plan to address disasters such as earthquakes, drought, flooding, hazardous material spills, water contamination, epidemics, fires, extreme weather, major transportation accidents, and terrorism. **PP EIR**

**Action Item SAF-2a** Review and revise, as necessary, the Municipal Code to ensure effective organization, responsiveness, and continuity of government during declared emergencies. **EIR**

**Action Item SAF-2b** Procure generators, or another suitable alternative, for back-up power at City Hall, the Police Department, the Fire Department, and all domestic water distribution infrastructure. **PP EIR**

**Action Item SAF-2c** The City, in conjunction with other local, State, and Federal agencies, shall ensure operational readiness of the Emergency Operations Center (EOC), conduct annual training for staff, and maintain, test, and update equipment to meet current standards. **PP EIR**

*The emergency operations center functions as the centralized location of emergency response and recovery support during disasters.*

**Action Item SAF-2d** Monitor potential risk from seismic and geologic hazards and implement actions identified by the Multi-Hazard Mitigation Plan to reduce these risks. **EIR**

**Action Item SAF-2e** Sponsor and support educational programs regarding emergency response, disaster preparedness protocols and procedures, and disaster risk reduction. **EIR**

**Action Item SAF-2f** Sponsor and support cooling centers during extreme heat days. **EIR**

*The City hosts cooling centers on days when the projected heat reaches 105 degrees Fahrenheit or higher. Cooling centers provide useful strategy to respond to extreme heat days for many residents that have inadequate or no cooling systems. **Policy SAF-7** encourages the installation and upgrade of HVAC systems at residences, providing a greater ability for residents to not rely on cooling centers during extreme heat days.*

- Policy SAF-3** Continue to coordinate with Fresno County and other jurisdictions to prepare and implement Emergency Preparedness Plans and to conduct emergency and disaster preparedness exercises to test these plans. **PP EIR**
- Policy SAF-4** Provide a street network with safe and efficient routes for emergency vehicles, meeting necessary street widths, turn around radius, and other factors as determined in coordination with emergency service providers. **PP EIR**
- Policy SAF-5** Explore opportunities to diversify the City’s electricity provision, through an energy purchasing or similar program, and consider ways to utilize sustainable energy strategies.
- Policy SAF-6** Annually review City Information Technology (IT) systems and security protocols and update as necessary to protect against cyber threats.
- Policy SAF-7** Consider opportunities and programs that encourage the installation and upgrading of HVAC systems.

*Such opportunities may include providing permit streamlining for the installation of HVAC systems or collecting and providing information on HVAC grant programs, among others.*

## **Hazardous Materials**

*Hazardous materials are substances that poses a greater risk of explosion, fire, or release of toxic chemicals, among other threats to public health, as defined and regulated by federal, State, and/or local law. Hazardous waste is considered a hazardous material.*

- Policy SAF-8** Protect soils, surface water, and groundwater from contamination from hazardous materials. **PP EIR**
- Action Item SAF-8a** Continue to provide household hazardous waste collection programs to encourage proper disposal of products containing hazardous materials or hazardous wastes. **PP EIR**
- Action Item SAF-8b** Should a site be contaminated by hazardous waste, work with the Fresno County Environmental Health Division, related agencies, and landowners to enable the clean-up of these sites. **PP EIR**
- Policy SAF-9** Cooperate with State agencies and the Fresno County Environmental Health Division efforts to identify hazardous materials users, implement hazardous materials plans, and minimize risks associated with hazardous cargoes, agricultural spraying, and electromagnetic fields. **PP EIR**

**Action Item SAF-9a** Revise Zoning Ordinance to require industries which store and process hazardous materials to provide a buffer between the facilities and the property boundary. **EIR**

**Action Item SAF-9b** Ensure that industrial facilities are constructed and operated within the standards of the most up-to-date safety and environmental protocols. **EIR**

**Policy SAF-10** Reference State hazardous waste site lists in the City development review process and address risk, as needed, with site development requirements. **PP EIR**

*As of December 2021, there are no hazardous waste sites located within the City of Fowler identified on the Cortese List or the Envirostor database, both of which are maintained by the State.*

**Action Item SAF-10a** Prepare and maintain a map of hazardous waste sites identified through regional, State, and federal resources. **PP EIR**

**Action Item SAF-10b** Ensure that the proponents of new developments address hazardous materials concerns through preparation of Phase I and Phase II studies, as necessary, as part of the design phase. **PP EIR**

**Action Item SAF-10c** Require buildings used for operations requiring a hazardous materials business plan to be investigated for the presence of hazardous materials and waste as part of the re-use, rehabilitation, or demolition process. **PP EIR**

**Policy SAF-11** Locate new critical facilities at least 100 feet from the railroad mainline and Highway 99 to minimize risks in the event of a hazardous cargo accident. **PP EIR**

**Policy SAF-12** Promote improvements, such as the construction of grade-separated crossings, to increase overall safety and reduce potential risk from hazardous cargo. **PP EIR**

*The United States Department of Transportation Federal Railroad Administration conducts and compiles research on the latest methods for preventing incidents at at-grade crossings.*

## Water Quality and Conservation

*For additional policies related to water resources, see **Chapter 12: Public Facilities**.*

**Policy SAF-13** Conserve and, where feasible, create or restore areas providing water quality benefits such as undeveloped open space areas, basins, and drainage canals. **PP EIR**

**Policy SAF-14** Maintain the domestic water system in accordance with applicable water quality standards.

**Action Item SAF-14a** Monitor funding sources for improvements, if necessary, to maintain the domestic water system in accordance with applicable water quality standards.

**Policy SAF-15** Require new development to protect water quality through site design, pollution prevention, storm water treatment, runoff reduction measures, best management practices (BMPs), and Low Impact Development (LID) strategies. **PP EIR**

*Best Management Practices (BMPs) are methods that have been determined to be the most effective and practical means to prevent pollution and measures to mitigate pollution to help achieve water quality goals. Low Impact Development (LID) is a design approach to managing stormwater runoff. LID emphasizes conservation and use of on-site natural features to protect water quality, such as swales, vegetated areas, or dry wells.*

**Action Item SAF-15a** Review and revise, as appropriate, City standards to allow for LID strategies. Periodically review City standards to ensure innovative or new site design strategies which protect water quality are permitted, as appropriate. **EIR**

**Policy SAF-16** Require the use of native, drought tolerant, or low water use landscaping in both public and private development to reduce or eliminate the need for landscape irrigation. **EIR**

**Action Item SAF-16a** Review and revise, as necessary, the adopted water efficient landscape standards for consistency with the State Model Water Efficient Landscape Ordinance, as amended. As required, submit reports on the City's implementation of its landscape standards to the California Department of Water Resources and/or other agencies. **EIR**

**Action Item SAF-16b** Update City design standards to require residential developers to provide a no-turf landscape option that is priced the same as the standard landscape option. **EIR**

**Policy SAF-17** Promote programs to improve water efficiency in new and existing buildings. **EIR**

*The City may require an efficiency certification or provide opportunities and incentives for water efficiency such as providing efficient faucets or streamlining permits for updating water systems and fixtures.*

**Policy SAF-18** Explore the use of recycled water to irrigate landscape areas. **EIR**

**Action Item SAF-18a** Coordinate with Selma-Kingsburg-Fowler (SKF) County Sanitation District on what options are available to reuse recycled water. **EIR**

## **Flooding**

*Floods occur naturally and can happen almost anywhere. Heavy rains, poor drainage, and even nearby construction projects can put some properties at risk for flood damage. Flood zone maps are one tool that communities use to know which areas have the highest risk of flooding. Using these maps, communities can analyze potential flood risks and determine appropriate locations for housing, schools, and critical infrastructure. Fowler's flood zones for a 100-year flooding event is shown in **Figure 11-1**. There are no 200-year flood zones within the planning area.*

See additional policies related to stormwater management in **Chapter 12: Public Facilities**, policy topic **Storm Drainage**.

- Policy SAF-19** Require that new critical facilities are located outside of 100- and 200-year flood zones, or, where such location is not feasible, design the facilities to mitigate potential flood risk to ensure functional operation during a flood event. **PP**
- Policy SAF-20** Require that new developments within 100- and 200-year flood zones are designed and constructed in a manner that does not divert floodwaters onto adjacent property or increase flood hazards elsewhere. **PP**
- Policy SAF-21** Support a one-in-100-year level of flood protection for small communities, corresponding to the national Federal Emergency Management Agency (FEMA) standard of flood protection. **PP**
- Policy SAF-22** Require evaluation of potential flood hazards prior to approval of development projects to determine whether the proposed development is reasonably safe from flooding and consistent with the national Federal Emergency Management Agency (FEMA) standard of flood protection for 100-year areas and the Central Valley Flood Protection Plan for 200-year areas. **PP**
- Policy SAF-23** Work with the Consolidated Irrigation District (CID) and other responsible parties to ensure flood management facilities and structures (e.g., pump stations, canals) are properly maintained and/or improved. **PP**
- Policy SAF-24** Continue to implement a public outreach campaign to notify landowners and tenants of their flood status, options for flood insurance, and other related information. **PP**
- Policy SAF-25** Encourage low-impact development by allowing for alternative stormwater management techniques including the provision of vegetated areas, infiltration trenches, and dry wells. **PP EIR**

**Action Item SAF-25a** Review and revise, as necessary, the Zoning Ordinance and other City standards to allow for low-impact stormwater management site design features. **EIR**

*Low-impact stormwater management strategies, which includes low-impact development, are development practices that directly use or recreate natural stormwater processes. Low-impact development results in increased infiltration, evaporation, and use of stormwater. Such strategies may include features such as swales, among others.*

## Seismic Hazards

- Policy SAF-26** Regularly review and enforce all seismic and geologic safety standards and require the use of best practices in site design and building construction methods. **PP EIR**
- Policy SAF-27** Promote the upgrading, retrofitting, and/or relocation of all existing critical facilities and other important public facilities that do not meet current building code standards and are susceptible to seismic or geologic hazards. **PP EIR**

**Action Item SAF-27a** Evaluate critical facilities for risk from seismic and geologic hazards. Prioritize improvements based on level of expected risk. **EIR**

**Policy SAF-28** Continue to use building codes as the primary tool for reducing seismic risk in structures. **PP EIR**

## Fire Hazards

*State law requires the California Department of Forestry and Fire Protection (CAL Fire) to map areas of significant fire hazards based on environmental and other conditions. These areas are known as fire hazard severity zones. Fowler is designated as a Local Responsibility Area (LRA), which is considered an area with a moderate risk for fire hazards and is not located within a high-risk area for fire hazards. Additional information and mapping on fire hazards is available in the Fowler General Plan Update Background Report.*

*See additional policies related to fire safety services in **Chapter 12: Public Facilities**.*

**Policy SAF-29** Promote education programs related to fire safety, fire prevention, and emergency preparedness. **PP**

**Policy SAF-30** Consult the Fire Department during the review of development proposals to ensure projects adequately address safe design and comply with applicable fire and building codes. **PP**

**Policy SAF-31** Require property owners to remove excessive and/or overgrown vegetation to prevent and minimize fire risks to surrounding property.

## Agricultural Resources

*The California Department of Conservation's Farmland Mapping and Monitoring Program (FMMP) produces maps and statistical data used for analyzing impacts on California's agricultural resources. As part of this process agricultural land is categorized according to soil quality and irrigation status. These agricultural categories include Prime Farmland, Farmland of Statewide Importance, Unique Farmland, Farmland of Local Importance, and Urban and Built-Up Land. Most of the planning area is designated as Prime Farmland or Urban and Built-Up Land, as shown in **Figure 11-2: Agricultural Resources**.*

*For additional policies related to land use and growth management, please **see Chapter 4: Land Use**.*

**Policy SAF-32** Facilitate urban agriculture by supporting community gardens and recognize their value in providing fresh food in urban areas in addition to their recreational, community building, landscaping, and educational value. **PP**

*Urban agriculture includes the cultivation, processing, and distribution of agricultural products in urban and suburban areas. Community gardens, rooftop farms, hydroponic, aeroponic, and aquaponic facilities, and vertical production are all examples of urban agriculture. Additional policies in the **Access to Healthy Food** policy topic of **Chapter 7: Community Health and Equity** also support community gardens.*

**Action Item SAF-32a** Review and revise, as needed, zoning regulations to allow community gardens and similar urban agriculture uses.

**Action Item SAF-32b** Review and revise local policies, including plant lists, to ensure local landscaping attracts butterfly and other pollinating species.

**Policy SAF-33** Promote the preservation and economic viability of agricultural land adjacent to the Fowler planning area. **PP EIR**

**Action Item SAF-33a** Amend local ordinances to require open space or other buffers for new development abutting agricultural areas planned for long-term use. **PP EIR**

**Policy SAF-34** Discourage the premature conversion of productive agricultural lands. **EIR**

**Action Item SAF-34a** Utilize master plans and the Capital Improvement Program (CIP) to implement the extension of urban services efficiently and responsibly. **EIR**

**Action Item SAF-34b** Support the use of Williamson Act contracts to prevent the premature conversion of farmland and review and revise, as needed, the Fowler Municipal Code to facilitate the continuation of Williamson Act Contracted parcels, as appropriate, following annexation. **EIR**

*The Williamson Act is a program that enables local governments to enter into contracts with private landowners for the purpose of restricting specific parcels of land to agricultural or related open space use. In return, landowners receive property tax assessments which are much lower than normal because they are based upon farming and open space uses as opposed to full market value.*

**Action Item SAF-34c** Review and revise, as appropriate, zoning regulations allowing for continued agriculture uses in the City limits where no development is proposed in the near-term. **EIR**

*Additional policies in the **Growth Management** policy topic of **Chapter 4: Land Use** also address premature conversion of agricultural land.*

**Policy SAF-35** Require new development occurring in proximity to existing agricultural uses to acknowledge the potential effects of agricultural operations. **EIR**

**Action Item SAF-35a** Adopt a Right-to-Farm Ordinance. **EIR**

**Action Item SAF-35b** Prior to adoption of a Right-to-Farm Ordinance, continue to require that purchasers of homes located in the vicinity of agricultural operations be provided a Right-to-Farm notification of such activities by way of deeds and/or escrow documentation. **PP EIR**

# Diagrams

Figure 11-1: Flood Zones (100-Year and 200-Year)

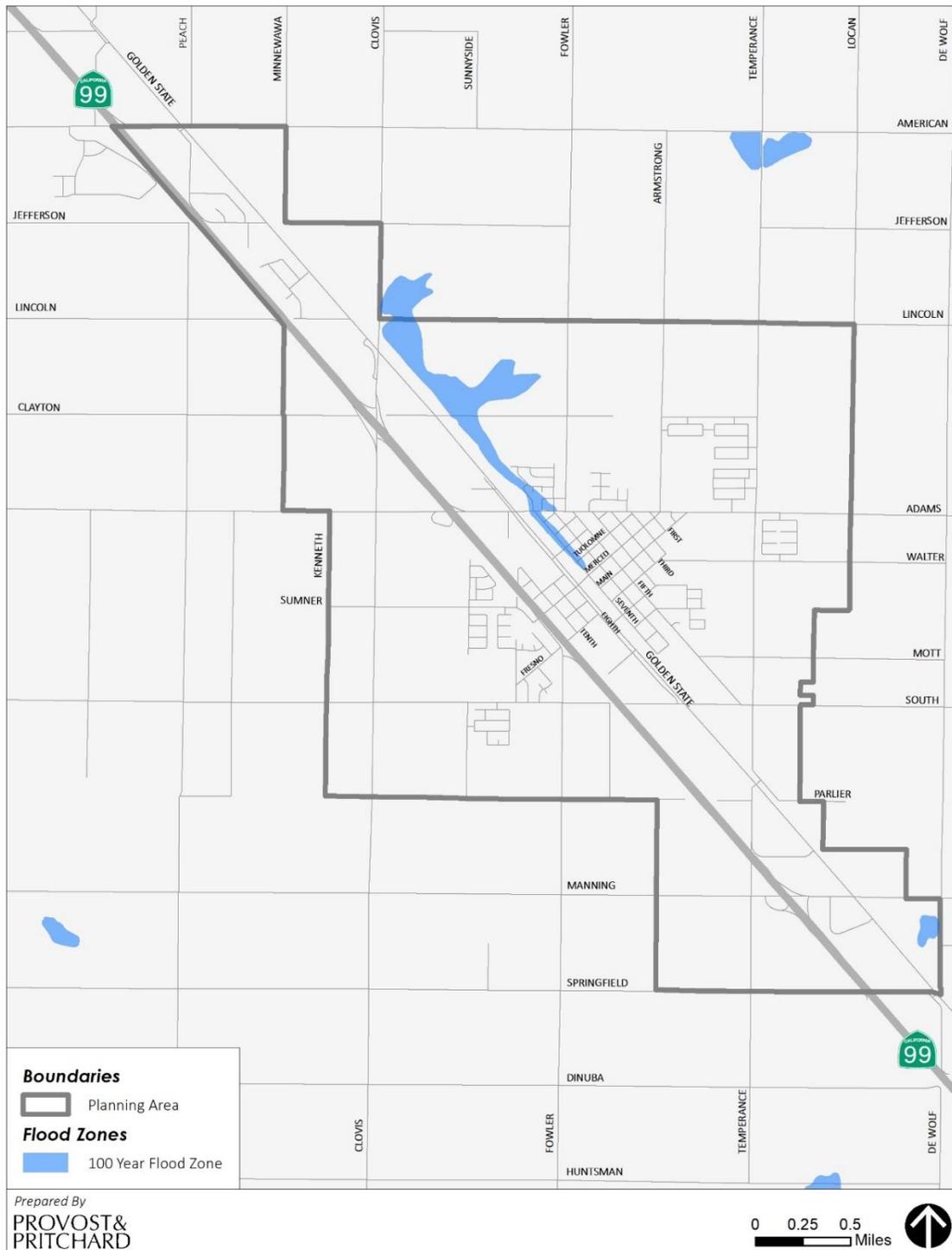
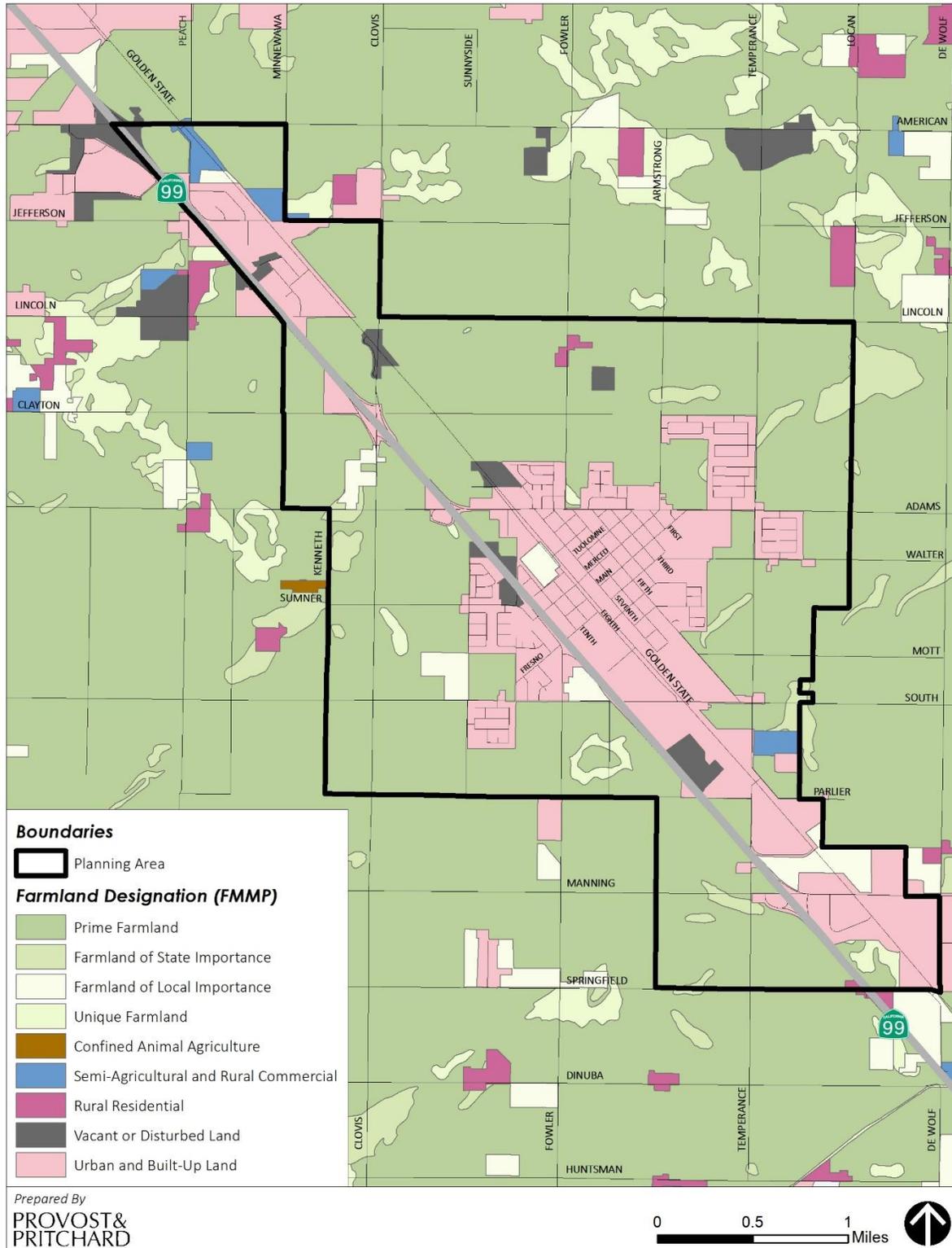


Figure 11-2: Agricultural Resources



# Chapter 12: Public Facilities

## Overview

The public facilities element addresses three categories of public facilities. The first category is utilities, which include public necessities, such as water, electricity, waste management, and telecommunications. The second category is services, which includes the City’s emergency response, including police, fire, and emergency medical response. The third category is community facilities, which include recreation centers, schools, libraries, and other government buildings.

This element includes policies for the provision and maintenance of these public facilities. Provision and maintenance mean not only identifying what level of service is required for the City, but also how that level of service will be maintained. This element includes policies to improve and expand public facilities where necessary.

Public Facility Policy Topics	
Policies contained in this element are organized into the following policy topic areas:	
Provision of Public Facilities .....	88
City Facilities and Public Safety .....	89
Water Supply and Distribution .....	90
Wastewater .....	91
Storm Drainage.....	91
Groundwater Management.....	92
Solid Waste .....	92
Dry Utilities .....	92
Schools.....	93
Libraries .....	93

## Goals

- Goal PF-1** Fowler provides reliable public facilities, utilities, and community services that meet the needs of the existing community and planned growth. **PP**
- Goal PF-2** Fowler maintains and manages the orderly and efficient expansion of public facilities, utilities, and community services.

## Policies and Action Items

### Provision of Public Facilities

- Policy PF-1** Require private and public land developments to provide all on-site and off-site facility improvements or pay in-lieu fees necessary to mitigate any development-generated public facility impacts. **PP**
  - Action Item PF-1a** Require the developer to be responsible for the improvement and/or provision of adequate public facilities and services to maintain existing service levels for existing residents and businesses. This may include the installation of additional public facilities, water, or road infrastructure or the provision of fees for emergency, public safety, and City services. **PP**

- Policy PF-2** Consider providing public cost sharing of public services under certain circumstances to encourage desirable and innovative development within the city. **PP**
- Policy PF-3** 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, streetlights, drainage systems, sewer, water, fire, police, schools, and other related facilities. **PP**
- Policy PF-4** Regularly evaluate and update, as necessary, development impact fees and other applicable City fees.
- Policy PF-5** Require dedication of necessary rights-of-way as part of the land division and land use review processes. **PP**
- Policy PF-6** Prepare and maintain resources and mechanisms to adequately plan for, develop, and maintain public facilities.
- Action Item PF-6a** Prepare, adopt, and periodically update a Capital Improvement Program (CIP) which outlines and prioritizes necessary updates and additions to public facilities for a minimum 5-year period. Review and update the CIP on an annual basis **PP**
- Policy PF-7** Use special districts as appropriate to provide broad neighborhood improvements such as drainage, open space, and other public works projects. **PP**

## City Facilities and Public Safety

- Policy PF-8** Provide City departments with adequate office and building space for employee workspace and equipment storage.
- Action Item PF-8a** Develop a City Hall Site Master Plan to ensure continued supply of adequate office and building space for employee workspace and equipment storage.
- Action Item PF-8b** Prepare a Fire Station Master Plan to ensure adequate facilities to support Fire Department staffing and equipment.
- Action Item PF-8c** Prepare a Public Works / Corporation Yard Master Plan.
- Action Item PF-8d** Prepare a facilities report that tracks all City-owned facilities and update annually.
- Policy PF-9** Consult the Police Department during the review of development proposals to ensure projects integrate design strategies intended to prevent crime to the extent feasible and to address impacts on police protection services. **PP**
- Policy PF-10** Form proactive community partnerships that develop responsible ownership for public safety in Fowler, inform the public in how they can improve their personal safety; use a preventative approach that is issue-oriented; support innovative approaches to problem-solving; establish mutual trust and communication among Police Services staff and the

community; and provide positive role models and values through activities in the neighborhoods and community as a whole.

**Action Item PF-10a** Continue to implement existing community programs and consider new programs that encourage opportunities for the police force to connect with the community.

**Policy PF-11** In cooperation with the Fresno County Fire Protection District, provide firefighting equipment, facilities, and staffing sufficient to assure adequate response and fire flow at all times. **PP EIR**

**Policy PF-12** Ensure adequate water supplies are available for fire suppression throughout the City and require development to construct all necessary fire suppression infrastructure and equipment. **PP EIR**

**Policy PF-13** Maintain mutual aid agreements with other fire and emergency service departments in Fresno County to ensure adequate service throughout the City of Fowler and its planning area. **PP EIR**

**Policy PF-14** Maintain staffing levels of City emergency service departments, including fire and police. **EIR**

**Action Item PF-14a** Prepare a staffing plan for the Police Department to establish target staffing levels and update the plan periodically. The following staffing targets shall be used until the staffing plan is prepared and adopted:

- Target an average staffing level of 1.5 police officers per 1,000 persons when the City population is less than 10,000.
- Target an average staffing level of 1.25 police officer per 1,000 persons once the City reaches a population of 10,000 or more. **EIR**

**Action Item PF-14b** Explore options to staff full-time or part-time fire fighter and support staff. **EIR**

**Policy PF-15** Incorporate new technologies and analytical tools into policing strategies to ensure efficiency of labor force.

**Action Item PF-15a** Require security camera systems to be installed in commercial and industrial areas with interoperability into City policing systems.

## Water Supply and Distribution

*For additional policies related to water supply and distribution, see **Chapter 11: Community Resiliency and Safety**, policy topic area **Water Quality and Conservation**.*

**Policy PF-16** Design and construct water system infrastructure as needed to meet current and future water demands and system requirements. **PP EIR**

**Action Item PF-16a** Prepare and maintain a Water Systems Master Plan to estimate future water demands, identify an adequate supply of water to meet future demands, and identify potential new water supplies. **PP EIR**

**Policy PF-17** Continue to establish development fees and user rates that are sufficient to operate, maintain, and upgrade (for current and future regulatory requirements) the City's water, wastewater, and stormwater infrastructure. **PP EIR**

## Wastewater

*Selma-Kingsburg-Fowler County Sanitation District (District) provides sewer service and wastewater treatment to its three member cities through a mutual agreement. The District owns, operates, and maintains a regional wastewater treatment plant that collects wastewater originating from its member cities and portions of unincorporated territory in Fresno County. Each city owns the section of the wastewater collection system within their respective city limits, and the District manages operations and performs maintenance, refurbishment, and replacement service on the entire system.*

**Policy PF-18** Continue to cooperate with the Selma-Kingsburg-Fowler (SKF) County Sanitation District to design and construct wastewater system infrastructure as needed to safely convey, treat and recycle, and dispose of current and future wastewater flows and achieve future regulatory and system requirements. **PP EIR**

**Policy PF-19** Actively participate in the Selma-Kingsburg-Fowler (SKF) County Sanitation District wastewater master plan update process to ensure it aligns with planned land uses and projected demands for the City of Fowler. **EIR**

## Storm Drainage

*For more policies related to stormwater management practices, see **Chapter 11: Community Resiliency and Safety**, policy topic area **Water Quality and Conservation**.*

**Policy PF-20** Design and construct stormwater system infrastructure as needed to safely convey, detain, and dispose of current and future stormwater flows, protect water quality, and meet regulatory requirements. **PP EIR**

**Action Item PF-20a** Develop a Storm Drainage Master Plan which outlines necessary infrastructure improvements to the storm drainage system.

**Action Item PF-20b** Require all new development to contribute no net increase in stormwater runoff peak flows over existing conditions associated with a 100-year storm event. **PP EIR**

**Action Item PF-20c** Require new development to include grading and erosion control plans prepared by a registered engineer or land surveyor. **PP EIR**

**Action Item PF-20d** Implement measures to protect areas from erosion and sediment loss and continue to require construction contractors to comply with the City's grading ordinance and stormwater management and discharge control requirements. **PP EIR**

## Groundwater Management

*The Sustainable Groundwater Management Act (SGMA) was passed in 2014 requiring local agencies to form groundwater sustainability agencies (GSAs) for high and medium priority basins. GSAs are tasked with developing and implementing groundwater sustainability plans (GSPs), which are 20-year plans to ensure that groundwater is management sustainability within the groundwater basin.*

*For more policies related to groundwater management and water quality, see **Chapter 11: Community Resiliency and Safety**, policy topic area **Water Quality and Conservation**.*

- Policy PF-21** Protect groundwater resources within the planning area. This includes protecting the occurrence of groundwater recharge, as well as the quality and quantity of available groundwater resources. **EIR**
- Policy PF-22** Support local efforts to implement the Sustainable Groundwater Management Act (SGMA). Coordinate with applicable Groundwater Sustainability Agencies (GSAs) to implement appropriate policies and programs identified in adopted Groundwater Sustainability Plans (GSPs). **EIR**
- Policy PF-23** Where appropriate, integrate identified actions and projects from the Groundwater Sustainability Plans (GSPs) into the City's Capital Improvement Program (CIP). **EIR**
- Policy PF-24** Where feasible, require on-site systems that facilitate groundwater recharge and/or retention and reuse of water on-site.

## Solid Waste

*For additional policies related to the siting of on-site solid waste facilities, see **Chapter 5: Community Design**.*

- Policy PF-25** Facilitate activities that reduce waste production and/or encourage recycling or reuse of waste when possible to reduce the amount of solid waste sent to landfill in order to meet State targets. **EIR**
- Policy PF-26** Ensure solid waste pick-up and disposal facilities are sufficient to meet new development needs. **EIR**

## Dry Utilities

*Dry utilities are utility provision such as electricity, gas, telephone, internet, and cable services.*

- Policy PF-27** Consolidate roadway utilities into one trench whenever possible.
- Policy PF-28** Require that new telecommunications service infrastructure be located appropriately and in a visually unobtrusive way. Telecommunications infrastructure should be located in the right-of-way (ROW) or in an existing easement whenever possible. Larger infrastructure elements, such as cell towers, are not appropriate in the ROW.

**Policy PF-29** All utilities shall be underground, and each residential unit or multifamily project shall be equipped for remote electronic utility meter reading. **PP**

## Schools

**Policy PF-30** The City shall coordinate with the Fowler Unified School District in the location of new schools. **PP**

*When determining school sites, the location's features and its connectivity to the rest of the City should be taken into account.*

**Policy PF-31** Engage with Fowler Unified School District to develop comprehensive master plans as a means of providing details on specific school sites and educational facilities **PP**

**Policy PF-32** Engage in the process with Fowler Unified School District in the location and development of new school facilities to ensure adequate facilities, circulation, access for students, and recreation opportunities. **PP**

**Policy PF-33** Work with Fowler Unified School District to monitor the projected enrollment of school children. Request annual reports from the District for discussion with staff about facilities and capacity. **PP**

**Policy PF-34** Support necessary and reasonable efforts by the school district to obtain funding for capital improvements required to meet school facility needs, including adoption and implementation of local financing mechanisms such as community facility districts, and the assessment of school impact fees. **PP**

## Libraries

**Policy PF-35** The City, in conjunction with the Fresno County Library, shall explore methods of financing new library facilities and expanding and upgrading existing facilities. **PP**

**Policy PF-36** The City shall encourage joint use of library facilities with public and private agencies at locations such as schools and community centers. **PP**

**Policy PF-37** Work with the Fresno County Library and Fowler Unified School District to explore including a joint use library as part of any new school facility. A joint-use library should be designed for flexible community and school use that complements school operations. **PP**

# Chapter 13: Implementation Strategy

The General Plan is a living document that serves as the City’s blueprint for achieving the community vision. It is intended to guide decision-making in Fowler across a wide range of policy areas. Action items have been included in all elements of the General Plan to guide implementation of the policies of the Plan.<sup>1</sup> The City’s ability to achieve the vision expressed in the General Plan depends on its success in implementing the action items identified in the Plan. These actions include new initiatives that will require a one-time dedication of time and resources to complete as well as ongoing City programs and activities. This implementation strategy outlines a work plan to facilitate Citywide efforts in carrying out the actions necessary for implementation of this General Plan, including a mechanism for monitoring and reporting progress.

## Implementation Work Plan

The General Plan is the primary policy document that guides decision-making in the City; however, the Plan relies on other local documents, such as the Municipal Code, infrastructure plans, and public works standards to implement its goals and policies. Implementation of the General Plan also relies on the creation of new plans, programs, and other administrative actions.

The implementation work plan organizes each of the action items included in the Plan into the following categories as described further in the **Action Items by Category** section. These categories represent the primary types of subsequent planning efforts, regulatory mechanisms, and administrative procedures required to implement the General Plan.

- Plans and Studies
- Regulatory Documents
- Design Standards
- Resource Documents
- Public Works Improvement Standards
- Program Establishment
- Capital Improvement Program (CIP)
- Inventories and Evaluations
- Review Procedures
- Ongoing

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<sup>1</sup> **Chapter 6: Housing Element** was updated separately from the General Plan to comply with the timeline for certification through the California Department of Housing and Community Development (HCD) and includes its own implementation plan and quantified objectives, which are not included in this General Plan implementation strategy. The Housing Element is contained under separate cover.

This organizational structure allows the City to facilitate updates to specific implementing documents, such as the Zoning Ordinance, by grouping the action items related to this regulatory document together. It also allows the City to consider how to more effectively combine implementation of similar action items under one subsequent effort when appropriate. An example would be identifying gaps in the pedestrian and bicycle network (*Action Item CH-1a*) and evaluating the physical conditions of those networks (*Action Item CH-3a*) at the same time.

## Timeframe for Implementation

Many of these actions will require both staff and financial resources to implement, making them difficult to definitively schedule given the annual nature of the budgetary process and changing priorities over the years. Action items should generally be targeted for implementation within a reasonable timeframe based on priorities of the City and other factors such as funding availability, unless a timeframe is specifically stated within the language of the action item. However, those action items listed in the *Ongoing* category require continuing implementation and have no discrete timeframe for completion.

## Responsibility and Coordination

While the City will take the lead role in implementation, it will also require coordination between the City and outside agencies, such as the California Department of Transportation (Caltrans), the Fresno Council of Governments (COG), the Fresno County Rural Transit Agency (FCRTA), SKF County Sanitation District, Consolidated Irrigation District (CID), Fowler Unified School District (FUSD), the County of Fresno, and various other regional and state agencies.

## Monitoring and Reporting Progress

Once work gets under way to implement the General Plan, it will be important for the City to track and monitor progress on the implementation work plan. State law requires that a local jurisdiction prepare an annual progress report on the implementation of its general plan to its legislative body, the Governor's Office of Planning and Research (OPR), and the California Department of Housing and Community Development (HCD). The annual report addresses progress made towards implementation of the General Plan during the previous calendar year (January 1 through December 31) and is due to the State by April 1<sup>st</sup> of each year.

City staff prepares the *Annual General Plan Progress Report* during the first quarter of each year and presents it to the City Council as Fowler's legislative body at a public hearing, which allows an opportunity for public review and comment. The annual report informs City staff in multiple departments, decision-makers, and community members about the status of the General Plan and progress toward implementing its goals and policies. It can also be used to help identify implementation work plan priorities and budget needs for the upcoming year.

## Action Items by Category

### Plans and Reports

The action items summarized in **Table 13-1** are those that call for the preparation of planning level documents. These documents would provide an opportunity for the City to conduct topic-specific outreach and development of additional, more specific, policies, standards, or regulations by topic. The types of plans generally include:

- *strategic plans*, such as the economic development strategy or the police staffing plan,
- *infrastructure master plans* focused on identifying long-term capacity and improvement needs, such as the water system master plan or roadways master plan, or
- various *transportation plans* to facilitate mobility within Fowler.

Prior to initiating these plan efforts, the City should consider other related action items that may be appropriate to integrate into the plan development process. Specifically, those action items included in the **Resource Documents** or **Programs** categories.

**Table 13-1: Action Items – Plans and Reports**

Action Item No.	Action Item
CH-1d	Develop and implement an <b>Active Transportation Plan</b> .
CH-1e	Pursue funding for the adoption of a <b>Safe Routes to School Master Plan</b> to assist in the planning and funding of bicycle and pedestrian infrastructure improvements along school routes.
OS-2a	Develop and implement a <b>Parks and Trails Master Plan</b> . The master plan shall consider the following: <ul style="list-style-type: none"> <li>• The recreational needs of the community, including special user groups, such as young families, the disabled, and seniors, and address these in the design and development of park and trail facilities.</li> <li>• Service area coverage and connectivity gaps in the open space network to identify underserved portions of the community.</li> <li>• The state of existing parks to determine current condition, ongoing level of maintenance, and safety.</li> </ul>
OS-21a	Pursue funding opportunities for the development of an <b>Urban Forestry Management Plan</b> .
MOB-1a	Establish and implement a <b>Roadways Master Plan</b> that addresses the following: <ul style="list-style-type: none"> <li>• Identification of design standards, and exceptions to those standards where deviations are appropriate, for the roadway network. Design standards should include pedestrian, bicycle, public transit, and vehicular accommodations to ensure the circulation network is designed for complete streets.</li> <li>• Identification of Transportation System Management (TSM) and Transportation Demand Management (TDM) strategies for improving efficiencies in the circulation system for all modes of travel.</li> </ul>

Action Item No.	Action Item
	<ul style="list-style-type: none"> <li>Integration of a Vision Zero goal of reducing traffic fatalities and sever injuries to zero and adopting strategies to achieve this goal.</li> </ul>
ED-1a	Prepare an <b>economic development strategy</b> that: <ul style="list-style-type: none"> <li>Identifies target industries appropriate for Fowler.</li> <li>Identifies the needs of existing businesses.</li> <li>Identifies specific goals for business retention and development over the next 20 years with shorter term goals identified.</li> <li>Identifies marketing strategies to attract target industries.</li> <li>Establishes implementation measures to help achieve identified goals.</li> </ul>
PF-8a	Develop a <b>City Hall Site Master Plan</b> to ensure continued supply of adequate office and building space for employee workspace and equipment storage.
PF-8b	Prepare a <b>Fire Station Master Plan</b> to ensure adequate facilities to support Fire Department staffing and equipment.
PF-8c	Prepare a <b>Public Works / Corporation Yard Master Plan</b> .
PF-8d	Prepare a <b>facilities report</b> that tracks all City-owned facilities and update annually.
PF-14a	Prepare a <b>staffing plan</b> for the Police Department to establish target staffing levels and update the plan periodically. The following staffing targets shall be used until the staffing plan is prepared and adopted: <ul style="list-style-type: none"> <li>Target an average staffing level of 1.5 police officers per 1,000 persons when the City population is less than 10,000.</li> <li>Target an average staffing level of 1.25 police officer per 1,000 persons once the City reaches a population of 10,000 or more.</li> </ul>
PF-16a	Prepare and maintain a <b>Water Systems Master Plan</b> to estimate future water demands, identify an adequate supply of water to meet future demands, and identify potential new water supplies.
PF-20a	Develop a <b>Storm Drainage Master Plan</b> which outlines necessary infrastructure improvements to the storm drainage system.

## Regulatory Documents

The primary regulatory document for implementing the General Plan is Title 9 (Planning and Zoning) contained within the Fowler Municipal Code. While many of the action items listed in **Table 13-2** are focused on specific revisions to the Zoning Ordinance, some action items may require amendments to the broader Municipal Code. Therefore, the action items listed have been organized into amendments that will impact the Zoning Ordinance specifically as well as amendments that should be considered for other Titles of the Municipal Code.

**Table 13-2: Action Items – Regulatory Documents**

Action Item No.	Action Item
<b>Zoning Ordinance</b>	
LU-13a	Review and revise the Zoning Ordinance, as necessary, to reflect increased density allowances for planned unit developments at the City's discretion. Granting of additional

Action Item No.	Action Item
	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.
LU-18a	Review and revise the Zoning Ordinance, as needed, to allow residential uses in the Community Commercial Designation.
LU-19a	Review and revise the Zoning Ordinance, as needed, to permit neighborhood-serving commercial uses, such as food markets, in residential zones through the Conditional Use Permit process.
LU-20a	Develop policies and regulations to protect industrial areas from incompatible uses.
CDES-3a	Review and revise, as needed, zoning and other City regulations to adopt design, setback, and landscaping standards for development of the State Route 99 corridor through the City of Fowler.
CDES-4a	Review and revise, as needed, sign standards within the Zoning Ordinance to minimize visual obtrusions from signage and identify appropriate size requirements for signs based on context, while ensuring adequate opportunities for commercial messaging.
CDES-5a	Review and revise, as needed, the sign ordinance within the Zoning Ordinance to prohibit new billboards.
CDES-14a	Review and revise zoning and other City regulations, as needed, to ensure nonresidential development allows for small plazas, civic spaces, and other gathering places available to the public to help meet recreational demands.
CDES-19a	Review and revise, as needed, the Zoning Ordinance to integrate compatibility standards for commercial development adjacent to residential and other sensitive users. Such compatibility standards shall address, at a minimum, increased building setbacks, enhanced landscaping, lighting standards, masonry wall requirements, and/or loading or operational limitations.
CDES-20a	Review and revise, as needed, landscaping standards for commercial developments.
CDES-21a	Review and amend, as needed, the zoning ordinance to establish minimum development standards for industrial development, including minimum landscape setbacks, sign standards, lighting standards, and screening standards, as appropriate.
CDES-23b	Require industrial projects to provide transitions when new or expanded industrial development is proposed adjacent to planned or zoned residential areas. Review and revise the Zoning Ordinance, as needed, to integrate compatibility standards for industrial development adjacent to residential and other sensitive users. Such compatibility standards shall address increased building setbacks, enhanced landscaping, lighting standards, masonry wall requirements, and/or loading or operational limitations.
CDES-25a	Review and revise the Zoning Ordinance, as needed, to address potential compatibility issues in consideration of the following design principles: <ul style="list-style-type: none"> <li>• When present, outdoor recreational areas, game courts, and pools on multi-family properties shall be oriented away from adjacent properties.</li> <li>• Solid waste collection areas shall be screened and not visible from public streets.</li> <li>• Parking and access drives should be separated from adjacent properties with a landscaped setback containing deciduous and evergreen trees. A 10-foot minimum transition is preferred but may be reduced at the City's discretion depending on site conditions. The transition may include such provisions as building setbacks, landscaping, and masonry wall requirements.</li> </ul>

Action Item No.	Action Item
	<ul style="list-style-type: none"> <li>Exterior light sources should not be directly visible and should be shielded to reflect down onto the ground and not into streets or neighboring property.</li> <li>Multi-story buildings abutting property planned low, medium low, or medium density or developed with existing single-family residences shall employ design techniques, such as second story step backs, to limit the view shed into neighboring single-family property.</li> </ul>
CDES-29a	Review and revise, as needed, the parking requirements for specific uses and/or areas, such as the downtown area, which may have different parking objectives when compared to other areas of the city. Parking requirements will facilitate shared parking and other strategies to reduce, to the extent appropriate, the area dedicated to off-street parking.
CDES-29b	Review and revise, as needed, off-street parking requirements for residential projects that allow for flexibility in meeting such requirements and minimize the impact of off-street parking on site design. Off-street parking requirements may differ depending on location within the City and type and size of the project.
CH-2a	Review and revise the Zoning Ordinance, as needed, to include complementary land uses within zoning districts.
CH-7a	Create standards for vegetative barriers that increase vegetation density and height, reduce gaps, and facilitate maximum pollution dispersion.
CH-9a	Review and revise zoning regulations, as needed, to increase opportunities for access to grocery stores and healthy foods wherever possible.
CH-11a	Review and revise the Zoning Ordinance and other City regulations, as needed, to allow licensed farmers' markets as a permitted use in public parks, plazas, and other appropriate locations.
CH-12b	Review and revise zoning and other City regulations, as needed, to allow community gardens as a permitted use in appropriate locations, including parks, commercial, public facility, and residential districts.
CH-12c	Create standards for community gardens which identify appropriate use of land, necessary water service considerations, site design, fencing and screening, and requirements for oversight.
CH-14a	Review and revise the Zoning Ordinance and other City regulations, as needed, to allow for multi-generational homes, accessory dwelling units, and other housing types that may accommodate larger households and potentially reduce overcrowding.
CH-25d	Review and revise, as necessary, the Municipal Code to reflect the noise standards contained in this chapter.
OS-3a	Adopt standards that establish minimum requirements for open space areas to qualify as usable for purposes of meeting the 5% usable open space requirement. Such standards shall require a minimum of a one-half acre park site. The remaining acreage needed to satisfy the 5% usable open space requirement may be made up of neighborhood trails or other usable open space areas meeting the minimum established requirements. In instances where 5% of a project site's acreage, exclusive of rights of way, results in less than one-half acre, the park site for that project site may be constructed equal to the minimum acreage required to comply with 5% standard.
OS-3b	Review and revise, as needed, the Zoning Ordinances for consistency with the 5% open space requirement for single family residential projects.
OS-20a	Ensure adopted design standards require shading requirements for industrial, commercial, and residential development to minimize the urban heat island effect.

Action Item No.	Action Item
OS-22a	Review and revise the standards in the Highway Beautification Overlay Zoning District.
OS-25a	Adopt a parking lot shading standard to achieve compliance with the minimum shading requirement. Some exceptions may apply, such as for certain types of industrial developments. Such exceptions shall be specified in the shading policy.
MOB-10a	Review and revise, as needed, the Zoning Ordinance to include provisions for short-term and long-term bicycle parking and storage facilities.
ED-4b	Review and revise, as needed, the review procedures for minor improvements to existing development and streamline the review and approval process to the extent feasible.
ED-11a	Review and revise, as needed, the Zoning Ordinance and other City policies to encourage the development of a range of housing that can support the diverse housing needs of the local workforce.
ED-14b	Identify and resolve barriers in the City's Zoning Ordinance and administrative and regulatory processes to reduce inefficiencies and time delays associated with the development approvals.
SAF-1a	Review and update the Zoning Ordinance, as necessary, to reflect changes in site planning practices.
SAF-9a	Revise Zoning Ordinance to require industries which store and process hazardous materials to provide a buffer between the facilities and the property boundary.
SAF-16b	Update City design standards to require residential developers to provide a no-turf landscape option that is priced the same as the standard landscape option.
SAF-25a	Review and revise, as necessary, the Zoning Ordinance and other City standards to allow for low-impact stormwater management site design features.
SAF-32a	Review and revise, as needed, zoning regulations to allow community gardens and similar urban agriculture uses.
SAF-33a	Amend local ordinances to require open space or other buffers for new development abutting agricultural areas planned for long-term use.
SAF-34c	Review and revise, as appropriate, zoning regulations allowing for continued agriculture uses in the City limits where no development is proposed in the near-term.
<b>Municipal Code</b>	
CDES-9a	Review the adequacy of code enforcement and administrative citation procedures and revise and/or expand the program where necessary
CH-8d	Adopt local ordinances which ban smoking in outdoor dining areas, within 30 feet of unenclosed waiting areas, within 30 feet of enclosed areas where smoking is prohibited, in hotel rooms, in retail stores dealing exclusively in the sale of tobacco and smoking paraphernalia, and in unenclosed places of employment.
OS-24a	Develop and implement a Tree Preservation Ordinance for the preservation of the City's urban forest, including heritage trees, on public and private property.
ED-5a	Establish a vacant properties ordinance which clarifies code enforcement responsibilities related to the maintenance of vacant land and structures.
SAF-2a	Review and revise, as necessary, the Municipal Code to ensure effective organization, responsiveness, and continuity of government during declared emergencies.
SAF-16a	Review and revise, as necessary, the adopted water efficient landscape standards for consistency with the State Model Water Efficient Landscape Ordinance, as amended. As required, submit reports on the City's implementation of its landscape standards to the California Department of Water Resources and/or other agencies.

Action Item No.	Action Item
SAF-34b	Support the use of Williamson Act contracts to prevent the premature conversion of farmland and review and revise, as needed, the Fowler Municipal Code to facilitate the continuation of Williamson Act Contracted parcels, as appropriate, following annexation.
SAF-35a	Adopt a Right-to-Farm Ordinance.

## Design Standards

Preparation and adoption of design standards may be accomplished by establishing design guidelines, which are generally adopted by resolution, or through the establishment of department policy. However, design standards including those listed in **Table 13-3**, may be integrated into the Zoning Ordinance or other regulatory document, which is adopted by ordinance. The mechanism for implementing these design standard action items should be considered based on the level of flexibility the City deems appropriate during implementation. Where it may be appropriate or desired to create objective design standards, the following action items should be considered along with those identified in the **Regulatory Documents** category.

**Table 13-3: Action Items – Design Standards**

Action Item No.	Action Item
CDES-10a	Establish standards for downtown commercial building façade enhancements and restorations.
CDES-11a	Establish design guidelines and standards for public realm enhancements specific to the downtown area through a Downtown Specific Plan, or other appropriate mechanism. Distinctions should be made between upgrading existing development and new development.
CDES-18a	Adopt commercial standards in consideration of the following design principles: <ul style="list-style-type: none"> <li>• Commercial sites are designed with human scale and pedestrian amenities.</li> <li>• Landscaping is used to unify and improve the visual quality of commercial sites.</li> <li>• Where appropriate, commercial development should be oriented along the street edges of new commercial sites, at street corners, or along main roadways internal to larger developments.</li> <li>• Encourage the use of shared parking amongst various commercial and office uses where possible. Minimize required off-street parking.</li> <li>• Ensure that commercial buildings incorporate ground floor transparency when appropriate.</li> <li>• Encourage architectural elements that contribute to the visual quality and existing context of new commercial development, such as varied massing and roof types, articulating building façades, and a variety of cohesive building materials and color schemes.</li> </ul>
CDES-23a	Adopt industrial standards in consideration of the following design principles: <ul style="list-style-type: none"> <li>• Exterior lighting should be integrated within the architectural design for industrial buildings. Light sources should not be visible and should be shielded to reflect down onto the ground and not into streets or neighboring property. Utility</li> </ul>

Action Item No.	Action Item
	<p>connections should be coordinated with architectural elements of the site and/or building so as not to be a visual nuisance. Utilities should be underground or screened from view from the street.</p> <ul style="list-style-type: none"> <li>• Storage facilities should be screened and constructed to prevent visual clutter.</li> <li>• Permanent outdoor storage should be screened by landscaping or materials compatible with the surrounding buildings' architecture.</li> <li>• Varied architectural details should be applied to all façades exposed to public view. Blank end walls and long, monotonous façades shall be avoided. Treatments shall include architectural features, landscaping, or art elements that tie into the overall design theme.</li> </ul>
CDES-24a	<p>Adopt multifamily residential standards in consideration of the following design principles:</p> <ul style="list-style-type: none"> <li>• Building elevations and massing should be modulated to convey the characteristics of separate units. Long, unbroken building façades are discouraged. Building massing that incorporates a combination of one story and two-story elements with varied floor setbacks is encouraged.</li> <li>• Reduce the visual impact of parking.</li> <li>• Multifamily structures should be clustered to provide for maximum open space, when possible.</li> <li>• 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, recreation trails, or parks.</li> </ul>
CDES-26a	<p>Adopt single family residential standards in consideration of the following design principles:</p> <ul style="list-style-type: none"> <li>• Avoid box-like structures through the articulation and modulation of building elevations, variation of rooflines, and features to create visual interest.</li> <li>• Require architectural elements, such as entries, porches, and windows along all street facing façades.</li> <li>• Encourage a blend of compatible architectural styles that contain varied façade detailing, rooflines, materials, and color schemes.</li> <li>• Use varied front yard setbacks within single family residential projects, wherever possible, to provide visual interest to the street scene and provide an effective transition from the home to the street. Buildings should be arranged in a staggered and variable setback fashion to provide visual interest and to avoid a repetitive appearance.</li> <li>• Require design transitions when new residential development is proposed adjoining existing residential development of a lower density.</li> </ul>
OS-20b	<p>Establish tree shading implementation standards, including identification of preferred tree species.</p>
OS-22b	<p>Develop design standards in support of the Golden State Boulevard Corridor Plan.</p>
SAF-31b	<p>Review and revise local policies, including plant lists, to ensure local landscaping attracts butterfly and other pollinating species.</p>

## Resource Documents

Resource documents are generally those that do not fit into one of the previous categories (i.e., *Plans and Reports*, *Regulatory Documents*, *Design Standards*). The action items listed in **Table 13-4** are generally related to branding or messaging for the City of Fowler, which may include a combination of plans, regulations, or informational brochures. The City should consider whether implementation of these action items may be coordinated or combined with implementation action items in a related category, such as *Plans and Reports*. For instance, Action Item ED-7b, listed below, may be developed in coordination with or as part of the economic development strategy required by Action Item ED-1a, listed in **Table 13-1: Action Items – Plans and Reports**.

**Table 13-4: Action Items – Resource Documents**

Action Item No.	Action Item
CDES-1a	Develop a branding package for the City of Fowler, including the development of gateway signage standards and a series of print and web graphics that create a cohesive design for the City.
CDES-2a	Prepare a cohesive and locally branded wayfinding program for the downtown, local parks, historic sites of interest, and community trails. Wayfinding signs shall be consistent with City branding standards. Interpretive signage shall be developed to enhance locally important places.
CDES-7b	Establish a design resource for property owners, developers, and City staff to ensure awareness of the community identifiers inventory and considerations for making improvements to such landmarks or adjacent properties.
ED-7b	Develop key messaging to effectively communicate the goals and intent of the Economic Development Strategy to a broad audience and members of the identified target industries.

## Public Works Improvements Standards

Like the Zoning Ordinance, public works improvement standards play a significant role in the implementation of the General Plan. The action items listed in **Table 13-5** may modify existing public works improvement standards or require new standards be implemented. Most of the action items are related to the design of roadways, access, or other transportation infrastructure such as trails. However, additional standards may be required once the infrastructure master plans, as called for in **Table 13-1: Action Items – Plans and Reports** are completed.

**Table 13-5: Action Items – Public Works Improvement Standards**

Action Item No.	Action Item
CDES-21b	Review and revised, as needed, public works standards to require sidewalks and street trees, as appropriate, within the public right-of-way. Additional standards addressing driveway consolidations may also be addressed, as appropriate.
CDES-27a	Establish direct access standards for single-family residential onto collector streets.

Action Item No.	Action Item
CH-1c	Amend road design standards, as necessary, to include complete street design principles.
CH-3b	Require street lighting within the rights-of-way of all public streets.
CH-4a	Establish street design standards for each land use zone and require street trees of “medium” size or larger in commercial, residential, and mixed-use zones.
OS-10a	Develop and adopt community trail and community trail connector design standards as shown in <i>Figure 8-2: Trail Facilities</i> .
OS-21b	Review and revise public works standards as needed to accommodate street trees.
MOB-11a	Review and revise, as needed, public works standards to include pedestrian and bicycle safety features where appropriate.
MOB-11b	Establish design standards to ensure the bikeway network is easily identifiable and consistent with standard signs and markings, as designated by the State of California Traffic Control Devices Committee and the State Bikeway Committee.
MOB-17a	Review and revise, as needed, public works standards to incorporate design features to accommodate future public transit stops.
MOB-30a	Review and revise, as necessary, City standards to establish criteria for site ingress and egress and driveway locations.
MOB-34a	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.
MOB-34b	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.
SAF-15a	Review and revise, as appropriate, City standards to allow for Low Impact Development (LID) strategies. Periodically review City standards to ensure innovative or new site design strategies which protect water quality are permitted, as appropriate.

## Programs

The action items listed in *Table 13-6* generally call for the establishment of a new program by the City, such as an incentive program for private entities to make improvements or a business retention program, or they may involve pursuing the feasibility of a new program or designation, such as consideration of a Property and Business Improvement District. Like the *Resource Documents* action items, these programs and other activities may be coordinated with action items in other categories, as appropriate.

**Table 13-6: Action Items - Programs**

Action Item No.	Action Item
LU-16a	Develop an ongoing improvement program for the downtown which maintains its unique character and provides an opportunity for a variety of services, retail uses, offices, and housing.
OS-19a	Pursue the establishment of the City of Fowler as a Tree City USA community.
ED-4a	The City shall establish incentive programs and seek resources for physical improvements of existing buildings, roads, and other infrastructure. These programs

Action Item No.	Action Item
	may include fast track processing, deferral or waiver of fees, reimbursement of costs for improvements, and loans and grants for improvements.
ED-7a	Designate one key staff person to be the primary contact person for all economic development activities.
ED-7d	Consider the establishment of a Property and Business Improvement District or similar group.
ED-13a	Develop a business retention program that identifies and addresses issues for existing businesses.

## Capital Improvement Program (CIP)

The Capital Improvement Program (CIP) is a planning level document that allows for the City to prioritize infrastructure improvements and other capital expenditures on a rolling 5-year time period. The following action items are for consideration during the annual review of the CIP.

**Table 13-7: Capital Improvement Program (CIP) Action Items**

Action Item No.	Action Item
CH-32a	Consider City vehicles and equipment as part of the Capital Improvement Program (CIP) process.
MOB-27a	Annually review and revise the Capital Improvement Program (CIP) to ensure roadway improvements are prioritized and scheduled for construction over at least a 5-year period.
ED-3b	Prioritize capital improvement projects that also support economic development goals.
SAF-2b	Procure generators, or another suitable alternative, for back-up power at City Hall, the Police Department, the Fire Department, and all domestic water distribution infrastructure.

## Inventories and Evaluations

The General Plan includes many action items requiring the City to inventory a wide range of properties or evaluate the condition of existing improvements. These action items are intended to build a database of information that can support economic development efforts, inform prioritization of public improvements, or document properties of interest. Several of these action items require some level of data mapping and may be coordinated with one another. Completion of these action items may also help to inform, or be combined with, some of the action items listed in *Table 13-1: Action Items – Plans and Reports*.

**Table 13-8: Action Items – Inventories and Evaluations**

Action Item No.	Action Item
CDES-7a	Prepare a local inventory of community identifiers.

Action Item No.	Action Item
CDES-23c	Map existing industrial and residential interface locations.
CH-1a	Identify gaps in the existing pedestrian and bicycle network to inform capital improvements programming and grant funding opportunities.
CH-3a	Conduct a visual quality assessment of bicycle and pedestrian facilities to determine the efficacy of existing active transportation improvements and to help prioritize future improvements.
CH-12a	Identify existing and potential community garden sites on public property, including parks, recreation and senior centers, public easements and rights-of-way, and surplus property.
ED-2a	The City shall create a property database and contact program identifying the status of sites in critical commercial and industrial locations and clarifying the willingness and ability of owners to participate in development plans.
ED-3a	One year following adoption of the General Plan, consider alternative land uses within the EDFA that would be compatible with and facilitate current market trends, contribute to Fowler's tax base, and support Fowler's Economic Development Strategy. Additional areas may be considered based on conditions at the time of evaluation.
ED-14a	Conduct an inventory of vacant and underutilized land designated for commercial and industrial uses and identify opportunities for predevelopment studies to help facilitate development of key sites.
SAF-10a	Prepare and maintain a map of hazardous waste sites identified through regional, State, and federal resources.
SAF-27a	Evaluate critical facilities for risk from seismic and geologic hazards. Prioritize improvements based on level of expected risk.

## Review Procedures

The following action items are related to the review of development requests. In some cases, they require the City to establish or update fees that would be collected during the review process. In other cases, they require the preparation of guidelines or review requirements to be implemented or coordinated during the development review process. These action items should generally be implemented in the near-term, as appropriate, to support the ongoing review processes that are regularly implemented by City staff.

**Table 13-9: Action Items – Review Procedures**

Action Item No.	Action Item
<b>Fees</b>	
CH-8b	Establish licensing and advertising fees related to tobacco sales and advertising.
OS-10b	Update the Development Impact Fee Study for the park development impact fee to include the community trail network.
MOB-29a	Participate in the establishment of regional transportation 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.

Action Item No.	Action Item
<b>Traffic Impact Guidelines</b>	
MOB-4a	Prepare guidelines for the evaluation of vehicle miles traveled. The guidelines should include significance criteria for evaluating impacts, thresholds of applicability for discretionary projects, and guidance on analyzing transportation impacts.
MOB-4b	Identify a range of actions available for developments to mitigate transportation impacts, specifically targeted at reducing vehicle miles traveled.
<b>Memorandum of Understanding</b>	
LU-7a	Review the Memorandum of Understanding (MOU) with the County of Fresno and initiate negotiations to amend the MOU, if necessary, to ensure City review of development applications with the City's Sphere of Influence.

## Ongoing

The following action items are expected to be ongoing on either a periodic (e.g., annual) basis or on a perpetual basis, such as during the development review process. Additional ongoing tasks direct continual monitoring of grant and other funding opportunities that would support implementation of other action items.

**Table 13-10: Action Items – Ongoing**

Action Item No.	Action Item
LU-9a	The City shall compile a report outlining the building permits issued for all residential units by growth tier and planned land use on an annual basis for reporting to City Council.
CDES-1b	As part of roadway and other public improvement projects, integrate gateway features at primary entrances to the City, including Merced Street, Golden State Boulevard, and Manning Avenue.
CDES-8a	Monitor grant funding and low- or no-interest loan programs and advertise the available opportunities.
CH-1b	Prioritize pedestrian and bicycle improvement projects that close gaps in the mobility network and those which link the east and west sides of the city.
CH-8a	Initiate and enforce tobacco control laws that aim to address underage tobacco sales and smoke-free home and workplace laws.
CH-8c	Continue to enforce smoking bans on public property, government buildings, and public parks.
CH-11b	Increase support for farmers' markets through partnerships with other public agencies and private institutions.
CH-13a	Distribute informational materials on the warning signs of toxic substances through the Building Department.
CH-15a	Coordinate with Fresno County Housing Authority and Department of Public Health to distribute informational materials on affordable housing programs and other, similar opportunities.

Action Item No.	Action Item
CH-16a	Coordinate with Fresno County Department of Public Health to distribute informational materials on the dangers of secondhand smoke exposure and methods to limit exposure.
CH-20a	Upon request, provide translation services for in-person and virtual public meetings to ensure information is provided in a way that supports broad community participation. Translation services should be made available in a variety of languages most applicable to the community, which may change over time.
CH-22a	Consider alternative schedules, venues, and formats for public meetings to facilitate maximum participation.
CH-25a	Require an acoustical analysis as part of the environmental review process when uses are proposed within the contour lines as shown on <i>Figure 7-1</i> that exceed the exterior noise levels identified in <i>Table 7-1</i> .
CH-25b	Require an acoustical analysis as part of the environmental review process when a proposed use is likely to exceed the permitted exterior noise levels identified in <i>Table 7-1</i> .
CH-25c	Temporary uses such as live music events, festivals, or markets that are considered short-term or intermittent may exceed maximum noise levels but shall incorporate noise reduction measures to the extent feasible.
MOB-16a	Actively participate in the development of short and long-range transit plans, including the Fresno County Long Range Transit Plan and transit plans prepared by the Fresno County Rural Transit Agency (FCRTA).
MOB-18a	Coordinate with Fresno County Rural Transit Agency (FCRTA) and other public transit agencies to facilitate additional transit stops.
MOB-18b	Ensure that pedestrian and bicycle facilities are provided along and/or near transit routes, whenever feasible, to improve access and connectivity.
MOB-20a	Identify economically feasible street and highway improvement and maintenance projects that will improve goods movement.
MOB-20b	Identify opportunities to support commercial and industrial access to existing rail facilities within the planning area.
ED-7c	Identify financial resources to carry out the marketing plan.
ED-9a	Partner with the local businesses, identified target industries, Fowler Unified School District, universities, community colleges, and vocational programs to inform education programs to facilitate job readiness and employment opportunities for residents.
ED-10a	Coordinate with Fresno Economic Development Corporation and similar organizations to identify available incentives for companies employing Fowler residents.
SAF-2c	The City, in conjunction with other local, State, and Federal agencies, shall ensure operational readiness of the Emergency Operations Center (EOC), conduct annual training for staff, and maintain, test, and update equipment to meet current standards.
SAF-2d	Monitor potential risk from seismic and geologic hazards and implement actions identified by the Multi-Hazard Mitigation Plan to reduce these risks.
SAF-2e	Sponsor and support educational programs regarding emergency response, disaster preparedness protocols and procedures, and disaster risk reduction.
SAF-2f	Sponsor and support cooling centers during extreme heat days.
SAF-8a	Continue to provide household hazardous waste collection programs to encourage proper disposal of products containing hazardous materials or hazardous wastes

Action Item No.	Action Item
SAF-8b	Should a site be contaminated by hazardous waste, work with the Fresno County Environmental Health Division, related agencies, and landowners to enable the clean-up of these sites.
SAF-9b	Ensure that industrial facilities are constructed and operated within the standards of the most up-to-date safety and environmental protocols.
SAF-10b	Ensure that the proponents of new developments address hazardous materials concerns through preparation of Phase I and Phase II studies, as necessary, as part of the design phase.
SAF-10c	Require buildings used for operations requiring a hazardous materials business plan to be investigated for the presence of hazardous materials and waste as part of the re-use, rehabilitation, or demolition process.
SAF-14a	Monitor funding sources for improvements, if necessary, to maintain the domestic water system in accordance with applicable water quality standards.
SAF-18a	Coordinate with Selma-Kingsburg-Fowler (SKF) County Sanitation District on what options are available to reuse recycled water.
SAF-34a	Utilize master plans and the Capital Improvement Program (CIP) to implement the extension of urban services efficiently and responsibly.
SAF-35b	Prior to adoption of a Right-to-Farm Ordinance, continue to require that purchasers of homes located in the vicinity of agricultural operations be provided a Right-to-Farm notification of such activities by way of deeds and/or escrow documentation.
PF-1a	Require the developer to be responsible for the improvement and/or provision of adequate public facilities and services to maintain existing service levels for existing residents and businesses. This may include the installation of additional public facilities, water, or road infrastructure or the provision of fees for emergency, public safety, and City services.
PF-6a	Prepare, adopt, and periodically update a Capital Improvement Program (CIP) which outlines and prioritizes necessary updates and additions to public facilities for a minimum 5-year period. Review and update the CIP on an annual basis.
PF-10a	Continue to implement existing community programs and consider new programs that encourage opportunities for the police force to connect with the community.
PF-14b	Explore options to staff full-time or part-time fire fighter and support staff.
PF-15a	Require security camera systems to be installed in commercial and industrial areas with interoperability into City policing systems.
PF-20b	Require all new development to contribute no net increase in stormwater runoff peak flows over existing conditions associated with a 100-year storm event.
PF-20c	Require new development to include grading and erosion control plans prepared by a registered engineer or land surveyor.
PF-20d	Implement measures to protect areas from erosion and sediment loss and continue to require construction contractors to comply with the City's grading ordinance and stormwater management and discharge control requirements.