

CHAPTER 2 • LAND USE

INTRODUCTION

The Land Use Element is the most prominent of the seven mandatory elements of the General Plan. It, more so than the other elements, has the most significant impact on existing and future Kerman residents. It is the element that determines the general location of residential, commercial, industrial, public and open space uses. It also discloses building intensities and population densities for the planning area.

The Kerman Land Use Element contains seven primary components:

- 1) existing conditions and projections;
- 2) projections;
- 3) land use designations and population densities;
- 4) land use goals;
- 5) the Plan - issues, policies and action programs;
- 6) land use designation/ zoning district matrix; and
- 7) a land use map.

EXISTING CONDITIONS

In addition to the information contained in this chapter, information on existing conditions in Kerman is also contained in Part 2 of this document.

Land Use

The original Kerman township was laid out within the area bounded by California Avenue, "G" Street, First Street and Ninth Street. The township was plotted in the early

1900's. Madera Avenue was designed to serve as Kerman's "main street". Originally, it had a right-of-way that ranged from 100 to 200 feet in width, with 30 x 140-foot commercial lots fronting onto it. At the southern end of Madera Avenue, a landscaped plaza ("Plaza Park") was constructed. In 2004, this park was re-dedicated and refurbished with a wrought-iron fence to buffer the park from State Route 145 (Madera Ave.) and a replica of the original "Kerman" sign was installed. In addition, a turn-of-the-century clock was installed at the north end of the plaza while a gazebo was installed at the south end, connected by a 10-foot path that meanders through the park between the two. This historic landmark still exists today and contains a mature grove of palm, magnolia and cedar trees surrounded by a lawn.

Residential lots, which were located east and west of Madera Avenue, were 50 x 140 feet. They fronted onto local streets, which had a right-of-way of 60 feet. Separating each residential block was a 20-foot alley, which bisected each block north and south.

Today, Kerman's urban area is centered roughly at the intersection of Kearney Boulevard and Madera Avenue. This intersection divides the city into four quadrants.

The urbanized portion of Kerman extends from Church Avenue on the south to north of Whitesbridge Road, and from east of Goldenrod Avenue to Modoc Avenue on the west. Commercial and office uses are clustered along Madera Avenue from California Avenue to north of Whitesbridge, and along Whitesbridge Avenue on both sides of Madera Avenue. Two large shopping centers are located on the northwest and southwest corners of Madera Avenue and Whitesbridge Road.

Single family residential neighborhoods are located in all four quadrants of the city. Multiple family development is also found in all quadrants of the city, however, four larger complexes are found at California and Vineland Avenue, Whitesbridge and First Street, Del Norte and California Avenues and on Whitesbridge Road, east of Madera Avenue. Almost all mobile homes within Kerman are located at the 106-unit Golden West Mobile home Park on Madera Avenue, south of Whitesbridge.

Industrial uses are primarily located in the southern one-third of the city. Smaller operations are distributed along California Avenue, adjacent to the Southern Pacific Railroad tracks. Larger industrial developments are located south of the tracks, within the Kerman Industrial Park and along Madera Ave. (SR 145).

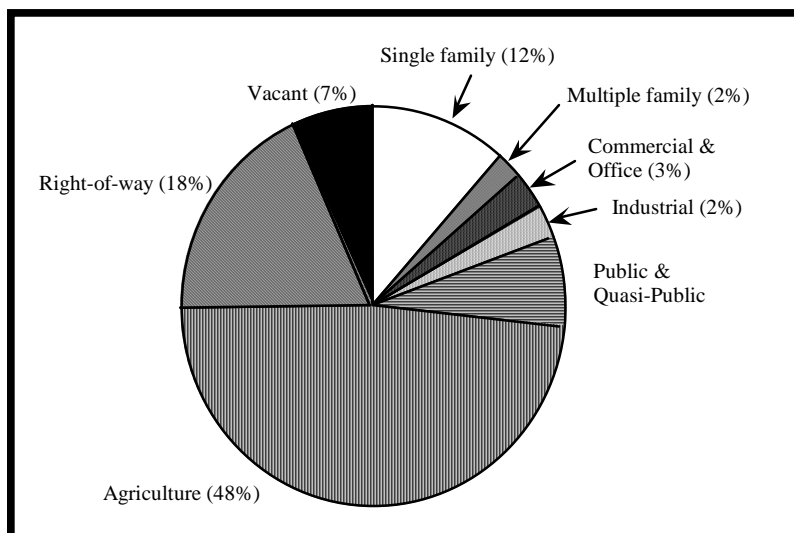
Public and quasi-public (churches) uses are scattered throughout the community. Public uses include schools, parks, city hall, county library, and the wastewater treatment plant. Table 1 and Table 2 provide a breakdown of the land uses in the planning area.

TABLE 1
PLANNING AREA LAND USE, 2007

Land Use	Acres
Single Family	779
Multiple Family	85
Mobile Home Park	11
Office	9
Retail Commercial	74.5
Service Commercial	38
Industrial	82.5
Public	300.5
Quasi-Public	14
Agriculture/ Undeveloped	3919
Right-of-way	424
Total	5736.5

Source: Collins & Associates, 2007

TABLE 2
PLANNING AREA LAND USE, 2007



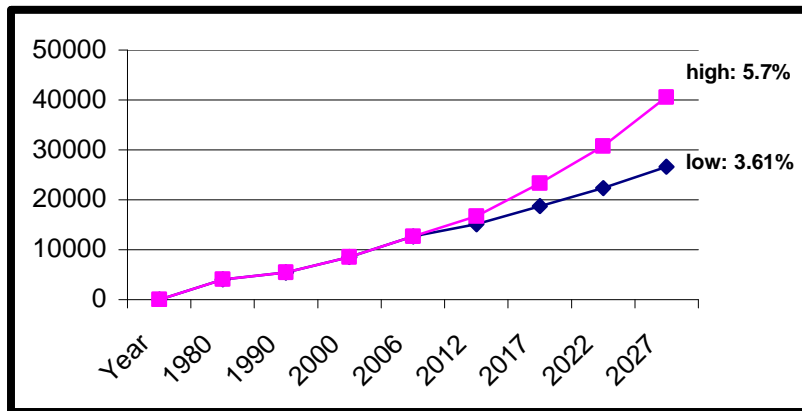
Source: Collins & Associates, 2007

PROJECTIONS

Population Projections

In order to determine the amount of land needed for development in Kerman over the 20-year planning period, population projections are required. Two population projections - low and high - for the years 2017 and 2027 are displayed below in Table 3. These population figures are projections from 2007 to the years 2017 and 2027. The "low" population projection is based on Kerman's average annual growth rate from 1980 to 1990 (3.61 percent) using U.S. Census figures. The "high" population projection is based on Kerman's average annual growth rate from 1990 to 2000 (5.7 percent) using U.S. Census and State Department of Finance figures.

TABLE 3
POPULATION PROJECTIONS, 2017 AND 2027



Source: U.S. Census 1980, 1990 and 2000; State Dept. of Finance; Collins & Schoettler, 2007

TABLE 4
POPULATION PROJECTIONS

Year	1980	1990	2000	2006	2012	2017	2022	2027
low pop.	4,002	5,448	8,551	12,663	15,112	18,685	22,299	26,613
high pop.	4,002	5,448	8,551	12,663	16,708	23,300	30,742	40,561

Source: U.S. Census 1980, 1990, and 2000; State Dept. of Finance; Collins & Schoettler, 2007

Land Demand Projections

Land demand projections for 2017 and 2027 are based on the population projections contained in the tables above and factors described below. Table 5 identifies a range of land demand acreages, based on low and high population projections, required for development and public uses by the years 2017 and 2027.

TABLE 5
LAND DEMAND PROJECTIONS, 2017 AND 2027

Land Use Designation	2006 to 2017		2017 to 2027		Total Acres	
	low	high	low	high	low	high
Residential	360	634	818	1666	1178	2,300
Retail commercial / office	48	85	113	225	161	310
Industrial / Service commercial	39	69	91	181	130	250
Parks	34	52	65	121	99	173
Schools	18	18	80	80	98	98
Total Acres	499	858	1167	2273	1666	3,131

Source: Collins & Schoettler, 2007

Note: Quasi-public uses will most likely be located on lands designated for residential uses; public uses on lands designated for residential, retail commercial or office uses.

Kerman will need between 1,043 and 1,918 acres for future development and public uses according to Table 5. The Land Use Element designates more than 5,736 acres for these uses, including a 125 percent flexibility factor. For example, instead of providing 1,064 acres of land for single family residential purposes, the Element designates 1,330 acres for single family development ($1.25 \times 1,064 = 1,330$). This flexibility factor for residential uses insures that the local real estate market does not become overly restricted thereby artificially inflating land prices and housing costs.

RESIDENTIAL LAND PROJECTIONS

Residential land demand factors

- The number of persons per residential unit will be 3.57 persons (2000 Census).
- Seventy-eight percent of the new residential units will be single family dwellings, 22 percent multi-family units. (2000 Census)

- Single family developments will have a gross density of 5 units per acre and multi-family will have a gross density of development of 15 units per acre.
- The residential land demand projections for 2017 and 2027 shall be increased by a factor of 25 percent so as to insure that the residential real estate market does not become overly restricted, thus forcing up land prices, and also to insure that residential in-fill is encouraged, thus minimizing urban sprawl and premature urbanization of agricultural land.

Residential Land Demand, Low Population Estimate, 2017

18,685 (2017 estimated population) – 12,663 (2007 population) =	6022 persons
6022 persons / 3.57 persons per residential unit =	1,687 residential units
1,687 residential units x 78 percent single family units =	1,315 units
1,687 residential units x 22 percent multi- family units =	371 units
1,315 single family residential units / 5 units per acre =	263 acres
371 multi-family residential units / 15 units per acre =	25 acres
<i>Subtotal =</i>	<i>288 acres</i>
<i>244 acres x 1.25 (flex-factor) =</i>	<i>360 acres</i>

Residential Land Demand, Low Population Estimate, 2027

26,613 (2027 estimated population) – 12,663 (2007 population) =	13950 persons
13950 persons / 3.57 persons per residential unit =	3,908 units
3,908 residential units x 78 percent single family units =	3048 units
3048 residential units x 22 percent multi- family units =	671 units
3048 single family residential units / 5 units per acre =	609 acres
671 multi-family residential units / 15 units per acre =	45 acres
<i>Subtotal =</i>	<i>654 acres</i>
<i>592 acres x 1.25 (flex-factor) =</i>	<i>818 acres</i>

Residential Land Demand, High Population Estimate, 2017

23,300 (2017 estimated population) – 12,663 (2007 population) =	10,637 persons
10,637 persons / 3.57 persons per residential unit =	2,979 units
2,979 residential units x 78 percent single family units =	2,323 units

2,979 residential units x 22 percent multi- family units =	655 units
2,323 single family residential units / 5 units per acre =	464 acres
655 multi-family residential units / 15 units per acre =	43 acres
<i>Subtotal =</i>	<i>507 acres</i>
<i>424 acres x 1.25 (flex-factor) =</i>	<i>634 acres</i>

Residential Land Demand, High Population Estimate, 2027

40,561 (2027 estimated population) – 12,663 (2007 population) =	27,898 persons
27,898 persons / 3.57 persons per residential unit =	7,814 units
7,814 residential units x 78 percent single family units =	6,095 units
7,814 residential units x 22 percent multi- family units =	1,719 units
6,095 single family residential units / 5 units per acre =	1,219 acres
1,719 multi-family residential units / 15 units per acre =	114 acres
<i>Subtotal =</i>	<i>1,333 acres</i>
<i>1,164 acres x 1.25 (flex-factor) =</i>	<i>1,666 acres</i>

These residential land demand projections indicate that Kerman will need between 360 and 634 acres of land for residential development by 2017 and between 818 and 1,666 acres by 2027.

RETAIL/COMMERCIAL LAND PROJECTIONS**Retail commercial/office land demand factors**

- Retail commercial /office uses will continue to be intermixed.
- Retail commercial/office uses will replace service commercial and the limited residential uses on Madera Avenue as land values increase.
- Existing retail commercial/office uses are extremely limited and the community is generally underserved in this area. Retail Commercial has significant room for growth which would serve a larger number of additional local and regional clients and/or shoppers.
- Retail commercial/office uses will generally be restricted to lands on Madera and Whitesbridge Avenues with Neighborhood Commercial mixed in on a one-mile grid.

- Neighborhood commercial uses will be limited to five acres in size and will be dispersed evenly throughout the community to serve each neighborhood area.
- Office uses may be located in residential neighborhoods on a limited basis.
- Kerman will continue to be a growing regional shopping/office center for western Fresno County.
- There are 102 acres of existing retail commercial/office uses in Kerman in 2007.

Retail commercial/office land demand, high population estimate, 2017.

102 acres of retail/office (2007)/ 12,663 (2007 population) = 1 acre retail/office per 124 persons

1 acre of retail/office per 124 persons x 23,300 (2017 population, high estimate) = 187 acres retail/office needed

187 acres retail/office needed - 102 acres of existing retail/office = 85 acres retail/office needed

- 85 acres of retail/office needed by 2017

Retail commercial/office land demand, high population estimate, 2027

102 acres of retail/office (2007)/ 12,663 (2007 population) = 1 acre retail-office per 124 persons

1 acre of retail/office per 124 persons x 40,561 (2027 estimated population) = 327 acres retail/office needed

327 acres retail/office needed - 102 acres of existing retail/office = 225 acres

- 225 acres of retail/office needed by 2027

These retail/office land demand projections indicate that Kerman will need about 85 acres of additional land for retail/office development by 2017 and an additional 225 acres by 2027.

INDUSTRIAL/SERVICE COMMERCIAL LAND PROJECTIONS

Industrial/service commercial land demand factors

- The service commercial sector (commercial services like automobile repair, warehousing, and light manufacturing) of the economy will grow faster than the industrial sector (manufacturing uses).
- Industrial/service commercial uses do not require as high of visibility that retail commercial/office uses require.
- There is a shortage of existing service commercial uses to serve the local and regional population. There is a need to serve a significant number of additional clients.
- Service commercial uses will generally be restricted to lands on Whitesbridge Avenue, east of Madera, on the south side of California, and in the areas immediately south of the railroad tracks.
- Industrial uses will generally be restricted to lands south of California and north of Jensen; the City plans to annex an 117-acre area referred to as the “Southwest Annexation” into the city to provide large industrial users with parcels that are ready to develop (i.e., one large user could require 100 acres).
- There are 82 acres of existing industrial/service commercial uses in Kerman in 2007.

Industrial/service commercial land demand, high population projection, 2017

82 acres of industrial/service commercial lands (2007)/ 12,663 (2007 population) = 1 acre industrial-service commercial per 154 persons

1 acre of industrial/service commercial per 154 persons x 23,300 (2017 estimated population) = 151 acres industrial/service commercial needed

151 acres industrial/service commercial needed - 82 acres of existing industrial/service commercial uses = 69 acres of land needed for industrial/service commercial uses

- 69 acres of industrial/service commercial uses needed by 2017

Industrial/service commercial land demand, high population projection, 2027

82 acres of industrial/service commercial lands (2007)/ 12,663 (2007 population) = 1 acre industrial/service commercial per 154 persons

1 acre of industrial/service commercial per 154 persons x 40,561 (2027 estimated population) = 263 acres industrial/service commercial needed

263 acres of industrial/service commercial uses needed by 2027 - 82 acres industrial/service commercial uses occupied in 2007 = 181 acres of land needed by 2027

- 167 acres of industrial/service commercial uses needed by 2027.

These land demand projections indicate that Kerman will need about 69 acres of land for industrial/commercial uses by 2017 and an additional 181 acres by 2027. However, the city plans to annex 117 acres (referred to as the “Southwest Annexation”) into the City to provide parcels large enough for large industrial users within the City Limits.

PARK LAND PROJECTIONS

Parkland demand factors

- The City of Kerman has a standard of providing four acres of parkland for every 1,000 persons.
- Open space at school sites will not be counted as parkland, unless there is a joint use agreement between the City and Kerman Unified School District.
- Private parks will not be factored into Kerman's standard of four acres of parkland for every 1,000 persons.
- There are 41 acres of existing park land in 2007.

Parkland demand, high population projection, 2017

Four acres of parkland/1000 persons x 23,300 (2017 high population) = 93 acres of parkland needed

93 acres of parkland needed – 41 acres of parkland in 2007 = 52 acres

- 52 acres of parkland needed by 2017

Parkland demand, high population projection, 2027

Four acres of parkland/1000 persons x 40,561 (2027 estimated population) = 162 acres of parkland needed

162 acres of parkland needed by 2027 – 41 acres of parkland in 2007 = 121 acres

- 121 acres of parkland needed by 2027

SCHOOL LAND PROJECTIONS

School land demand factors

- The Kerman Unified School District shall have a standard for elementary schools that provides for an enrollment of 600 to 700 students and a school site ranging from 10 to 18 acres.
- The Kerman Unified School District shall have a standard for middle schools that provides for an enrollment of 750 to 900 students and a school site ranging from 18 to 20 acres.
- The Kerman Unified School District shall have a standard for high schools that provides for an enrollment of 1500 to 2000 students and a school site of 60-80 acres or more.
- Elementary school sites should be within walking distance of the students they are to serve; all sections of Kerman should be effectively served by elementary schools.
- Middle school sites should be within walking distance of the students they are to serve; all sections of Kerman should be effectively served by middle schools.
- In 2005, Kerman Unified had 950 students enrolled in Kerman-Floyd Elementary, 680 in Sun Empire Elementary, 630 in Liberty Intermediate, 750 in Kerman Middle School, and 1200 in Kerman High School.

School land demand, 2017

One elementary school site needed (18 acres per elementary school site) = 18 acres

One high school site needed (80 acres per high school site) = 80 acres

- 98 acres of school facilities needed by 2017

School land demand, 2027

- 0 acres of school facilities needed by 2027

LAND USE DESIGNATIONS AND POPULATION DENSITIES

The land use designations contained on the Kerman land use map are described below. In addition, a maximum population density and generalized location criteria is described for each designation.

Residential

Very Low Density - a maximum of two dwelling units per gross acre, or eight persons per acre. Development in this category will be required to connect to the city's waste water collection system and the city's water system. Development in this category may also be required to install sidewalks, curbs/gutters or street lights.

This designation shall be reserved for those lands that are on the fringe of the community, have already been divided into lot sizes that are one-half acre or larger, or are required to "buffer" an industrial, agricultural, or public use.

Low Density - a maximum of 9 dwelling units per gross acre, or 29 persons per acre. Development in this category shall be required to install sidewalks, curbs/gutters and street lights, and connect to the city's waste water collection and water systems.

This designation shall be reserved for those lands that contain single family dwellings and uses that are typically associated with single family neighborhoods, such as churches, day-care centers, community centers, parks, and schools.

Medium Density - a maximum of 12 dwelling units per gross acre, or 39 persons per acre. Development in this category could encompass a mix of single family and multi-family uses, which could include duplex, tri-plex, four-plex units and mobile home parks.

Each quadrant of the community will contain land that is designated for this type of residential development. This action will insure that each quadrant of the community has a mix of housing types.

High Density - a maximum of 20 dwelling units per gross acre, or 61 persons per acre. Development in this category could encompass apartment complexes, senior citizen projects and condominiums.

This designation will be applied to lands near, but not directly on, Madera and Whitesbridge Avenues.

Office

An office designation shall be reserved for those areas of Kerman that contain single family dwellings that could be converted to office uses at some future date and for those

areas along Madera and Whitesbridge Avenues that should be reserved for office uses only.

When this designation is applied to lands that contain single family dwellings, these units should be adjacent to commercial uses, should have alley access, and should be in a neighborhood that is in transition.

Lands designated for office shall be required to comply with the design standards of Kerman Zoning Ordinance's design districts.

Commercial

Regional - commercial shall be reserved for lands at the intersection of Madera and Whitesbridge Avenues. Specifically, a 20-acre parcel of land or more should be reserved for a regional shopping center site, which could include regional shopping or “big box” facilities which are now only available in Madera and Fresno and allow for significant leakage of tax dollars.

Development with this designation will have the following distinguishing features - the buildings sites will be required to be landscaped, parking shall be constructed off-street, signs shall be regulated and new uses or extensive expansion of existing uses shall undergo site plan review.

Lands designated regional commercial shall be required to comply with the design standards of the Kerman Zoning Ordinance's design districts.

General - commercial shall be reserved for properties generally located on both sides of Madera and Whitesbridge Avenues. This designation shall provide for shopping centers, retail uses, and offices.

Development with this designation will have the following distinguishing features - the building sites will be required to be landscaped, parking shall be constructed off-street, signs shall be regulated and new uses or extensive expansion of existing uses shall undergo site plan review.

Lands designated general commercial shall be required to comply with the design standards of the Kerman Zoning Ordinance's design districts.

Service - commercial shall be reserved for properties generally located south of California Street (A Street), certain properties north of Whitesbridge Avenue east of Madera and the Southern Pacific Railroad. This designation shall provide for uses that include a mix of light industrial and heavy commercial uses.

Development with this designation will have the following distinguishing features - the buildings will have front yard landscaping, parking shall be off-street, all visible equipment and storage areas shall be fenced and screened from public view, lighting shall not be allowed to illuminate surrounding properties, signs will be regulated and new uses or extensive expansion of existing uses shall undergo site plan review.

Lands designated service commercial shall be required to comply with the design standards of the Kerman Zoning Ordinance design districts.

Neighborhood - commercial sites shall be reserved for two areas in Kerman. Site one shall be located near the intersection of Gateway Boulevard and Siskiyou Avenue and site two near the intersection of Kearney Boulevard and Vineland or Goldenrod Avenue. These sites shall not exceed five acres in size. Permitted uses will include grocery stores, video stores, laundromats, and food service establishments.

Development with this designation will have the following distinguishing features - the building site will have extensive landscaping, parking shall be off-street and shall be landscaped, signs shall be regulated, the architectural design of the building will be compatible with adjacent residential dwellings, and new uses shall undergo site plan review.

Mixed Use

A mixed-use designation will allow for a combination of residential, office and commercial uses. This designation shall generally be reserved for sites that are centrally located, have good access and will not conflict with existing land uses. Lands designated for mixed uses shall be required to comply with the design standards of the Kerman Zoning Ordinance's design districts.

Industry

Lands designated for industrial development will generally be located south of the Southern Pacific Railroad and north of Jensen Avenue. This designation will provide for uses that are involved in manufacturing, processing, warehousing, and certain service commercial uses.

Development with this designation will have the following distinguishing features - the subject site will be landscaped, parking lots will be constructed off-street and will be landscaped, storage areas shall be fenced and screened, signs shall be regulated and new uses shall undergo site plan review.

Public Facilities

This designation is reserved for facilities that are frequented by the public, including schools, the post office, city hall, and county offices.

Development with this designation will have the following distinguishing features - the subject site will be landscaped, parking lots will be constructed off-street and will be landscaped, signs shall be regulated and new uses shall undergo site plan review. Schools will receive special attention in regards to pedestrian, bike and bus circulation.

Open Space

This designation is applied to lands that will remain generally free of buildings. Uses that would receive this designation would include parks, water courses, environmentally sensitive lands, and scenic corridors.

Agriculture

This designation is applied to lands that are being, or have the capacity to be, actively farmed. Further, this designation could also be applied to lands that contain agriculturally-related uses, such as packing houses, dairies, and other livestock operations.

The purpose of this designation is to protect agriculture from urban encroachment, maintain land in agriculture until the time is appropriate for conversion to urban uses, and to insure that conflicts do not arise between agriculture and urban uses.

LAND USE GOALS

Land use goals express general community values. They are a vision for the future. They can refer to image and appearance, economic viability, health and safety, preservation of resources, or fiscal soundness. Land use goals for Kerman are as follows:

1. ENHANCE THE IDENTITY AND IMAGE OF KERMAN AND PRESERVE ITS CENTRAL CALIFORNIA CHARACTER
2. PROTECT THE HEALTH, SAFETY AND WELFARE OF RESIDENTS BY INSURING THAT KERMAN IS WELL - PLANNED
3. PROTECT THE ENVIRONMENT AGAINST NEGATIVE IMPACTS TO WATER, AIR AND ENERGY BY PROMOTING ECONOMIC AND INDUSTRIAL DEVELOPMENT OF A BUSINESS- AND INDUSTRY-

- FRIENDLY COMMUNITY THAT CREATES LOCAL JOBS, THUS REDUCING NEGATIVE IMPACTS CAUSED BY COMMUTES TO OTHER AREAS FOR EMPLOYMENT.
4. PROTECT NATURAL RESOURCES IN KERMAN, INCLUDING PRIME AGRICULTURAL LAND AND AIR AND WATER QUALITY (PROMOTE AN “AG VALUE ADDED” POLICY) AND PROCEED WITH PLANS FOR DEVELOPMENT OF A SECONDARY WATER SUPPLY SYSTEM.
 5. INCREASE MAJOR RETAIL SHOPPING AND SERVICE COMMERCIAL OPPORTUNITIES IN KERMAN
 6. PROVIDE A PUBLIC SERVICE SYSTEM THAT IS EFFICIENT AND ENHANCES THE 'QUALITY OF LIFE' IN KERMAN
 7. PROVIDE AN INFRASTRUCTURE SYSTEM THAT INCLUDES A SECONDARY WATER SUPPLY SYSTEM THAT IS EFFECTIVE AND COST-EFFICIENT IN TERMS OF SERVICING ORDERLY URBAN DEVELOPMENT
 8. PROMOTE URBAN GROWTH PATTERNS AND LAND USE ARRANGEMENTS IN KERMAN THAT MINIMIZE LAND USE CONFLICTS
 9. ENHANCE THE SCENIC QUALITY AND ENVIRONMENTAL SETTING OF KERMAN
 10. STRUCTURE AN ACTION PROGRAM THAT EFFECTIVELY AND FINANCIALLY IMPLEMENTS THE OBJECTIVES AND POLICIES OF THE LAND USE ELEMENT.
 11. PRESERVE KERMAN'S SINGLE FAMILY RESIDENTIAL NEIGHBORHOOD ATMOSPHERE
 12. ENHANCE KERMAN'S ABILITY TO ATTRACT LONG-TERM REVENUES TO THE CITY THROUGH THE EXPANSION OF LOCAL AND ATTRACTION OF NEW BUSINESSES TO KERMAN
 13. CREATE A “HOMETOWN” ATMOSPHERE IN KERMAN

THE PLAN - ISSUES, POLICIES AND ACTION PROGRAMS

The Plan covers a number of topics related to land use. For each land use topic, the Plan will identify and discuss community issues that relate to the topic, such as industrial development or neighborhood conservation. Second, it will identify policies that will

guide future decisions regarding the specific land use topic. Third, the Plan will list various action programs that will be required in order to implement the policies.

A. COMMUNITY IMAGE

Image is important to a city because it can influence how residents feel about their community. A strong sense of community ownership, involvement and stewardship can result if people feel good about their city. Further, a city that is clean, well-maintained, safe, visually appealing, and attentive in its arrangement of land uses, can attract outside investment, which generates employment, taxes, and further investment.

1. POLICY: Promote a clean, well-maintained community.

ACTIONS:

- a. The Planning Department shall periodically review improvement standards contained in the zoning and subdivision ordinances. Standards that should be reviewed include landscaping, parking and signs.*
- b. The City shall actively enforce the city's vehicle abatement program.*
- c. The Building Department shall actively enforce the State Housing Code to insure that unsafe, dilapidated residential structures are rehabilitated or demolished.*
- d. The Planning Department shall increase its enforcement of the sign ordinance by periodically informing persons with illegal signs that these signs must be removed.*
- e. The Planning Department shall insure that commercial uses do not operate in residential neighborhoods unless the operator of the commercial use has secured a home occupation permit.*
- f. The City's Code Enforcement Division shall activity enforce the City's "Weed & Debris" program and also inspect alleys and businesses for compliance.*
- g. City shall promote the Kerman RDA "PRIDE" program to encourage Madera Avenue businesses to improve building facades, landscaping, signage, parking and general appearance.*
- h. The City shall review all CUP's for compliance with conditions, annually.*

i. The City shall consider annexation and development of Ag-Preserved properties as a last resort, unless there is no other property within the Sphere for development.

2. POLICY: Visually enhance Kerman’s four major entryways.

ACTION:

a. The City shall work with CALTRANS and private development to beautify entryways into Kerman through installation of landscaping, sign treatment, landscaped medians, and lighting.

b. The City shall encourage re-development of legal non-conforming uses along the City’s entrances

c. The City shall promote and encourage new or improved development along these corridors.

3. POLICY: Encourage high quality site, architectural, and landscape design of existing, new, private and public development.

ACTIONS:

a. Kerman shall apply the development standards located in its zoning ordinance that are specific to design districts and identified on the land use/circulation map.

b. Continue the use of the site plan review process to ensure that new or renovated projects conform to the development standards contained in the zoning ordinance.

c. The City shall work with land owners to establish a City “historical entrance” along Whitesbridge Road, similar to those currently on Madera Ave.

4. POLICY: Preserve and enhance Kerman’s small-town character.

ACTIONS:

a. Apply specific development standards for the design district that encompasses the historic Kerman townsite, which extends along Madera Avenue from California Avenue to Kearney Boulevard. The standards shall focus on special setback, streetscape, lighting, sign and parking requirements.

b. Continue to promote activities such as sports, the annual Harvest Festival, a farmer's market, sidewalk sale, or ethnic food faire.

5. POLICY: Preserve and enhance Kerman's visual appearance and living environment.

ACTIONS:

a. Require that new subdivisions be required to install and maintain landscaping, irrigation, and wall improvements along collector, arterial roadway frontages and entrances.

b. Kerman shall continue to expand the construction and maintenance of tree-lined medians on all expressways, arterials and major collectors or any other roadway the City Council may deem appropriate.

6. POLICY: Develop and maintain a strong community edge - where urban and agricultural uses interface.

ACTIONS:

a. Kerman shall forward a recommendation of denial to Fresno County if large-lot (one acre or larger) ranchette subdivisions are proposed for lands within its sphere of influence.

b. Kerman shall not initiate annexations that create peninsulas or islands, or which require inefficient extensions of infrastructure.

c. Work with Fresno County and LAFCO to expand the area beyond the Sphere of Influence (SOI) for notification on development outside the SOI.

7. POLICY: Preserve and enhance natural and rural features in Kerman such as stands of mature trees, and agricultural crops and trees.

ACTIONS:

a. Require developers to integrate existing mature trees into their projects.

b. Explore the feasibility of using rights-of-way for use as parkways and trails.

B. HISTORIC TOWNSITE

Kerman's original townsite was bounded by Kearney Avenue on the north, California Avenue on the south, First Street on the west and Ninth Street on the east. Kerman's original downtown, older neighborhoods, and first park is contained in this area. Most of Kerman's first commercial buildings were located in this area, along both sides of Madera Avenue. The original townsite has changed significantly since its formation in the early 1900s. Madera Avenue has been widened from a two lane road to a four lane highway with parking on both sides; many of the older commercial buildings have been demolished (Kerman Inn) or altered; and some of the older homes have been replaced with apartment units.

The policies and actions mentioned below will provide a strategy that will restore the character and appearance of Kerman's original townsite and will create a focal point for the community in regards to community events, shopping and recreation.

1. **POLICY:** Continue the upkeep and maintenance of the streetscaping, landscaping to enhance the "downtown" image in the historic Kerman townsite by upgrading the overall appearance and utility of the townsite with antique street lighting, public parking, signs, banners and facade improvements.

ACTIONS:

- a. Prepare and adopt an historic Kerman townsite design and improvement program.*
- b. Remove graffiti as necessary.*
- c. Provide additional street and parking lot lighting.*
- d. Require and facilitate the undergrounding of existing overhead utilities & install decorative antique street lighting through the site plan review process and Rule 20 funding.*
- e. Install street furniture and landscaping.*
- f. Place decorative trash receptacles and other decorative features along Madera Avenue.*

3. **POLICY:** The Redevelopment Agency shall encourage the development of special uses in the historic Kerman townsite, including (don't put in things that are economically impossible), restaurant, offices and specialty retail stores through the use of incentives for businesses willing to conform to the historic townsite theme.

ACTIONS:

a. The Redevelopment Agency may consider the following actions to entice the above mentioned uses to locate in the Kerman townsite. These actions could include a:

-consider low interest loan for facade renovation, new signage, landscaping or parking

-consider local, State or private programs for business loans

- condemn buildings that are unsafe / public nuisance

C. GROWTH MANAGEMENT

The management of Kerman's urban growth - direction, rate, density, and arrangement of land uses- can be beneficial from a fiscal, environmental, and social perspective. A community that is "well planned" is more likely to be better received by the public than one that is ill-planned, with numerous land use conflicts, leap-frog development, a non-viable downtown, poor circulation, is visually unappealing, lacks open space, or has disenfranchised sections of town.

The cost of providing infrastructure and public services is generally higher for a community that is sprawling and not compact, lacks contiguous development, and does not encourage infill or increased residential densities.

1. **POLICY:** Land uses in Kerman shall be arranged in a manner that avoids conflicts between the uses.

ACTIONS: a. Uses that conflict with each other shall be separated by buffer zones or demarcation lines (streets, railroads, canals, etc. to separate uses of different characteristics).

b. This policy will be implemented through the adoption of the Noise Element.

2. **POLICY:** Kerman shall promote an urban pattern that is compact, contiguous and concentric to the historical Kerman townsite.

ACTION: This policy will be implemented through adoption of the Land Use Element.

3. **POLICY:** The Land Use Element should include two growth boundary lines - 2017 and 2027.

ACTION: a. The City of Kerman shall establish a “80% Infill Policy” related to the 2017 Growth Boundary Line as detailed below::

The City residential areas shall be divided into three (3) Areas defined below and illustrated in Map 7 in Part II of the Kerman General Plan Update:

- 1.) West of Madera Ave., south of Whitesbridge Road, north of California Avenue*
- 2.) North of Whitesbridge Road*
- 3.) East of Madera Avenue, south of Whitesbridge Road, north of California Avenue*

Each area shall be judged on its own and not be “subject” to a city-wide infill rule. Therefore, if Area 3 has reached the 80% infill criteria, the City Council may, at that time, consider allowing development beyond the 2017 Growth Boundary Line based upon a consideration of the following factors:

- Residential housing needs such as affordable housing or a desire for a wider and more diverse range of housing*
- Community needs such as open space, recreational facilities, parks, schools, etc.*
- Obstacles to growth such as cost of infrastructure, Williamson Act properties, etc.*
- Economic development needs*

Therefore, one of the above Areas may be allowed to cross the 2017 Growth Boundary Line if:

- 1.) The 80% infill mark has been reached in the Area; and*
- 2.) The City Council decides that crossing the Growth Boundary Line fulfills one or more of the above criteria. However, such action will not require a General Plan Amendment.*

NOTE: In cases, where zoning has not been established, a General Plan Amendment and a Zone Change Amendment will be required.

ACTION: b. The City of Kerman shall petition LAFCO (Local Agency Formation Commission) to amend its Sphere of Influence (SOI) based on the land use patterns contained in the General Plan.

4. POLICY: The Redevelopment Agency shall encourage the infill development of the blighted and underdeveloped areas within the city.

- ACTION:* a. *The Redevelopment Agency shall explore the feasibility of financially assisting with the remodeling, reuse, or new construction of downtown-type uses in the historic Kerman townsite. This includes lower Impact Development Fees within the RDA boundaries.*
5. POLICY: Promote a mix of residential dwelling types in all new and redeveloping residential areas.
- ACTIONS:*
- a. *This policy will be implemented through the adoption of the Land Use Element.*
- b. *Encourage “Smart Growth Planned Development” and small-scale multiple family development (duplex and triplexes) in existing and new residential developments.*
6. POLICY: New development should be contiguous to existing or approved development.
- ACTIONS:*
- a. *Require the Planning Commission and City Council to make a finding that new development is within 1/8 mile of existing or approved development when approving subdivisions.*
7. POLICY: Promote infill development in order to reduce the rate at which surrounding agricultural land is urbanized and to provide for a more efficient use of existing infrastructure.
- ACTIONS:* *Implement an annexation policy that is based on only annexing land for residential development when at least 80 percent of the residentially designated land in the city limits is developed.*
8. POLICY: Encourage a community land use pattern that will accommodate an efficient infrastructure and public service system.
- ACTION:* *This policy will be implemented through the adoption of the Land Use Element, as well as conformance to the master water, sewage, and storm drainage plans.*

D. RESIDENTIAL NEIGHBORHOODS

The "neighborhood" is the fundamental unit of a community. The health and quality of life of a community is best measured at the neighborhood level. If a community's neighborhoods are not quiet and free of excessive traffic, are unkempt, contain

incompatible uses or are depreciating in value, then the community as a whole is most likely trending towards a state of deterioration. For the local decision-maker, preservation of the neighborhood ranks as one of the community's most important objectives.

A city should provide for a wide range of housing types, styles, and prices. A city with these characteristics insures that housing opportunities are made available for all socio-economic levels. Further, certain types of housing - single family dwellings or apartments - should not be restricted to only certain areas in the community. To do so, can lead to a stigma being attached to certain parts of town (e.g. "good" side of town versus "bad" side of town).

1. POLICY: Single family development shall be well-designed and well-maintained.

ACTIONS:

a. New subdivisions shall form a landscape and lighting district to maintain improvements in these areas.

b. To the best extent possible, prohibit residential driveways from entering onto collector and arterial streets from new subdivisions. This policy will be implemented during the subdivision review process.

c. Perimeter walls around new subdivisions shall encourage openings in order to facilitate through bike and pedestrian traffic. The Kerman Improvements Manual shall be amended to incorporate a standard for this type of wall opening.

2. POLICY: Promote a residential living environment that is safe, sanitary and furnishes housing opportunities for all socio-economic levels.

ACTIONS:

a. Abate or rehabilitate dilapidated residential dwellings through the process described in the State Housing Code and the Uniform Code for Abatement of Dangerous Buildings.

b. Rehabilitate substandard residential dwelling units.

c. Encourage private developers to utilize state and federal housing funds in order to construct low- to moderate- income housing.

d. Continue to implement the goals, objectives and policies contained in the Housing Element.

3. **POLICY:** Provide for an adequate amount of land for residential uses so that the real estate market does not become overly restrictive thereby causing land values to increase.

ACTION: *This policy will be achieved through implementation of the Land Use Element and adoption of the Land Use Map.*

4. **POLICY:** Enhance Kearney's boulevard effect by designating portions of its frontage for very low density residential.

ACTIONS: *This policy will be achieved through the implementation of the Land Use Element and adoption of the Land Use map.*

E. MULTI-FAMILY DEVELOPMENT

Multi-family development, known commonly as apartments, is necessary in all communities. It provides housing for persons who do not wish to own a single family dwelling and for persons who can not afford to rent or own one. Improperly located, designed or maintained multi-family development can have an adverse impact on surrounding land uses, especially single family dwellings. To protect the health, safety and welfare of persons living adjacent to multi-family development as well as persons living in these types of units, the location, design and long-term maintenance of these types of residential use must be well planned.

1. **POLICY:** Multiple family development shall be well-designed, well-maintained, and properly sited.

ACTIONS:

a. New Multiple family development with ten units or more shall be located where two arterial or collector streets intersect. (Except when the project is designated as IN-Fill)

b. The number of multiple family units on any given site shall be limited to 40 units (Except with a Conditional Use Permit).

c. Review the Zoning Ordinance standards for multiple family development focusing on revisions which will result in higher quality multiple family development, including the following standards:

- *Apartment units along major roadways should be staggered.*
 - *Parking lots shall be landscaped so that within ten years, 50 percent of the lot will be shaded.*
 - *On-street parking by residents or guests should be discouraged.*
 - *Trash enclosures (which will include space for recycling bins) should be screened from the view of persons traveling on adjacent streets or residing on adjacent properties.*
 - *Landscaping along street frontages should include a combination of trees, shrubs and turf.*
 - *Two or more story multi-family projects should not have upper story windows on the side of the building that faces adjacent single family dwellings unless sufficient setbacks exist that prevent over-view from the upper story units.*
- d. High density residential designations shall strive to be applied to parcels not larger than three acres. This action will be accomplished through the implementation of the Land Use Element and adoption of the Land Use Map.*
- e. Not more than two corners of a given intersection shall be designated for multi-family development.*
- f. Duplex units may be integrated into single family residential subdivisions if the overall density of the development does not exceed the density of the underlying residential zone district.*

F. OFFICE DEVELOPMENT

Office development in a city is almost as important to the economic well-being of a city as industrial development. Offices support a source of employment, which on average, has wages that are higher than those of agriculture. For Kerman, whose economy is primarily based on agriculture, office development provides an excellent opportunity to diversify its economy.

Four general areas in Kerman are designated for office development by the Land Use Element. For larger offices, land along Whitesbridge Road, east and west of Madera Avenue is designated for office development. These office complexes would be required

to conform to design district standards proposed for development along Whitesbridge Road.

The second area that allows office development is Madera Avenue. Although the Land Use Element designates this area for general commercial uses, the Kerman Zoning Ordinance lists offices as a permitted use. Land uses constructed along Madera Avenue would be required to conform to the design standards prescribed for this commercial area.

The third area where offices are encouraged is the parcel of land designated Mixed-Use, located at the southwest corner of Whitesbridge and Vineland. The Land Use Element encourages a mix of urban uses at this location - residential, office and commercial. Land uses constructed at this site would be required to conform to the design standards prescribed for the original historic townsite area.

The fourth area where offices are encouraged is land immediately east and west of Madera Avenue between California Street and "E" Street. This is an area where older homes that back onto commercial uses along Madera Avenue could be converted to office uses. The rear portion of lots in this area would be used for office parking; access would be provided from an alley.

1. **POLICY:** Provide for the establishment of offices in existing residential structures, adjacent to Madera Avenue in the original historic townsite.

ACTIONS:

- a. Adoption of the Land Use Element will implement this policy.*
- b. The City Planner & Building Official will insure that residential structures that are being converted to offices are designed to be compatible with the local residential neighborhood. Parking for these offices shall be provided off the alley.*

G. COMMERCIAL DEVELOPMENT

The Kerman Land Use Element provides for four basic types of commercial development - neighborhood, general, service and regional. Each of these types of commercial uses are required if the community wishes to provide services and shopping opportunities for its citizens. Further, in order for a city to have a strong sales tax base, it is imperative that the city not only retain its own shoppers but also attract shoppers from surrounding cities and outlying rural areas.

For each type of commercial development to be successful, the use must be properly located, have adequate access and be designed in a manner which is attractive to clients. For example, a parcel of land that is designated for regional uses should be located at the

intersection of two arterial roadways, it should be designed so that it is attractive and visible from each roadway and it should incorporate ample off-street parking.

1. POLICY: Ensure that neighborhood commercial sites are properly located and designed so that they meet the needs of the neighborhood and do not negatively impact adjacent residential uses.

ACTION: Adoption of the Land Use Map will implement this policy.

2. POLICY: Neighborhood commercial centers shall not exceed five acres in size.

ACTION: Adoption of the Land Use Map will implement this policy.

3. POLICY: Maintain land at the intersection of Madera and Whitesbridge and along Whitesbridge for regional commercial uses.

ACTION:

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

b. The following uses will be incorporated into the Zoning Ordinance as Regional Commercial uses:

- *Shopping centers (many shops contained within one building)*
- *Department stores*
- *Restaurants*
- *Fast-food stores*
- *Full-service service stores*
- *Banks*
- *Variety store*
- *Hotels and motels*
- *Food stores*
- *Gas Stations*
- *Other uses added by the Planning Commission and City Council*

5. POLICY: Ensure that land designated for regional commercial uses is properly designed, located and protected against incompatible uses so that it achieves its maximum development potential.

ACTION:

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

2. **POLICY:** Discourage industrial uses that are high water users unless the industrial use can mitigate this adverse impact with appropriate fees.
- ACTION:* *The City Engineer shall review each industry to ensure that it does not adversely impact Kerman's sewer or water system.*
3. **POLICY:** Discourage industrial uses that generate high strength waste water unless the industrial use can mitigate this adverse impact with appropriate fees or pretreatment of its waste water.
- ACTION:* *The City Engineer shall instruct industries that are generators of high strength waste water to pretreat their effluent prior to discharging into Kerman's waste water system.*
4. **POLICY:** New industries will be reviewed to ensure that they do not conflict or interfere with surrounding uses or adversely affect the public's health, safety, or welfare.
- ACTIONS:* *The City shall revise the Zoning Ordinance to include performance standards to which new industrial uses would be required to comply with. Said standards for consideration include light and glare, vibrations, air quality, noise or odor.*

I. JOBS / HOUSING BALANCE

Economic development is the process by which the opportunity for production, distribution and consumption of goods and services is created. It is crucial at all levels of government but especially at the local level – cities and counties. The financial and economic viability of cities and counties is directly tied to the creation of jobs, an inflow of taxes and the other benefits associated with an improved local economy – increased disposable income of residents and improved appearance of the community. Economic development requires the proper mix of land uses; the availability of infrastructure, roadways and public services; environmental quality; and a reliable workforce. The land use element of the general plan can provide for the proper mix of land uses (residential, commercial, industrial and quasi-public), and the goals, policies and action programs that will foster economic development. For example, a policy that promotes a balance between jobs and housing in the community insures that persons living in a community also have an opportunity to work in that same community; therefore, having a positive impact on air quality by reducing commuters.

While Kerman is experiencing significant residential growth, commercial and industrial development significantly lags behind, thereby forcing residents to drive to distant locations for employment, including Fresno, Madera and the west side, among others.

This increasing imbalance between jobs and housing also has negative environmental impacts, not the least of which is increased air pollution. Kerman is situated within the middle of the San Joaquin Valley, an air basin that has the potential to experience the worst air pollution in the nation. The basin has recently undertaken proceedings to be classified as an “extreme” noncompliance area - the worst designation according to the Federal Clean Air Act. Only the Los Angeles area shares this designation.

Many people in Kerman must drive long distances (out of town) to work. In addition to air pollution, other negative impacts include wear and tear on roads as well as increased fuel consumption. Other effects such as an increased number of latchkey children who must come home to an empty house (or who, alternately, have a need for after-school recreation programs) has been observed.

It has long been recognized that the optimal arrangement for cities has been to strike a balance between jobs and housing - so that the number of persons who live and work in the same city is maximized. A report by the State of California, Department of Housing and Community Development offers that the optimal ratio of jobs to housing is 1.5:1 - that is, there should be 1-1/2 jobs per dwelling unit. Based on data from the State Employment Development Department about 1,670 jobs existed in the year 2000; in addition, the Census indicated that there were 2,462 dwelling units in the same year. Based on these figures, Kerman had a jobs/housing ratio of 0.68:1 - (0.68 jobs per dwelling unit) compared to the optimum ratio is 1.5 jobs per dwelling unit. The study does not specify how “close” the jobs should be to the dwelling unit, but given Kerman’s small size, any jobs created within or in close proximity to City limits would achieve the objective of reducing air pollution.

1. POLICY: Improve the “jobs / housing” balance in Kerman by promoting employment opportunities that allow persons to both live and work in town. The Policy goal is to create 1.5 permanent jobs for every single family residential unit and 1.0 jobs for every apartment of duplex.

ACTION: Implement a “jobs / housing” development mitigation measures that minimize the environmental impacts associated with a city whose jobs and housing are not in balance. Therefore, new residential subdivisions will be required to “mitigate” their impact on this imbalance”

2. POLICY: Increase tourism opportunities in Kerman

ACTION: a. The City should coordinate with, the Fresno County Farm Bureau, Fresno County Office of Tourism and the Kerman Chamber of Commerce s to attract persons from other cities and

counties who may be interested in holding a conference and or meetings in Kerman.

b. The Kerman Community/Teen Center should be marketed for various events that would bring people to the community. These events should involve agriculture, Westside affairs, or irrigation technology.

c. Kerman's website should provide a photographic essay of the city's local agricultural industry and other images of the community. The site should also provide socioeconomic information on the city.

d. Provide a section of Kerman's web page about the opportunities to hold conferences in Kerman, stressing the community center, local hotels and restaurants.

e. Market Kerman, using signs, brochures, logos and press releases as the "capital" of the Westside.

f. Prepare and distribute a maps that identifies the location of the Kerman Industrial zoned properties and the benefits of locating a facility in this area.

3. POLICY: Market agriculture as a tourist attraction.

ACTION: The City should work with the Fresno County Farm Bureau, Fresno Office of Tourism and the Kerman Chamber of Commerce Bureau to encourage tours, dissemination of agriculturally-related news releases and information regarding agricultural cluster industries in the Kerman area.

4. POLICY: Attract technologies to the Kerman area that are related to the agricultural economy industry, including plant breeding, nurseries, integrated pest management, and agricultural chemical companies.

ACTION: a. The Kerman Chamber of Commerce and City should work with the agricultural community to develop a mailing list containing the types of companies named above.

b. The City should work with the EDC (Economic Development Corporation) to develop an information packet detailing the benefits of locating the above types of businesses in Kerman.

5. POLICY: Assist existing industries to expand their operations and increase employment.
- ACTION:*
- a. The City should contact existing industries periodically to determine if they have plans for expansion and if there are tasks that the city could assist them with.*
 - b. The City should work with Fresno County to seek an Enterprise Zone Designation and develop an Existing Company Expansion Program where tax credits could be provided to a company if they hired additional employees. The City will market the Enterprise Zone to local businesses to promote job development and expansion.*
 - c. The City should seek industrial infrastructure financing through the State and Federal EDA for industrial park areas .*
 - d. Use funds and/or measures generated by the “jobs / housing” mitigation fee program to partially finance infrastructure improvements so as to attract industries to Kerman’s industrial park.*
6. POLICY: Increase the number of businesses operating in Kerman in order to generate more sales, property, business and transient occupancy taxes.
- ACTION:*
- a. Encourage a portion of Kerman’s industrial park to be used for service commercial uses. This service commercial park should be delineated on the land use map. This area will be zoned to the service commercial district.*
 - b. The Kerman planning department should design a development template for service commercial developments that wish to locate in the industrial park. This design template would provide a schematic layout of a potential service commercial use, showing setbacks, landscaping, parking, etc.*
7. POLICY: Promote additional industrial development in Kerman
- ACTION:*
- a. The City should develop “jobs/housing” mitigation measures in the form of fees and/or actions regarding residential development occurring in Kerman. This fee could be utilized to finance and/or pay interest on the cost of the installation of infrastructure in the industrial park. This “jobs/housing” fee or measures would create jobs in the Kerman area thereby potentially allowing persons to*

work in Kerman rather than commuting to surrounding cities or other locations in the county.

b. To insure that there is infrastructure available to all properties with Kerman's industrial park, the City should prepare a 20-year capital improvement program for the park. This document would detail the location, size and financing strategy that would implement this program. In addition to the traditional sources of funds that could finance these improvements, the city could augment these funds with the "jobs / housing" mitigation measures which may include fees to finance and/or pay interest on the cost of infrastructure for the industrial/commercial areas which would bring jobs.

c. The City should coordinate with Fresno County COG and CALTRANS to widen and improve the primary roadways that connect Kerman with State Highway 99, Whitesbridge Road (State Highway 180) and Jensen Ave. The extension of SR 180 from Mendota to I-5 and the potential 180 truck route "by-pass" north of the current Whitesbridge alignment are integral elements of this transportation plan.

d. The City of Kerman should consider either the purchase or control of a large parcel of land in the industrial park. Control of the property could follow the "Commerce Way Model" in which the City installed the infrastructure. This would allow the City to effectively market the property to industries that may wish to "move quickly" in terms of developing a site.

e. The City should apply for state and federal grants or lands to financially assist in the installation of infrastructure improvements throughout the park.

f. The City of Kerman should work with the State to create loans or grants which could provide "no interest" loan programs for municipalities wishing to finance infrastructure improvements.

8. POLICY: Diversify employment base.

ACTION: *a. Designate an area within the Kerman planning area for an "industrial business park." This type of land use would emphasize technology, research, or small manufacturing operations.*

b. Amend the Kerman Zoning Ordinance to provide regulations and development standards for an industrial business park district.

: *c. Identify on the Kerman Land Use map a site for an industrial business park.*

9. **POLICY:** Attract industries that are complementary to the existing work force, that do not adversely affect air quality, the city's waste water treatment plan or the city's water system and do not have a negative impact on the health and safety of the neighborhood or on the community as a whole.

ACTION:

a. Seek industries that compliment the local work force, such as Ag Cluster, agricultural equipment repair and manufacturing, nurseries, warehouses and packing houses and trucking and farm management.

b. The City Engineer will review each industry that wishes to locate in Kerman to insure that the project will not have an adverse impact on the city's sewer or water systems. Should the City Engineer make such findings, the city will require a mitigated negative declaration or an environmental impact report to be prepared on the proposed industry.

The City Engineer will require industries that generate high strength industrial effluent to mitigate this impact by either pre-treating the effluent or by paying an appropriate wastewater impact fee to defray the city's cost of treating the effluent.

c. New and/or industrial uses will be processed through Kerman's site plan & CUP review process to insure that they do not conflict with surrounding land uses or adversely impact the health and safety of the community.

J. AIR QUALITY

The San Joaquin Valley is second only to the Los Angeles basin in terms of “severe” air pollution conditions (Air Quality Guidelines for General Plan, September, 1994, San Joaquin Valley Unified Air Pollution Control District). To meet state and federal air quality standards, the District must rely on local governments to implement strategies to reduce air emissions. One of the cornerstones of this goal is the implementation of transportation control measures (TCM). TCMs are defined as any program to reduce vehicle trips and miles traveled, or to increase average vehicle ridership.

Failure to reduce mobile source emissions will result in numerous health and economic problems. Poor air quality adversely impacts persons with respiratory problems, especially young children and senior citizens. Failure to reduce emissions could discourage economic investment in the Valley as well as causing some existing businesses to move to other regions in the country where air quality is better.

Encouraging people to drive less, rideshare or seek alternative modes of transportation is difficult. Even when people understand the consequences of their actions (transportation choices) on the Valley’s air quality, they still adhere to their travel habits, even when the price of gasoline has far surpassed two dollars a gallon, however, there are some bright spots on the horizon. Use of fireplaces has been curtailed, agricultural burning is being replaced with tilling and shredding, diesel powered pumps are being replaced with electric engines, and the number of hybrid cars being driven in the Valley is increasing. The greatest challenge, however, will be to entice people to walk or ride a bike to their destination or use some form of public transportation. It is important that the above strategies work for without their implementation, the Valley’s air quality will continue to deteriorate causing health and economic problems.

To effectively minimize development’s impact on the air environment, the Kerman General Plan must link land use with the circulation and transportation networks. As an example, high density residential uses may warrant a bus stop that would be operated by a transportation company that links Kerman to Fresno with bus service. Another example would be linking residential development to commercial development with a pedestrian and bike path system. People might opt to walk or ride to the commercial center rather than drive their car.

1. POLICY: The City shall promote all modes of transportation, including mass transit (buses, etc.) bicycle and walking.

ACTION: a. Through the 5-year capital budget, the City Council should ensure that gasoline tax and transportation funds are spent on all modes of transportation.

b. Bus stops shall be provided in the planning area. These stops should be covered, equally spaced throughout the planning area, and located on a major street that is provided with a turnout.

2. POLICY: The City shall promote all modes of transportation, including mass transit (buses, etc.) bicycle and walking.

ACTION: Through the 5-year capital budget, the City Council should insure that gasoline tax and transportation funds are spent on all modes of transportation.

3. POLICY: The City shall prepare a bike path design plan which lays out a community-wide bicycle lane network. New subdivisions shall provide for the network.

ACTION: The Engineering and Planning Departments will prepare the Bike path design plan. Funds will come from tax increment, gas tax and transportation funds. Bike paths will be required to be installed in new subdivisions where required by the bike path design plan.

4. POLICY: Streets shall serve as transportation networks that are linked with land uses.

ACTION: a. Design streets that are “pedestrian-friendly”- wide sidewalks, bulb outs at intersections, narrow to slow traffic speed, well lit and shaded with trees.

: b. Design a street network that provides multiple routes to destinations thereby reducing trip length and travel time.

: c. Design a bike path network that links all destinations within the planning area thereby promoting the use of bikes.

: d. Locate parks and schools in the center of the planning area so that people are encouraged to walk and bike and so that vehicular trip length and travel time are reduced.

e. Locate high density residential development near commercial uses and parks and schools.

f. Provide for roundabouts so that traffic does not have to stop at intersections.

g. Promote slower driving speeds by narrowing roadways, installing bulb-outs and roundabouts, and curving the street where possible.

h. Amend the Kerman Zoning Ordinance to provide for live-work units.

i. Provide for mixed-use development with a conditional use permit for commercial properties located along Madera Avenue between Whitesbridge Road and California Avenue.

K. AGRICULTURE

Agriculture is the primary industry in the Kerman area. This basic industry employs over 30 percent of Kerman's labor force. Agriculture is a relatively stable industry when compared to other industrial sectors, like manufacturing, tourism, and the transportation industries. For this reason, agriculture should be encouraged in the Kerman area. Further, land use policies that minimize the impacts between urban and agricultural uses should be promoted.

1. **POLICY:** Kerman will ensure that its primary economic base (agriculture) is protected.

ACTION:

 - a. Require the Planning Commission and City Council to make a finding when approving new subdivisions that this development is within 1/8 mile of existing urban development.*
 - b. Require a Right to Farm ordinance to all parcels proposed for annexations that are not being developed at that time.*

2. **POLICY:** Encourage Fresno County to apply large-lot agricultural zoning (20 acre minimum) to land within Kerman's Sphere of Influence.

ACTION:

The City of Kerman shall oppose any county development within its Sphere of Influence that creates parcels of less than 20 acres. The City should work with Fresno County to receive notice of any development within 2 miles of the city's Sphere of Influence.

3. **POLICY:** Increase overall residential densities in the City of Kerman so as to require less urbanization of surrounding agricultural lands.

ACTION:

The Land Use Element and Zoning Ordinance provide for increased residential densities within the planning area.

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

- ACTION:* Adoption of the Land Use Element and Land Use Map will implement this policy.
5. **POLICY** Preserve agricultural land outside the planning area of the General Plan
- ACTION:*
- a. *Implement an agricultural easement program wherein a portion of the city's development impact fee would pay for such an easement.*
 - b. *Apply for state and federal funds to assist in the city's agricultural easement program.*
 - c. *Apply to non-profit organizations for funds to assist in the city's agricultural easement program.*
 - d. *Develop the city's agricultural easement program by working with the Fresno County Farm Bureau and American Farmland Trust.*

K. PUBLIC FACILITIES

Construction of public facilities benefits a city in that the facility provides additional employment and the location of the facility can be used to renovate a section of the city. For example, a county facility, such as a court, library or health clinic, built in or near a downtown brings additional people into the area that will shop and eat, thereby enhancing the business or commercial operations in the downtown.

1. **POLICY:** Future public facilities and expansions of existing public facilities (City Hall) should be encouraged to locate in the historic Kerman townsite.
- ACTION:*
- a. *The City/Redevelopment Agency shall work with various public agencies to encourage them to locate their facilities in this area.*
 - b. *The City should expand City Hall to provide for growth over the next twenty years and consider a two-story building .*
2. **POLICY:** The City should preclude the intrusion of any land uses that are incompatible with operation of the Kerman Waste Water Treatment Plant.
- ACTION:* Adoption of the Land Use Map will implement this policy.

3. **POLICY:** New public facilities (i.e.,: parks, schools, etc.) should be located in areas convenient to all citizens.

ACTION: Adoption of the Land Use Element and Land Use Map will implement this policy.

4. **POLICY:** Kerman shall install water, sewer, and storm drainage improvements that correct existing infrastructure deficiencies and meet the demand of future growth.

ACTION: a. Kerman's water, sewer, and storm drainage master plans shall be reviewed in order to insure that they can properly and efficiently serve future development provided for by the Land Use Element. The City should research the feasibility to provide Fresno Irrigation District water to common landscapes areas of new development. Also, the use of wells with non-potable water could be considered for this source (Water Delivery through a "Purple Pipe" Secondary Water Supply.

ACTION: b. Kerman's water, sewer, and storm drainage development fees shall be reviewed on an annual basis. This review should focus on the relationship between the amount of fees being collected for each system and the future capital needs of each system based on development trends in Kerman.

LAND USE MAP

Exhibit 3 identifies the land use designations applied to the Kerman planning area. The Land Use Map (Map 6 located in Part III of this document) shows land designated for urban development that is outside Kerman's current Sphere of Influence (SOI). In order to fully implement the Land Use Element, Kerman will be required to amend its SOI, subject to LAFCO approval.

LAND USE DESIGNATION/ZONING DISTRICT MATRIX

Table 6 below details which zone districts are consistent with the land use designations contained in the Kerman Land Use Element. This matrix will be valuable to the Planning Department as they begin the rezoning of the community to be consistent with the adopted Land Use Element.

TABLE 6
GENERAL PLAN/ZONING CONSISTENCY MATRIX

<u>LAND USE DESIGNATIONS</u>	<u>KERMAN ZONE DISTRICTS</u>												
	<u>UR</u>	<u>O</u>	<u>RR</u>	<u>R-1</u>	<u>R-2</u>	<u>R-3</u>	<u>PA</u>	<u>CN</u>	<u>CG</u>	<u>CS</u>	<u>MU</u>	<u>M-1</u>	<u>M-2</u>
Very Low Density Residential			***										
Low Density Residential				***									
Medium Density Residential				***	***								
High Density Residential					***	***							
Neighborhood Commercial								***					
General Commercial									***				
Service Commercial										***		***	
Regional Commercial									***				
Office							***						
Mixed Use											***		
Industrial												***	***
Public	***	***	***	***	***	***	***	***	***	***	***	***	***
Quasi-Public	***	***	***	***	***	***	***	***	***	***			
Schools			***	***	***	***							
Parks	***	***	***	***	***	***							
Agriculture	***	***											
Note: *** denotes consistency between land use designation and zone district; a blank denotes lack of consistency. A land use designation followed by (R) indicates a Reserve and consistent zoning is the UR zone.													

APPENDIX A
DESIGN GUIDELINES

One of the objectives of the Kerman General Plan is the establishment of a set of guidelines to coordinate the design of new buildings, remodeling of existing buildings, and the installation of other outdoor public and private property improvements such as landscaping, signs, lighting, and parking lots, along the city's two commercial streets, Madera Avenue and Whitesbridge Avenue.

Three design districts have been established by the guidelines. The delineation of these districts recognizes the existing conditions that are unique to each. The location of each district is shown on Exhibit A-1. The districts are:

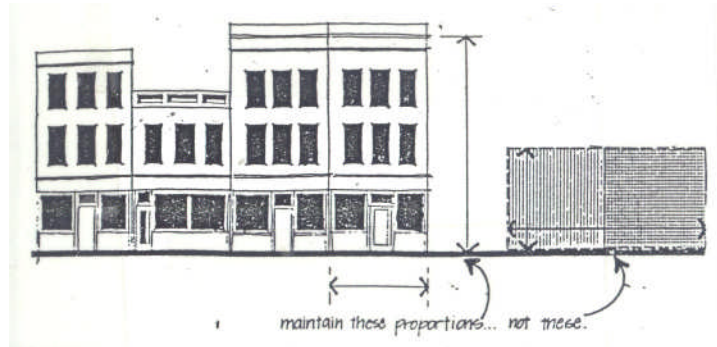
1. Historic Townsite. This district includes properties primarily fronting Madera Avenue, from California Avenue to Kearney Boulevard. As its name implies, this district includes the commercial areas in Kerman's original townsite. A number of the existing buildings have a unique "old town" design and are located at the sidewalk's edge, promoting a pedestrian shopping atmosphere that is found nowhere else in Kerman.
2. Madera Avenue north of Kearney Boulevard. This district includes newer commercial development, including several office complexes. Development in this district is characterized by landscaped setbacks, "contemporary" architecture, and storefront parking lots.
3. Whitesbridge Avenue. This district contains the largest shopping centers in Kerman along with some service-commercial uses. Most of Kerman's vacant commercial parcels are located along Whitesbridge Avenue.

Six design issues are addressed by the design guidelines including, building scale, setbacks, parking, landscaping, signs, and lighting. The following pages include illustrations of the concepts covered by the guidelines. It is the intent of the Kerman City Council to incorporate these guidelines in the Kerman Zoning Ordinance so that they take the form of zoning ordinance requirements imposed on projects within each design district.

Historic Townsite

Building Scale

Building scale and proportion shall be compatible with surrounding buildings.



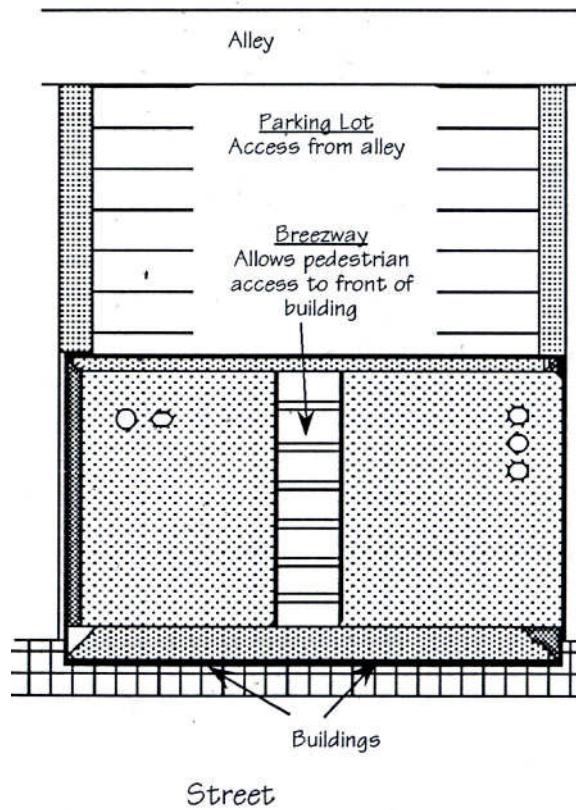
Diagrams above and below illustrate the concept of proportion, scale, and repetition of design elements. New downtown buildings should be designed to complement the scale and proportion of existing building. This will facilitate a harmonious and cohesive downtown appearance.



Historic Townsite

Parking

Parking shall be located to the rear of new buildings and take access from the alley on the rear of the site, if an alley is present. No portion of the parking lot shall be located between the building and front property line.



Historic Townsite

Signs

Should be pedestrian in scale. Signs for multi-tenant buildings shall be uniform in design.

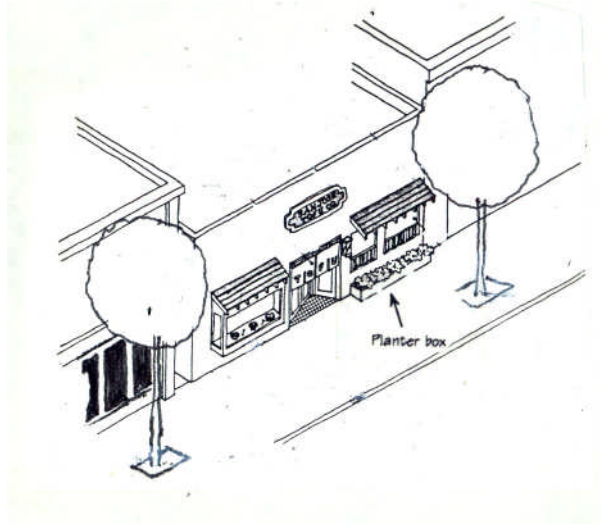


Signs in the historic townsite should be designed to cater to pedestrian shoppers. Design should complement the architecture of the building it serves.

Historic Townsite

Landscaping

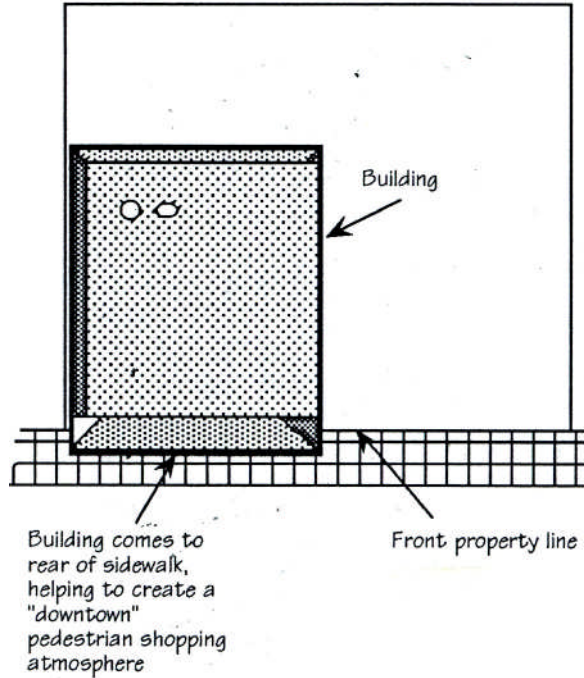
Street trees shall be planted at intervals in sidewalks. No landscaping along front property line except for narrow (two feet wide, maximum) planter boxes.



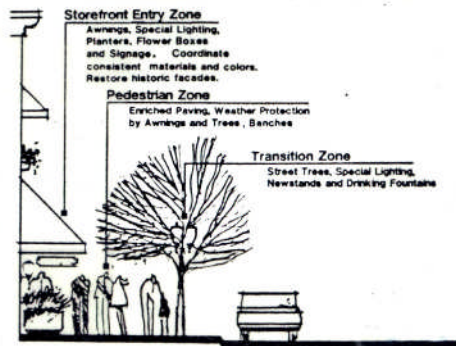
Historic Townsite

Setbacks

To the extent possible, buildings shall be located on the site so that at least one-half of the length of the front property line abuts a building wall.



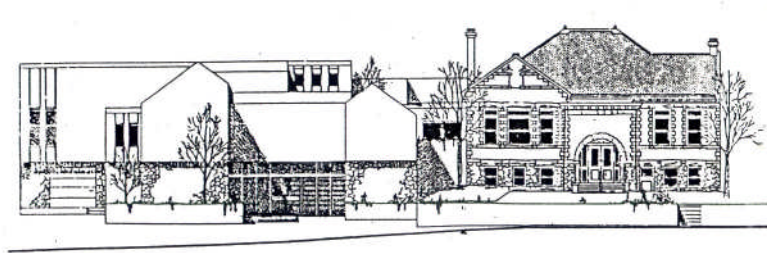
Downtown pedestrian shopping environment with storefronts on the street.



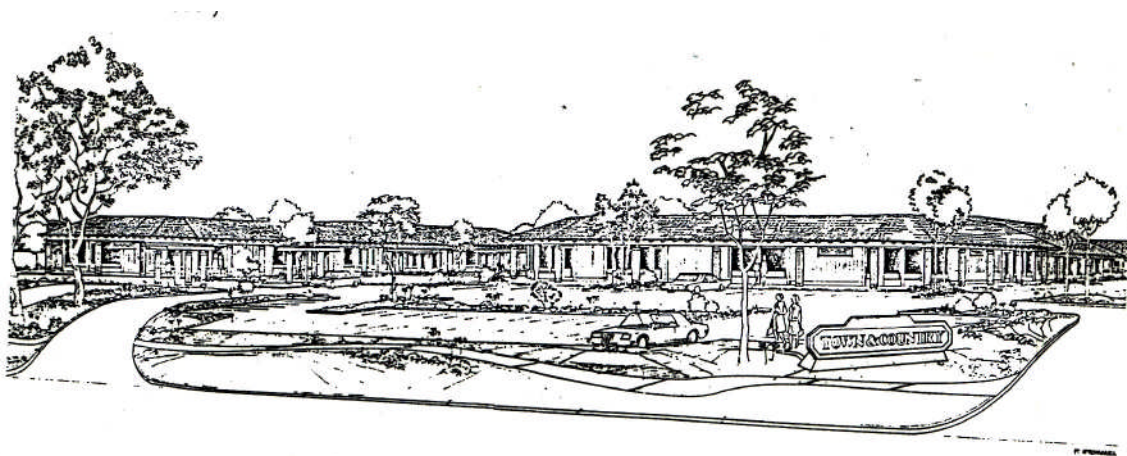
Historic Townsite

Building Scale

Building scale and proportion shall be compatible with surrounding buildings.



New building on left compliments older building to the right. The new building is similar in scale and proportion, and repeats some of the design elements of the older building (lines, window size, etc.)

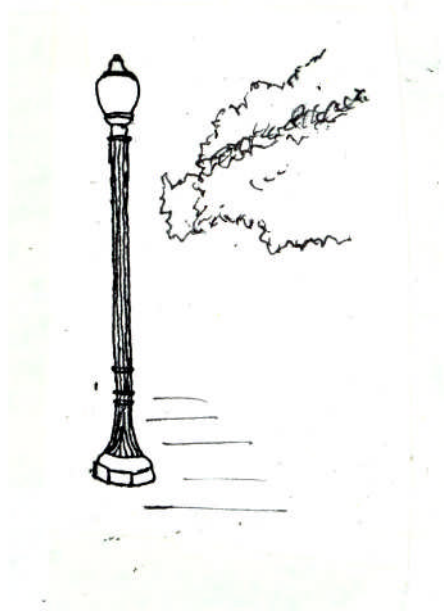


Buildings are uniformly designed

Historic Townsite

Outdoor Lighting

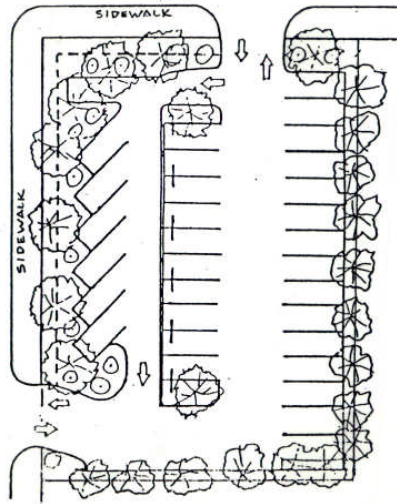
Light standards shall be of historic or antique design as show below.



Madera Avenue (north of Kearney Blvd.)
& Whitesbridge Road

Parking

Per existing standards, except that five percent of the area of new parking lots shall be landscaped to achieve a fifty percent shading factor



Parking lot design with five percent landscaping

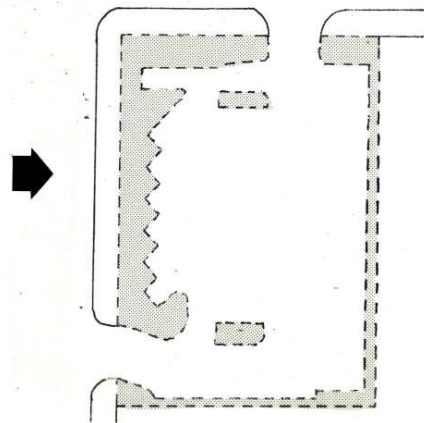


Diagram shows landscape areas of parking lot to the left.

Madera Avenue (north of Kearney Blvd.)

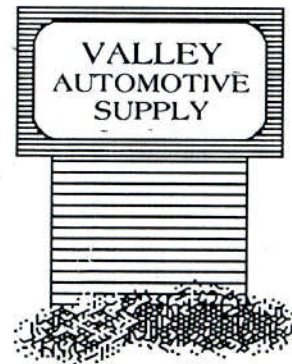
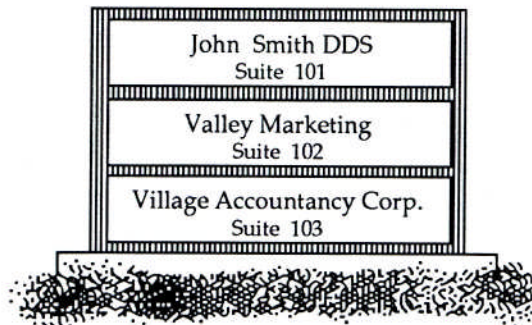
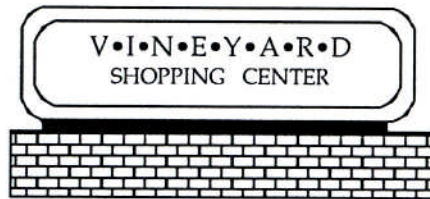
& Whitesbridge Road

Landscaping

There shall be a ten foot landscaped setback along front property line on Madera Avenue (north of Kearney Blvd.) and a twenty foot setback along property lines fronting onto Whitesbridge Road. Five percent of new parking lots shall be landscaped to achieve a fifty percent shading factor.

Signs

Freestanding sign shall be limited to ten feet in height, with a maximum sign face of sixty square feet. A sign program shall be submitted for multi-tenant buildings to ensure that signs for each tenant are of uniform design.



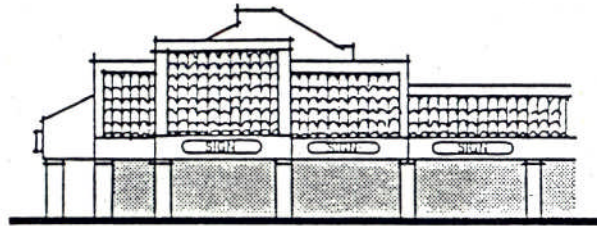
Monument signs, with a solid base (as opposed to a pole sign) are encouraged

Madera Avenue & Whitesbridge Road

Signs (continued)

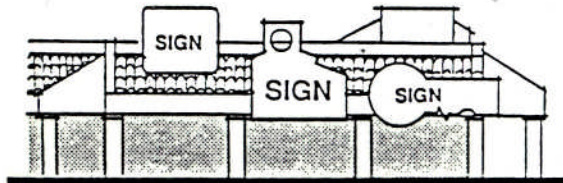
Multi-tenant projects shall establish a sign program to ensure uniform sign appearance.

Yes



All signs appear uniform and consistent in appearance

No

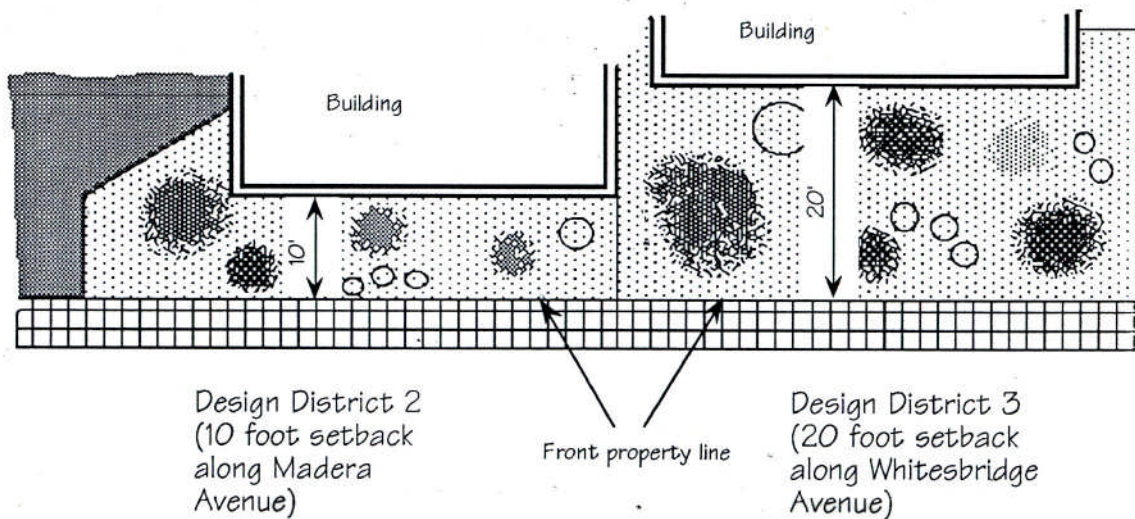


Signs are inconsistently designed, detracting from the overall appearance of the center

Madera Avenue & Whitesbridge Road

Setbacks

New development shall incorporate a ten foot landscaped setback along the front property line.



Uniform landscaped setback fosters a parkway appearance

Madera Avenue & Whitesbridge Road

Outdoor Lighting

Light standards shall be provided as required by the Kerman Improvement Standards Manual at intervals specified by the manual.

