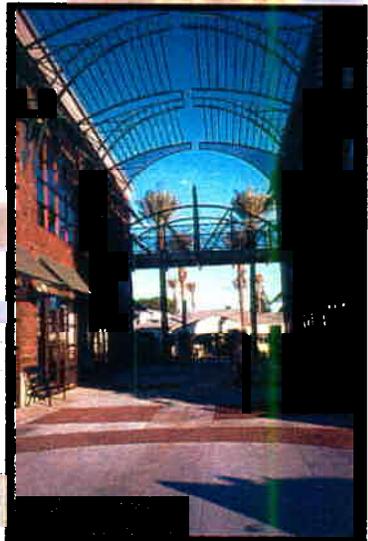


Reedley Specific Plan



January, 2001

City of Reedley

Reedley Specific Plan

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Chapter 1: Introduction

Introduction

The Reedley Specific Plan is designed to guide future development occurring on portions of the fringe areas of the City of Reedley - particularly those areas where residential development is anticipated. Areas specifically included within the plan are shown in Map 1-1. As the map shows, the actual area consists of three separate sub-areas located around the periphery of the community.

? What is the Purpose of the Reedley Specific Plan?

The citizens of Reedley along with the City Council and Planning Commission have expressed concern that future development in the fringe areas be of high quality and respond to a number of challenges facing all communities in the San Joaquin Valley, including

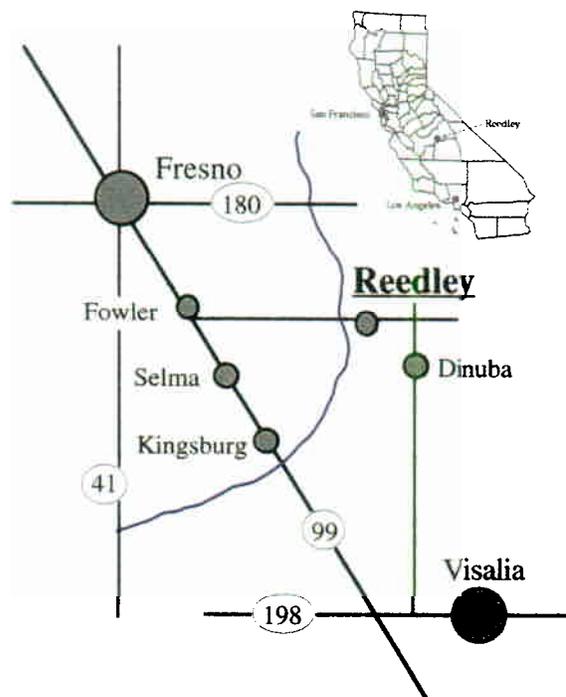
- Preserving and protecting farmland
- Preserving and protecting air quality
- Building a strong sense of community and livability in new neighborhoods
- Conserving energy
- Fostering development that accommodates and encourages alternate forms of transportation like walking and bicycling.

In order to respond to these challenges, the Reedley City Council has adopted two far-ranging policy documents - *The Ahwahnee Principles* and the *Landscape of Choice* document.

The **Ahwahnee Principles** is a set of planning guidelines put forth by California's Local Government Commission - a non profit organization of locally elected officials from throughout California committed to finding local solutions to problems of state and national significance. The principles were adopted by a group of elected officials at a conference in 1991 at Yosemite's

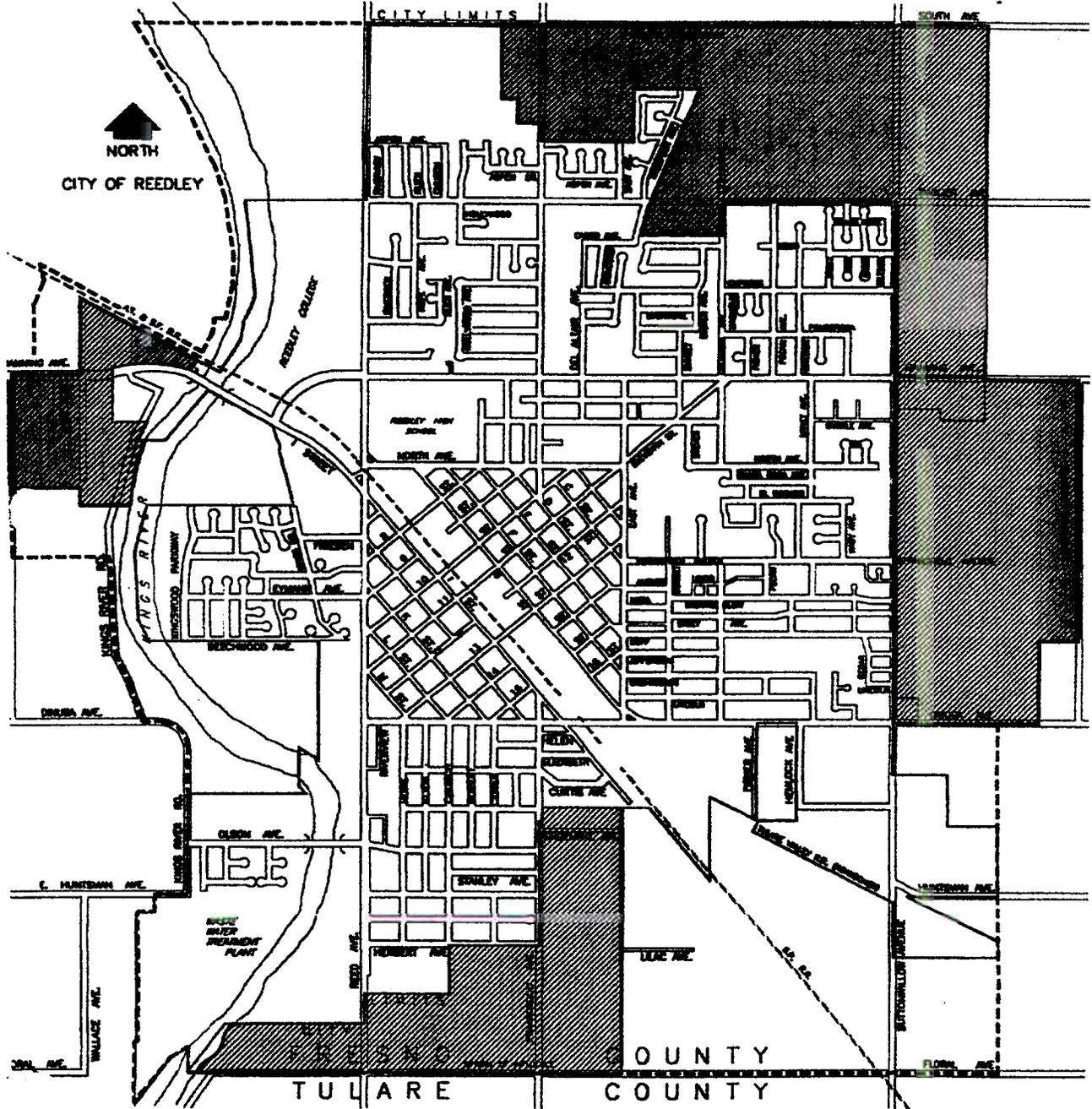


Reedley's older neighborhoods feature pleasant, tree-lined streets with traditional architecture, and are a treasured part of the community's heritage.





REEDLEY SPECIFIC PLAN AREA



CITY OF REEDLEY SPECIFIC PLAN PROJECT AREA

MAP
1-1

REEDLEY SPECIFIC PLAN
Planning Area



SCALE: 1" = 2,900'

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Ahwahnee Hotel.

What are the Ahwahnee Principles? In general, the principles urge a return to urban design principles used in the past - primarily before widespread use of the automobile. In fact, the overall message of the Ahwahnee Principles is that neighborhoods should be designed to the *human scale* rather than the *automobile scale*.

A walk through pre-1940's neighborhoods of many communities demonstrates many of these concepts, such as

- Narrow tree lined streets. If properly designed, narrow streets framed with mature trees can function to keep traffic slow, while providing a beautiful urban setting. In contrast, current street layouts in residential subdivisions are designed to facilitate quick automobile movement.
- More compact development. Moderate increases in density can function to improve the efficiency of modern development. In addition, increased density works to reduce the need to develop outward onto valuable agricultural land.
- Mixed uses. After turn-of-the century industrial America, it was deemed necessary to have a complete separation of different types of land uses. This has been refined to a higher level particularly in California where single family residential



Tree-lined streets are a feature of many older neighborhoods, however this design technique is generally not used in modern subdivision design.

THE AHWAHNEE PRINCIPLES

PREAMBLE

Existing patterns of urban and suburban development seriously impair our quality of life. The symptoms are: more congestion and air pollution resulting from our increased dependence on automobiles, the loss of *precious open space*, the need for costly improvements to roads and public services, the inequitable distribution of economic resources, and the loss of a sense of community.

By drawing upon the best from the past and the present, we can, first, infill existing communities and, second, plan new communities that will more successfully serve the needs of those who live and work within them. Such planning should adhere to these fundamental principles:

COMMUNITY PRINCIPLES

1. All planning should be in the form of complete and integrated communities containing housing, shops, work places, schools, parks and civic facilities essential to the daily life of the residents.
2. Community size should be designed so that housing, jobs, daily needs and other activities are within easy walking distance of each other.
3. As many activities as possible should be located within easy walking distance of transit stops.

(continued)

neighborhoods are kept as separate as possible from multi-family development and even further from commercial and other public land uses.

This has created communities where one is required to jump in their car to visit the store, pick up a newspaper and of course, go to work.

With careful thought given to careful design strategies, an increase in mixed-use type development would function to increase the walkability and livability of Reedley.

- Making the streetscape more visually appealing by “humanizing” building design through such things as homes with front porches, reducing the dominance of the garage as a front yard feature, eliminating blank street-side walls around subdivisions and on commercial development, and directing auto parking towards the rear of buildings, among other strategies.

“Landscape of Choice” Document

On (date), 1998, the Reedley City Council adopted development principles contained in the document “*A Landscape of Choice*”. This document was prepared by the Growth Alternatives Alliance, a consortium of Fresno County organizations directly involved in land development and agriculture.

Similar to the Ahwanee Principles, the Landscape of Choice document contains a variety of development policies aimed at fostering development patterns that are more efficient, consume less farmland, are more livable and result in more attractive development. In addition to Reedley, “A Landscape of Choice” was adopted by Fresno County’s other 14 cities and the County itself. The Landscape of Choice policies are listed at the end of this chapter.

What are the Benefits of These Development Policies?

Some of the benefits of the aforementioned policy areas are:

- Reduced dependence on the automobile for transportation which in turn results in:

Ahwanee Principles (continued)

4. A community should contain a diversity of housing types to enable citizens from a wide range of economic levels and age groups to live within its boundaries.
5. Businesses within the community should provide a range of job types for the community’s residents.
6. The location and character of the community should be consistent with a larger transit network.
7. The community should have a center focus that combines commercial, civic, cultural and recreational uses.
8. The community should contain an ample supply of specialized open space in the form of squares, greens and parks whose frequent use is encouraged through placement and design.
9. Public spaces should be designed to encourage the attention and presence of people at all hours of the day and night.
10. Each community or cluster of communities should have a well defined edge, such as agricultural greenbelts or wildlife corridors, permanently protected from development.
11. Streets, pedestrian paths and bike paths should contribute to a system of fully-connected and interesting routes to all destinations. Their design should encourage pedestrian and bicycle use by being small and spatially defined by buildings, trees and lighting; and by discouraging high speed traffic.

(continued)

- Reduced air pollution;
- Safer, more walkable, more livable streets;
- Reduced fuel consumption.
- More efficient use of city infrastructure;
- Reduced consumption of farmland by urban sprawl; and
- More attractive development.

How is the Reedley Specific Plan Organized?

The Reedley Specific Plan is organized as follows:

Chapter One introduces the plan and provides the reasons why the plan is being proposed. This chapter also lists development guidelines contained in the Ahwahnee Principles and the Landscape of Choice document.

Chapter Two describes the concepts and theories of Livable Communities that provide the basis for policies and standards in the Specific Plan. The information in this chapter is a summary of information that was provided to the Specific Plan Committee during their seven months of meeting.

Chapter Three establishes the goals and policies of the Reedley Fringe Area Specific Plan. This chapter transforms the community's values and priorities into a list of guiding principles used to establish specific development regulations in the specific plan area.

Chapter Four contains the specific development regulations that will apply to future development projects in the Reedley Fringe Area Specific Plan. These regulations cover issues including land use, circulation, and public services. The chapter also includes design standards pertaining to issues such as street width sections, building setbacks, parking, landscaping, etc.

Ahwahnee Principles (continued)

12. Wherever possible, the natural terrain, drainage, and vegetation of the community should be preserved with superior examples contained within parks or greenbelts.
13. The community design should help conserve resources and minimize waste.
14. Communities should provide for the efficient use of water through the use of natural drainage, drought tolerant landscaping and recycling.
15. The street orientation, the placement of buildings and the use of shading should contribute to the energy efficiency of the community.

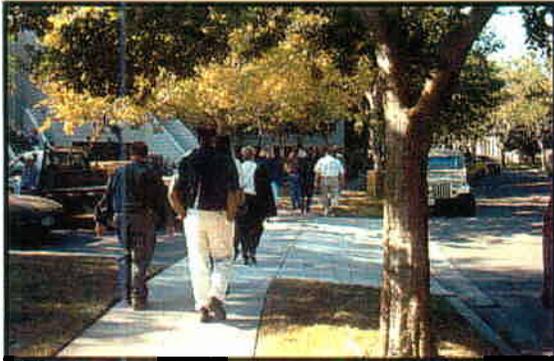
REGIONAL PRINCIPLES

1. The regional land use planning structure should be integrated within a larger transportation network built around transit rather than freeways.
2. Regions should be bounded by and provide a continuous system of greenbelt/wildlife corridors to be determined by natural conditions.
3. Regional institutions and services (government, stadiums, museums, etc.) should be located in the urban core.
4. Materials and methods of construction should be specific to the region, exhibiting continuity of history and culture and compatibility with the climate to encourage the development of local character and community identity.

(continued)

? What About Public Participation in the Planning Process?

In order to encourage public input into the formulation of the Specific Plan, an ad-hoc Specific Plan Committee was formed to work with city staff and the project consultants. This committee generally met twice a month to review work and formulate planning concepts.



One of the activities of the Specific Plan Committee was a bus tour to see development examples in other communities. Here, committee members are touring a residential area in the City of Mountain View.

The Committee also heard from guest speakers, watched slide and video presentations and took a bus tour to view development examples in other communities.

? What is the Specific Plan's Relationship to the Reedley General Plan?

The Reedley Fringe Area Specific Plan is considered to be an implementation tool of the General Plan. While the General Plan lays out generalized development policies, this specific plan sets forth specific detailed development rules that will shape future development in the plan area. Copies of Reedley's General Plan are available at Reedley City Hall.

Ahwane Principles (continued)

IMPLEMENTATION STRATEGY

1. The general plan should be updated to incorporate the above principles.
2. Rather than allowing developer-initiated piecemeal development, local governments should take charge of the planning process. General plans should designate where new growth, infill or redevelopment will be allowed to occur.
3. Prior to any development, a specific plan should be prepared based on these planning principles. With the adoption of specific plans, complying projects could proceed with minimal delay.
4. Plans should be developed through an open process and participants in the process should be provided visual models of all planning proposals.

• • •

What does State Law Say About Specific Plans?

The authority to prepare Specific Plans is established in state Government Code sections 65450-75457. According to “The Planner’s Guide to Specific Plans”:

“A specific plan is a tool for the systematic implementation of the general plan. It effectively establishes a link between implementing policies of the general plan and the individual development proposals in a defined area. A specific plan may be as general as setting forth broad policy concepts, or as detailed as providing direction to every facet of development from the type, location and intensity of uses to the design and capacity of infrastructure; from the resources used to finance public improvements to the design guidelines of a subdivision.”

According to the government code, a specific plan must contain several things:

- A. A specific plan shall include a text and a diagram or diagrams which specify all of the following in detail:
 - 1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.
 - 2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.
 - 3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.
 - 4) A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to

In order to encourage public input into the formulation of the Specific Plan, an ad-hoc Specific Plan Committee was formed to work with city staff and the project consultants.

carry out the preceding paragraphs.

- B. The specific plan shall include a statement of the relationship of the specific plan to the general plan.



What About Environmental Review?

The City has prepared a Draft Environmental Impact Report (DEIR) for the Reedley Specific Plan. The DEIR is an informational document intended to provide city decision-makers (City Council, Planning Commission, staff, etc.), the general public and affected agencies with the environmental consequences of implementing the Specific Plan. The DEIR also provides a series of mitigation measures and alternatives to the proposed project, which, if implemented, could reduce the impact of the project on the environment.

F.Y.I.

CEQA stands for the California Environmental Quality Act. This law was adopted by the state legislature in 1971 and requires that all public and private development projects undergo a review to determine their potential impacts on the environment.

Landscape of Choice

Strategies for Improving Patterns of Community Growth

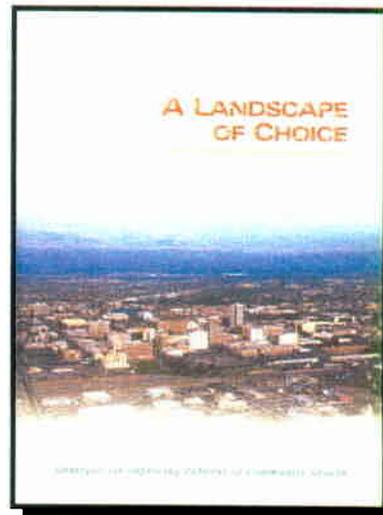
Guiding Principles

1. Utilize urban land as efficiently as possible
2. Develop livable communities that emphasize pedestrian or transit-oriented design.
3. Recognize the importance of agriculture and the need to protect productive farmland.

Policy Recommendations for Compact Growth

Residential

1. The land use element of a general plan should only identify the mix of land uses and a broad range of allowable densities for future development. When development of an area is imminent, specific plans or community plans should be prepared to specify the pattern, location and density of land uses.
2. Modify design review procedures to create a process that meets planning goals and complements the community vision rather than focusing strictly on rigid numerical standards.
3. Thoroughly review and revise zoning ordinances to facilitate moderate increases in density and to allow a diversity of housing types within the same zone district or neighborhood.



Landscape of Choice (*continued*)

4. Provide incentives and support projects that are designed to encourage compact growth and higher densities while providing amenities such as bike paths, neighborhood parks, etc. as densities increase.

Commercial

1. Develop policies and standards that facilitate an increase in floor area ratios for commercial and industrial development by encouraging construction of multi-story office buildings.
2. Create a task force to evaluate standards for parking requirements and recommend measures to reduce the amount of land devoted to parking.
3. Encourage shared use of parking facilities and promote planning for uses that can utilize the same parking area at different times.
4. Encourage parking structures for certain commercial/industrial projects and establish parking fees that make these structures profitable.

Creating Livable Neighborhoods and Achieving Urban Infill

New Residential Development

1. Encourage nodes of higher housing densities (village centers) in areas served by the full range of urban services - neighborhood commercial uses and community centers, public services, and transit stops.
2. Develop transit and pedestrian-oriented design guidelines and incorporate these design guidelines into specific plans.

Landscape of Choice (continued)

3. Adopt a Traditional Neighborhood Development Ordinance that can serve as an alternative to the standard zoning ordinance and overlay this district over all single family, multiple family and neighborhood commercial zone districts.
4. Revise local street development standards to reduce the overall width of the street right-of-way to a maximum width of 50 feet and reduce the corresponding turn-around width of cul-de-sacs.

Existing Neighborhoods

1. Retrofit existing neighborhoods to create activity centers or nodes that give the neighborhood an identity.
2. Preserve and enhance existing pedestrian and transit-oriented neighborhoods by pursuing redevelopment that retains pedestrian orientation and promotes transit use.
3. Prepare neighborhood revitalization plans for areas suited for infill development and insist on public participation throughout the planning process.
4. Re-designate vacant land for higher density uses or mixed use and provide incentives for assemblage of smaller parcels to create feasible infill projects that meet community goals and objectives.

Landscape of Choice (*continued*)

Downtown Redevelopment and Commercial Centers

1. Create a mixed-use zone district that encourages the combination of residential, commercial, and office uses on the same site.
2. Promote the downtown or village centers as the primary commercial and financial centers and provide social, institutional, and financial incentives to builders and businesses who are willing to locate in these centers.
3. Improve transportation and public transit access to the downtown from all areas of the city.
4. Maintain Fresno's downtown as the government center for the region by encouraging all local, state, and federal government offices to locate there.

Institutional Uses

1. Work with school districts to incorporate school sites into larger neighborhood activity centers that serve multiple purposes.
2. Incorporate institutional and public land uses into downtown redevelopment and neighborhood revitalization plans.

Chapter 2: Background Concepts

Introduction

The purpose of this chapter is to provide the reader with background information on planning concepts that supported the policies and standards of the Reedley Specific Plan.

In effect, this chapter is like a written version of the learning process undertaken by the Reedley Specific Plan Committee. The chapter explores planning concepts and theories that make up the Livable Communities model of planning.

In order to maximize public input into the preparation of the Reedley Specific Plan, the City Council formed a Specific Plan Citizens Committee. This Committee generally met twice a month during the latter half of 1999 to discuss concepts and principles that would be incorporated into the Specific Plan.

The first several months of the Specific Plan Committee's meetings were spent learning about planning principles, particularly Livable Cities and neo-traditional planning theory and practice. The Committee was introduced to these principles through a number of methods including:

- Watching video presentations
- Reading a variety of publications on planning issues
- Hearing a number of guest speakers
- Taking a bus tour to visit development examples in a number of communities
- Watching slide presentations
- Brainstorming sessions

Specific Plan Background

The Specific Plan provides policies and guidelines designed to guide urban development in areas located generally outside the existing city limit line, but within Reedley's Sphere of Influence (see Map 1).



Members of the Reedley Specific Plan Committee view an apartment project in Mountain View.

In effect, this chapter is like a written version of the learning process undertaken by the Reedley Specific Plan Committee.

The Specific Plan is designed to respond to three primary goals:

- Preserving agricultural land, while accommodating urban growth;
- Preserving air quality; and
- Encouraging urban design that creates a strong sense of community, while respecting Reedley's historic design traditions.

In order to achieve these goals, the City of Reedley has embraced concepts embodied in the planning movement known as "Livable Communities". This movement also goes by other names such as "Neotraditional Development", "Smart Growth", and "Traditional Neighborhood Development".

The passage in the column to the right is from the background report to "Designs for Air Quality", and provides a good summary to the idea of Livable Cities.

A theme common among these planning concepts is that they urge a return to design principles that were common before widespread use of the automobile. These movements recognize that a certain amount of character and livability have been lost in the drive to plan our cities entirely around automobile transportation.

The following sections present major concepts of Livable Cities as they pertain to the Reedley Specific Plan.

Toward Livable Communities (excerpted from the background report to "Designs for Air Quality")



The traditional American town had walkable streets that led to close and useful destinations rather than - like our modern collectors and high traffic arterials - only to other streets. Elm Street led to Main Street or from a neighborhood to a district, civic center, park or an elementary school. Such a street pattern is actually less expensive to build than typical suburban street patterns and results in shorter trip distances even if people don't walk.

Traditionally, streets were narrow, with sidewalks, and were tree-lined. They were fronted by houses and businesses with porches, balconies, and entries rather than garage doors, driveways and parking lots. They allowed through traffic but slowed it with frequent intersections and frugal dimensions. There were no collector streets or sound walls. Privacy was maintained through layers of space rather than barriers. Security was provided by eyes on the street rather than gates and patrols. Today, such streets would be practical, not merely nostalgic; practical for single parents in need of some mobility for their kids; for the elderly without a car; for the single person looking for accessibility; and for the working family looking for stronger community.

The traditional American town had diversity of use and users. So does the modern suburb, but in a different, highly segregated form. It is true that the classic town distinctly separated many uses: residential neighborhoods, commercial areas, school sites, and civic centers. But the connections between uses were internal and walkable, close and direct. The population was diverse in age, income, and family size. These groups may have been physically separated in the traditional American town, but the connections were direct and accessible and they all shared an identifiable commercial center and civic focus.

The center of the traditional town integrated commercial, recreational, and civic life. It was what made a town a town. Main Street was a strollable connector between these pieces. The same integration is possible today, although not common. We have zoned each use into isolated and unrelated sites; a civic "center" complex often away from the historic town center, shopping "centers" at arterial crossroads, and parks on cheap and remote parcels. Bringing these pieces back together can do more than create identity and focus for a community, it can actually enhance the function of each use - it can create Livable Communities.

Source: *Designs for Air Quality*, San Joaquin Valley Unified Air Pollution Control District, 1997

Land Use and Connectivity

The way various land uses are arranged in a community sets up a number of positive or negative dynamics. Most valley communities grew from an original townsite often located near a railroad line. This townsite usually expanded to become a downtown, featuring commercial, industrial, public and residential uses located in close proximity to one another. With the advent of modern zoning, various uses became more and more separated until residential areas became almost completely separate from commercial and industrial areas.

This separation was originally required in response to turn-of-the-century conditions in major cities where industrial uses were located immediately next to residential blocks - resulting in unhealthy living arrangements. The complete separation of uses has been taken to a level in modern American cities that has resulted in a situation where residents are required to use their automobiles to make most, if not all trips around town. The fine-grained pattern of various mixed uses occurring in original townships (today's downtowns) no longer occurs.

Livable Communities argues that the complete separation of most uses is no longer necessary (and even unhealthy) for our cities. Separation of uses has been developed to its ultimate in places like Orange County where residents are faced with long commutes to work and even long drives to get to the grocery store, or other shopping experiences.

Children find their range of exploration becomes limited in suburban areas. A recent study compared ten year-old children in a small town in Vermont and those in a new suburb located in Orange County. The study found that the children in the Vermont town had three times the mobility range of distance and places they could get to on their own. The children in Orange County watched four times as much television - this in an area where huge sums of money have been spent on a circulation system designed to promote mobility.

The complete separation of uses in modern American cities has resulted in a situation where residents are required to use their automobiles to make most, if not all trips around town.



The Specific Plan Committee viewed a project in Davis that featured a combined single and multi-family residential neighborhood located adjacent to a commercial center. The two projects are not separated by a wall, allowing direct pedestrian access. Narrow streets arranged in a grid pattern further encourage walking opportunities.

Connectivity - Circulation

In conjunction with the separation of land uses, modern city circulation systems have created a situation where connectivity is reduced. Most new subdivisions are designed with circuitous street patterns featuring numerous dead-end roads with cul-de-sacs. The purpose of these designs is to reduce through-traffic (which in turn theoretically reduces noise and improves safety). While well intentioned, these designs usually result in circuitous travel patterns that concentrate traffic onto collector and arterial roadways as well as the entry/exit streets into individual subdivisions. The end result is an urban landscape where people are tied to the automobile to make all of their trips around a community. Walking and cycling become frustratingly inconvenient.

Older neighborhoods in the original part of towns were designed almost exclusively using a grid (or modified grid) pattern. Dead-end cul-de-sac patterns and walled subdivisions were almost unknown in city design until the 1950's.

Properly designed, subdivisions layed out with grid roadway patterns can improve connectivity by providing a

DISCOURAGED

cul-de-sac heavy pattern

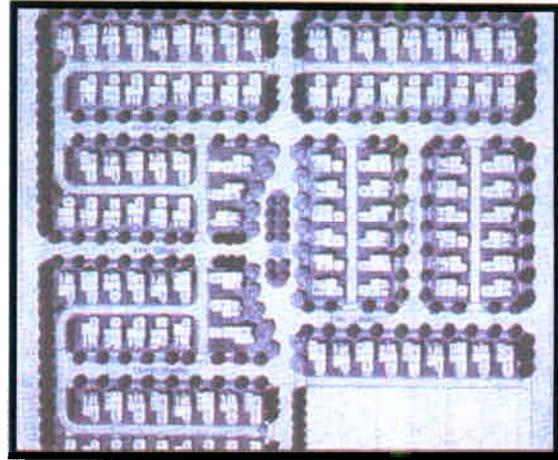
Street pattern heavily dependent on cul-de-sacs that requires longer vehicle trips and reduces connectivity. This type of pattern also increases air pollution (because of additional trip distances) and increases fuel consumption.

variety of routes for motorists, pedestrians and bicycles. If the grid is fine enough, automobile traffic is diffused so that individual streets are not over-impacted by traffic. Requiring narrower, tree-lined streets can work to further slow vehicle speeds. Other mechanisms such as shorter block lengths, roundabouts and stop signs can further tame neighborhood traffic.



PREFERRED

Grid style street pattern



Grid patterns maximize choices of travel routes, thereby minimizing the concentration of vehicles on any one street. They also maximize access choices for police/fire vehicles responding to emergencies. Finally, they also make walking and bicycling more appealing as distances to destinations are reduced.

Farmland Preservation

It is “old news” that the San Joaquin Valley contains the most productive farmland in the world. For years, however, valley cities have treated prime farmland much the same as vacant land - an inexhaustible supply that can be readily converted to urbanization.

Unfortunately, California has witnessed the near total loss of agriculture on some of her most productive soils - now major urban centers, such as the San Fernando Valley in Southern California and the Santa Clara Valley (San Jose area) in northern California. These cases stand as sobering examples to cities in the San Joaquin Valley that the time is now to put forth strong policies designed to preserve the agricultural base upon which our economy depends.

In the face of continuing growth, perhaps the most practical way to reduce the impact on farmland is to allow increased residential densities in new development. Recent subdivisions in Reedley have averaged about 3 dwellings per acre. Even a modest increase in density would go far to accommodate expected growth on the “same” amount of land.

The Reedley General Plan designates approximately 935 acres (within the Specific Plan Area) for single family residential development. At current development patterns of 3 dwellings per acre (and accounting for land required for streets), about 2,104 units could be built. Utilizing an increase in density, say 5 units per acre, about 3,506 total units could be accommodated, thereby reducing the need to expand outward onto prime farmland.

People are often suspicious (and even fearful) of increases in density. They expect higher densities will push too many people into too small an area. However, the Specific Plan Committee toured a number of projects in other communities and learned how *design* is a more important consideration than density. The Committee visited one street in Mountain View that featured facing multi-family developments. One was a 1960’s era apartment complex built at 15 units per acre. The other was a complex built several years ago at 60 units per acre.

The Benefits of Improved Connectivity in Neighborhoods and Circulation Patterns . . .

- Reduces vehicle trip lengths, thereby reducing air pollution and fuel consumption
- Improves the ability of individuals to walk or bicycle to destinations, thereby reducing vehicle use and its attendant impacts.
- Distributes traffic more evenly in neighborhoods - reduces concentration of traffic at certain locations
- Maximizes effectiveness of emergency response vehicles (police and fire) by providing them with a choice of routes.



Even a modest increase in density would go far to accommodate expected growth on the “same” amount of land.

The newer complex was very much oriented toward the street and incorporated a number of Livable Cities design concepts, including front porches and living room windows facing the street, parking out of sight of the street and rich design details on the building facades.

The 1960's project was designed to turn inward, away from the street and was visible only as a building with minimal architectural character looming over stark, unlandscaped carports. Although the newer complex is four times as dense, Committee members agreed that proper design can overcome concerns of increased density.

Development Scale and Design

One of the primary concerns of the Livable Cities concept pertains to the scale of development. Since the automobile became the primary mode of transportation, the scale of development in American cities has been modified to an automobile scale rather than a pedestrian scale. Particularly in suburban areas, streets have been widened, large parking lots constructed for commercial uses and individual uses typically located great distances from one another.

While the benefits of the automobile to our modern life cannot be debated, few would question that the livability of American cities has been diminished. Livable cities design concepts urge that new development be scaled more to the pedestrian - while accommodating continued use of the automobile. What does this mean?

Density or Design?



60 units per acre

In Mountain View, the Specific Plan Committee toured two apartment complexes that face each other across the same street. The project at the top was designed utilizing Livable Cities strategies and features front porches, rich architectural detailing and parking out of sight from the street. The complex features 60 units per acre.

The project below, developed in the 1960's features minimal architectural detailing and is designed for automobile access. It features 15 units per acre.



15 units per acre

Street Widths

In residential neighborhoods, streets are presently required to be fairly wide (typically 40 feet from curb to curb), in order to accommodate automobile use. This requirement ignores the fact that automobiles are not the only user of streets. In many neighborhoods, streets also function as playing spaces for neighborhood children, meeting places for neighbors and a space for people to walk.

It has been demonstrated that narrowing residential streets can function to accommodate vehicles - while making streets more respectful of the human activities that occur on them. Narrower streets also work to slow traffic - a key consideration in making neighborhoods more liveable. Many other benefits of narrower streets are possible and are listed to the right.

Street Trees

Street trees are another important component of our urban environment. Many cities eliminated street trees from street design requirements in the 1960's citing maintenance costs and maintenance problems such as lifted sidewalks. In numerous surveys people have consistently preferred streets lined with trees as opposed to streets without trees.

Trees have been shown to provide many benefits to cities. Properly selected and located trees will not cause problems for curbs gutters and sidewalks. Trees form a shady canopy that cools the neighborhood and works to slow traffic. Outdoor activities become more attractive under the cool shady canopy of trees. Mature trees have also been shown to add value to the price of property.

The Benefits of Narrower, Tree-shaded Residential Streets . . .

- Slows traffic, making the street safer for pedestrians.
- Makes neighborhoods cooler in summer. Reduced pavement area is easier to shade with trees. Less pavement absorbs less summer sun.
- Reduced street widths allow for more land to be devoted to adjacent uses - such as lots for housing.
- Less farmland is consumed for street construction.
- Fewer raw materials are consumed to construct streets
- Lower development costs can be passed on to consumers - makes housing more affordable.
- Less street for the city to maintain - lower operational costs.
- Less area to drain stormwater - smaller area needed for construction of storm drainage basins.



Present street standards create wide streets without trees. Drivers feel no impediment to increase their speed on this type of street



Older street designs featured narrow roadways lined with trees. The result is a street that respects the neighborhood through which it travels

Residential Facades

The appearance of the front of our dwellings strongly influences the aesthetic “feel” of any street. In recent years the trend has been to include three and even four car built-in garages in single family homes. The result is often an auto-dominated streetscape that does not “feel” like the tree-lined Elm Street of old.

The Livable Cities model urges housing designs that re-humanize the residential street. Garages should be pushed back behind the facade of the dwelling or even be detached and located toward the rear yard - a technique frequently used before the 1950’s. Another approach is to place a home’s garage fronting onto an alley - allowing rear vehicle access. In addition to removing the garage-scape, this also works to reduce traffic on residential streets.

The Livable Cities model also recommends the use of porches on the front of homes to emphasize a pedestrian-oriented social environment. In numerous public surveys by the Local Government Commission, participants overwhelmingly favored images of houses with porches, clearly identifiable front doors and windows and garages set back and de-emphasized, versus homes that are dominated by garage doors.



Surveys have shown that people prefer homes with a more humanized facade than those only dominated by garage doors

In addition to a recessed garage, the home below features a front porch



Homebuilders are beginning to respond to this preference and are re-introducing designs with recessed garages and front porches

Multiple Family Residential

The rules for single family homes also apply to multi-family development. Too often apartments are designed to reduce or preclude any outdoor activities by their residents. Apartments are also frequently designed facing into the site rather than facing onto the street in a fashion where they would be more integrated into the fabric of the surrounding community. The Specific Plan Committee visited several multi-family projects that blended very well with surrounding areas. Units often featured front doors with porches opening onto adjoining streets. Parking was typically located to the rear of the building.



The Livable Communities model urges multi-family design that integrates well with existing neighborhoods. The fourplex design above features front porches and parking located to the rear.

Commercial/Public Facades

Similar to our residential development, the public realm (that space outside of buildings used by the public) of commercial development has undergone a radical redesign geared to our automobile culture. The typical commercial project these days consists of a building located at the back of a large parking lot. The sum of many people's life in the public realm consists of parking their car and rushing into the building that houses a store or business.

Livable Communities design philosophy urges that life in the public realm is a precious, yet largely forgotten part of city design. Livable Communities puts forth this simple test of a "successful" commercial project: "Do you feel like spending any time outside a commercial building - other than that time it takes to park your car and go inside the building?" The Specific Plan committee visited a number of commercial projects that have become much more than the typical strip mall or corner shopping center - even those these projects contain many of the same uses typically found in those types of centers.



Life in the commercial public realm today often consist of parking the car and rushing into a store or office. There is nothing to make one want to spend any time in the public realm. However . . .

Typical design strategies to humanize the exterior of commercial projects include wide pedestrian walkways, typically covered or shaded, outdoor seating and planter beds, and focal objects such as artwork or fountains.

Another key element of successful design is the layout and connectivity of commercial developments. Some of the most pedestrian-friendly commercial projects have their parking lots located behind the buildings, or internally, surrounded by buildings. Buildings are separated with pedestrian passageways linking parking with storefronts.

Individual building design is given careful consideration to avoid large expanses of blank, featureless walls. In some projects, walls that would otherwise be blank were designed to include merchandise display windows. Other techniques such as special tiles or trellises were included.



. . . the Livable Communities model encourages commercial development consider the public realm and include elements geared towards a more lively outdoor experience. This shopping center, which is really a strip mall at heart, includes wide walkways outside the building with chairs, tables, potted plants and special lighting.

Energy Conservation

Energy conservation continues to be a significant concern in the planning of cities. In addition to conserving natural resources and controlling air pollution, energy conservation can improve housing affordability, in the form of lower energy bills.

Energy conservation as it relates to planning, is generally concerned with the use of solar energy, and how developments - buildings and subdivisions, are oriented with respect to the path of the sun across the sky, so that they can use that energy.

As a part of the Specific Plan process, the Local Government Commission authorized an energy efficiency analysis through the Local Energy Assistance Program (LEAP). The LEAP program is administered through contracts with Southern California Gas Company and Southern California Edison. The LEAP analysis made recommendations for design changes that would result in energy savings, relating to a variety of development components, including:

In addition to conserving natural resources and controlling air pollution, energy conservation can improve housing affordability, in the form of lower energy bills.

- Building orientation
- Street width
- Street Trees
- Energy-efficient street lighting
- Energy-efficient building components

The benefits of narrow, tree-lined streets have already been discussed in this chapter. Other topics discussed in the LEAP report are summarized below.

Building Orientation

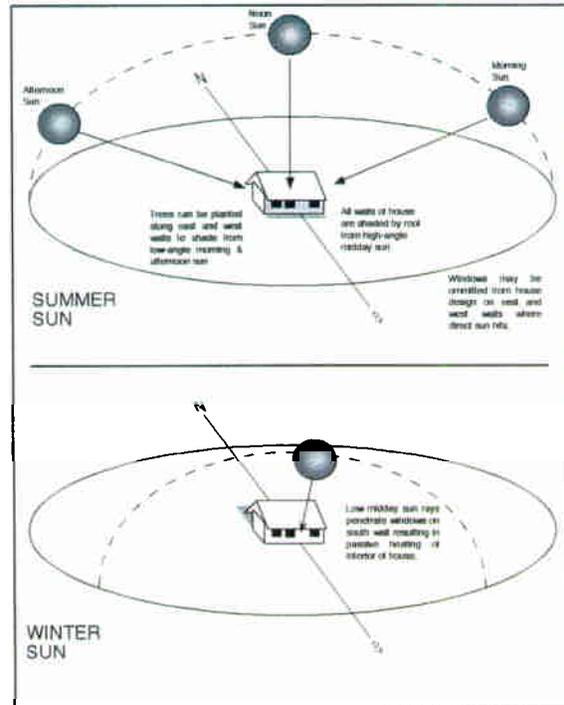
Numerous studies have demonstrated that building orientation - that is, the position of a building with respect to the path of the sun through the sky - can achieve significant energy savings. The diagram to the right shows why this is so.

In planning for solar access, buildings should be oriented so that large areas of the roof and walls receive solar radiation from the south. In discussing orientation, it is necessary to discuss the axis of a structure. The axis of a building is a line drawn parallel to the longest exterior walls of the building. For the purpose of solar systems, the most effective building design has the axis running east-west. The graphic to the right (Proper Solar Orientation) illustrates why, for a detached dwelling, an east-west axis is most effective. In the summer, the roof shields the walls (and most importantly, the windows) of the house from the high-angle midday sun. In addition, the shorter-length walls on the ends of the house means there is less wall surface exposed to the low-angle morning and afternoon sun.

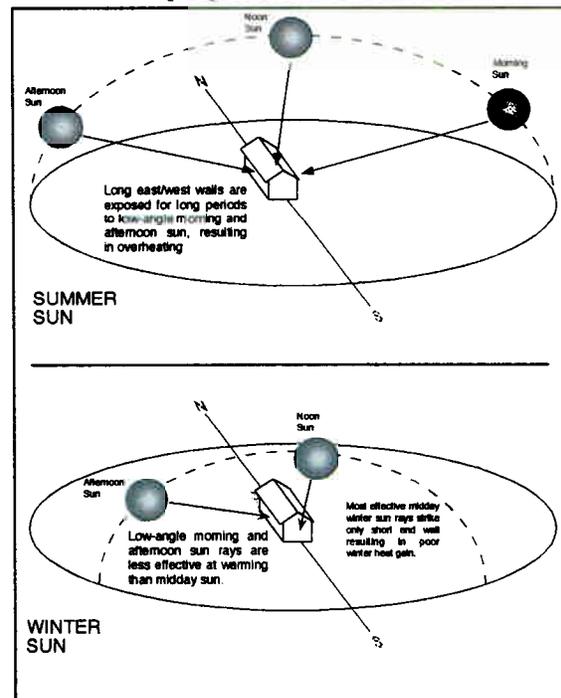
In the winter, the lower-angle sun rays are allowed to penetrate the windows along the south wall of the house - resulting in passive heating of the interior.

The graphic to the right entitled "Improper Solar Orientation" shows a single family dwelling improperly oriented to the sun. The building has a north/south axis. During the summer, the long east/west walls are exposed to the morning and afternoon sun. In winter, only the short south wall receives the heating of the midday sun.

Proper Solar Orientation



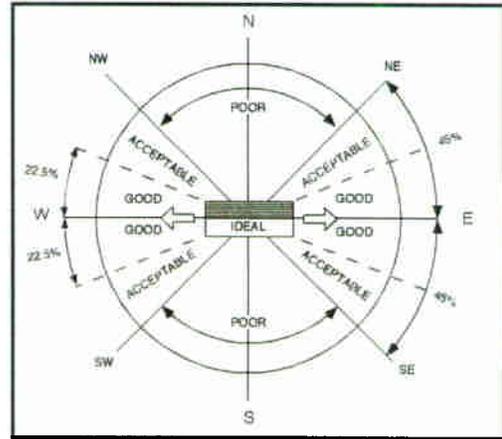
Improper Solar Orientation



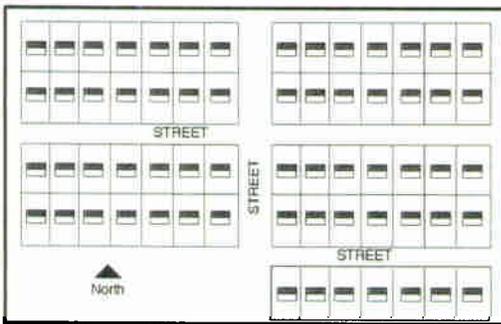
The graphic to the right shows that it is not absolutely necessary to have a building axis that is due east/west. A certain amount of variation - up to 45% from due east/west still results in "good" energy savings.

The LEAP analysis indicates that optimal solar orientation can result in 21% savings in summertime cooling and a lesser savings in winter time heating. The orientation of a dwelling is somewhat dependent on the orientation of the lot on which it sits. The LEAP analysis recommends that to the degree practical, subdivisions be designed to maximize solar efficiency. The optimal orientation would be a grid street pattern with the majority of streets oriented east/west, as shown below.

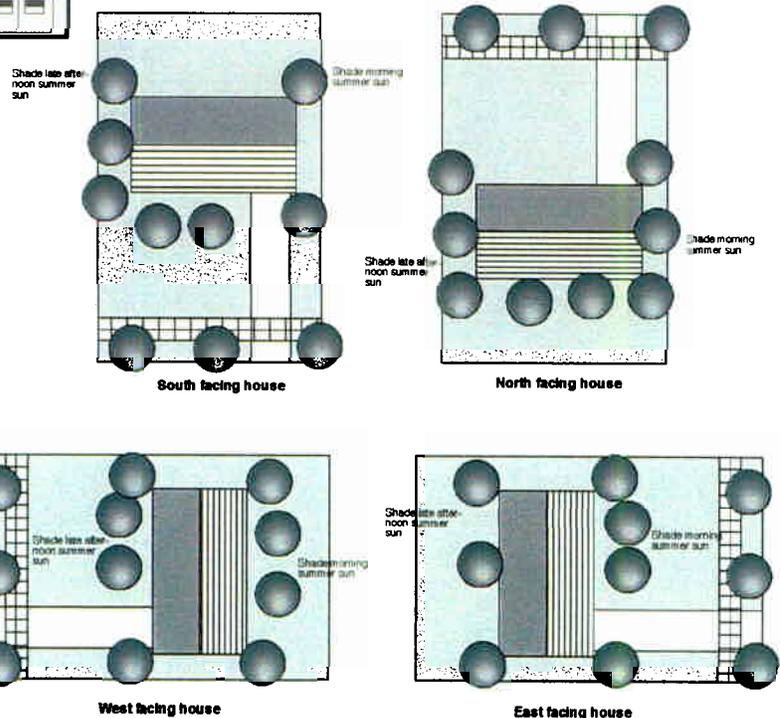
Solar Orientation Variation



Subdivision Design for Solar Savings



Planting of trees on individual lots can further enhance energy savings. Deciduous trees function to shade dwellings from the hot summer sun. The same trees, which lose their leaves in winter, allow the sun to penetrate through to the building, providing a warming factor. The diagram to the right, shows the optimal placing of shade trees around a dwelling.



The LEAP analysis also urges the use of efficient construction techniques and building components such as increased insulation and energy saving water heaters, air conditioning units and heating units. Finally, the LEAP report includes information on energy efficient street lights. With a combination of all of the strategies presented in the LEAP report, a significant energy and cost savings could be realized in new development occurring in the specific plan area.

Chapter 3: Goals, Objectives and Policies

Introduction

This chapter of the Specific Plan presents the goals, objectives and policies/implementation measures of the plan. **Goals** are overall direction-setting expressions of the Specific Plan’s intent. They represent an ideal end - condition expected in the planning area, such as *“The planning area should have quiet, pleasant residential streets.”*

An **objective** is a specific end, condition or state that is an intermediate step toward attaining a goal. For the preceding goal an objective might read, *“The City shall revise street standards to ensure that walking and bicycling are accommodated, as well as vehicle traffic.”*

A **policy/implementation measure** is a specific statement that guides decision making and indicates a clear commitment of the local legislative body and staff. A policy is based on goals and objectives. An example of a policy related to the previously mentioned street issue might be, *“The City’s street standards shall be amended to require street trees in all new developments in the planning area.”*

Goal

“The planning area should have quiet, pleasant residential streets.”

Objective

“The City shall revise street standards to ensure that walking and bicycling are accommodated and encouraged as well as vehicle traffic.”

Policy/Implementation Measure

“The City’s street standards shall be amended to require street trees in all new developments in the planning area.”

Guiding Goals

The following goals shall be used to guide overall development decisions that occur within the planning area. These goals also provide the basis for the specific plan's objectives and policies that follow.

- 1. New development (residential, commercial and public) in the planning area shall be designed in a way that creates fully integrated neighborhoods with a variety of land uses arranged so that access by walking or bicycling is possible and encouraged.**

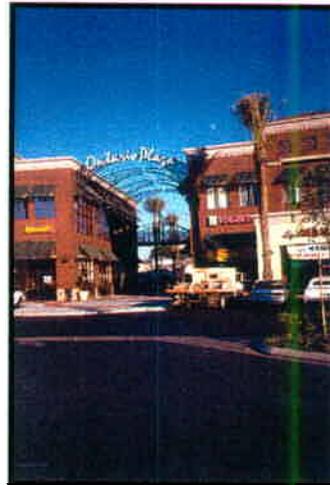
Development today typically occurs in single use modules with a complete separation of land uses - single family residential subdivisions are separate from multi-family areas, which are separate from commercial shopping centers and office parks. This pattern of separation creates almost a complete dependence on the automobile to get from one place to another. This in turn creates a host of secondary impacts such as air pollution, increased consumption of fuels, loss of a sense of community, etc.

- 2. New development in the planning area shall be designed on a pedestrian scale, as opposed to the automobile scale.**

Since the late 1940's we have bent almost backwards in an effort to design our cities to accommodate use of the automobile - at the expense of the livability and quality of our urban environment. This plan urges a return to development patterns that respect the needs of pedestrians and bicyclists and the sanctity of neighborhoods - on an even plane with needs of auto transport.

- 3. Urban growth shall be planned and executed in a manner that minimizes impacts on agriculture and the consumption of agricultural land.**

The economy of Reedley and indeed of the San Joaquin Valley, stands on the shoulders of agriculture. However, current development patterns essentially



This photo shows a project that links a commercial development with a multi-family residential complex in Ontario, California. A paseo allows residents of the housing complex to walk directly into the shopping center, negating the need to use automobiles.



Design purely for automobile use often creates a harsh environment . . .



Design that balances the need for autos with that of other modes, while respecting the sanctity of our neighborhoods

treat agricultural land as vacant land that can be readily developed. This plan recommends changes to Reedley's future urban development patterns that will use land more efficiently, thereby reducing the impact of growth on agriculture.

- 4. Development in the planning area shall occur in a fashion that protects and enhances air quality and water quality.**

The air quality and water supply in Reedley and the San Joaquin Valley are precious commodities. Air quality experts have predicted that the San Joaquin Valley - with its bowl-like topography, has the potential for the worst air pollution in the United States. Because current development patterns are so dependent on use of the personal automobile, the valley's air quality prospects remain in jeopardy. This plan presents strategies for development patterns that could reduce the need for some automobile trips.

Because the valley's climate is very arid, it is recognized that our water supply is limited. The plan urges development policies that seek to conserve and protect Reedley's water supply.

- 5. New development shall be designed to focus activity in the public realm of the street, as opposed to the private realm.**

Before the 1950's almost all homes featured a front porch. Streets were typically shady, tree lined drives where traffic moved slowly. Since the 1950's planning theory has treated the front yard and street as a hazardous area where traffic presented a danger. Porches disappeared and in their place, blank garage doors became the new face of the American house. Streets were often widened, based on national highway standards. The Reedley Specific Plan will present strategies to re-humanize the public realm of the street and front yard.

- 6. Public open space shall be made an integral part of new development in the planning area.**

Public open space - parks, greens, plazas and squares can function as the heartbeat of our neighborhoods.



Design that ties us to use of the automobile also threatens our air quality.



Use of front porches and recessed garages can humanize residential streetscapes.

Properly designed public spaces can be a real asset to the neighborhoods they serve. Pocket parks will offset increased densities that are proposed as a part of this plan by providing readily accessible recreational spaces for young children.

- 7. Development in the planning area shall be designed in a fashion that maximizes energy efficiency.**

A number of studies have demonstrated that relatively simple changes in development design can achieve significant energy savings. Not only can this help make housing more affordable, it can work to reduce air pollution and reduce fuel consumption.

- 8. Development in the planning area shall follow the concepts presented in the Ahwahnee Principles and the Landscape of Choice document, presented in Chapter 1.**

The planning principles in both of these documents have been adopted by the Reedley City Council in order to provide guidance for new development in order to create livable, healthy, sustainable Reedley neighborhoods.

OBJECTIVES AND POLICIES

In this section, major topics presented above are further refined into objectives and policies.

ISSUE 1: Preservation of Agriculture

One of the primary goals of the Reedley Specific Plan is to preserve the precious agricultural lands that surround Reedley and support its economy.

Careful management of Reedley'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.



One of the primary goals of the Reedley Specific Plan is to preserve the precious agricultural lands that surround Reedley and support its economy.

A well-planned community is also more likely to attract economic investment, as prospective industries and businesses will perceive a well-planned community as a safe place for their investment, with a stable workforce and market population, and as a desirable living environment for their managers and employees.

The cost of providing and maintaining 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.

Objective 1: Preservation of Ag Lands

Development standards in the specific plan shall incorporate measures to protect and preserves agricultural land.

Policies/Implementation Measures

1. Permitted residential development densities shall be moderately increased in the planning area. In particular, single family homes shall be permitted on lots as small as 5,000 square feet. The city's density standards shall be revised to specify that projects shall be required to meet a minimum density - rather than not exceeding a maximum density.
2. In order to discourage leapfrog development, require the Planning Commission and City Council to make a finding that new development is within 1/8 mile (660 feet) of existing or approved development when approving new subdivisions or other development. If it is determined that an intervening property owner does not wish to develop, the Commission and Council may grant an exception to this policy.
3. Implement an annexation policy that is based on annexing land for residential development only when at least 80 percent of the residentially designated land inside city limits is developed.
4. Street standards shall be revised to allow narrower streets - thereby reducing the amount of land consumed for urban development.



... single family homes shall be permitted on lots as small as 5,000 square feet.

5. The City shall prepare and implement a policy that supports and encourages infill-type development for vacant and/or underdeveloped parcels within the existing urban area.
6. The City shall review and revise parking standards contained in the zoning ordinance and reduce requirements where appropriate. The city shall also encourage shared parking facilities when practical.
7. Fresno County shall be encouraged to adopt and implement the farmland security zone program (Williamson Act II) to protect and preserve agricultural land and establish an agricultural greenbelt outside the Reedley Sphere of Influence.



Parking standards shall be reviewed and reduced where appropriate. This will help conserve land and also work to make new development more liveable.

ISSUE 2: Residential Development

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, creation of strong neighborhoods and preservation of existing neighborhoods ranks as one of the community's most important objectives.

A city should provide for a wide range of housing types, styles, densities 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 homes 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).



The neighborhood is the fundamental unit of a community.

A primary goal of the Reedley Specific Plan is to create neighborhoods that focus on the street as an outdoor "living room". For many years, development patterns have turned away from the street and treated the public realm as a place to be shunned. This has created neighborhoods where residents don't "know" one another and where children are restricted from walking or bicycling

too far from home.

Objective 1: Residential Neighborhoods

Residential neighborhoods shall be well-designed and well-maintained. New neighborhoods shall be designed to focus on the streetscape as a social place and a center of activity for the neighborhood.

Policies/Implementation Measures

1. The City shall implement policies designed to focus activity and community life generated by residential development on the streetscape. Incentives such as reduced lot size, reduced setbacks, and narrower street widths could be provided for housing developments designed with amenities such as:
 - Front porches
 - Houses that use traditional building materials - at least on the front facade, such as wood lap siding (or a wood-like material) , or brick (or brick veneer). Housing can also be designed with visually-interesting trim details reminiscent of older housing designs.
 - Tandem parking with single car-width driveways, to increase front yard landscaping, and reduce dominance of the front yard by driveways and garage doors.

2. The front wall of garages shall be set at or behind the plane of the house. Attached garages cannot occupy more than 40% of the front plane of a house. Optionally, garages may be detached and located in the side or rear yards.

3. Generally, for every twenty lots of new residential neighborhood, a neighborhood park shall be provided, at a rate of 500 square feet of park space per lot for the first twenty lots and 250 square feet for each subsequent lot. Subdivisions of less than 20 lots shall pay a fee equal to the value of land that would otherwise be required under this policy.

The park shall be situated in a location that is central to the subdivision and where it can be easily accessed by foot or bicycle. Where possible, such parks shall be linked to the community bicycle path system, and



Front porches, traditional building materials and recessed parking . . .



Neighborhood subdivision park.

should connect to water features such as groundwater recharge basins. Housing shall be situated around the park to ensure there are always “eyes” on the park, thereby enhancing security.

4. New subdivisions shall form a landscape and lighting district to maintain public improvements in these areas.
5. The City shall seek ways to encourage the planting of trees on private residential lots. The city shall develop and provide a brochure explaining the benefits of trees and require developers to provide front yard landscaping with shade trees that complement street trees. The city shall establish a street tree list that maximizes shade and aesthetics, but which is also compatible with sidewalk and curb improvements.
6. The City shall seek innovative lot and building designs that encourage low income single family housing that blends with housing in higher income neighborhoods.
7. Mixing of residential uses, densities and lot sizes shall be encouraged, while maintaining traditional neighborhood values and emphasizing concepts for livable, walkable neighborhoods.



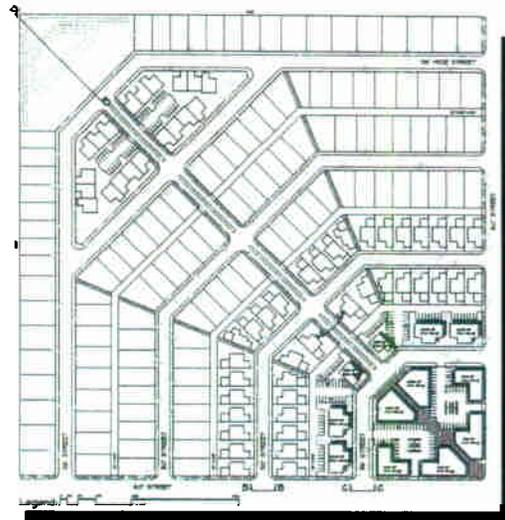
The City shall seek ways to encourage the planting of trees on private residential lots.

Objective 2: Subdivision Design

Subdivisions shall be designed in a manner so that new development is well-connected to the surrounding area and to encourage pedestrian and bicycle transportation as an alternative to using the automobile. Again, the city shall consider using incentives to encourage revised design schemes, such as reduced lot size, reduced setbacks, reduced impact fees and reduced processing times.

Policies/Implementation Measures

1. New development shall be designed around “activity nodes” where practical. Such nodes would contain a mix of limited commercial, office and public uses (geared to the neighborhood), surrounded by residential development that decreases in density further away from the node.



New development should be designed around “activity nodes”. One method to achieve this goal is the plan’s proposed Mixed Use nodes.

2. In order to provide efficient transportation, new development shall be arranged with a grid street pattern, to the extent practical. The use of cul-de-sac streets shall be kept to a minimum or be eliminated entirely.
3. Sidewalk standards shall be revised to encourage and facilitate pedestrian activity, by increasing sidewalk width, allowing meandering sidewalk patterns and incorporating the placement of street trees between the sidewalk and the street.

Objective 3: Multiple Family Residential

Multi-family residential development shall exhibit a high level of design quality that includes design features typically found on single family residential dwellings.

Policies/Implementation Measures

1. Multi-family residential projects shall be designed with the following features:
 - a. Units along streets shall have entryways that face the public street with doorways and windows. At least one-half of the entryways facing the street shall feature useable porches.
 - b. Parking areas shall be located to the rear of units.
 - c. Multi-family units shall include architectural details that add appeal to buildings, such as painted trim, shutters, arbors, etc.
2. Duplex and tri-plex developments may be integrated into single family residential subdivisions, at specified locations, such as street corners, subject to the Conditional Use Permit process.
3. Landscaping along street frontages shall include a combination of trees, shrubs and turf, with an emphasis on drought tolerance and shading.



This photo illustrates desirable design characteristics envisioned for multi-family residential development. This fourplex features front doors and porch areas facing the street, with parking located out of sight to the rear of the building. The building's architecture is designed so that it has the appearance of a single family dwelling.

ISSUE 3: Commercial Development

Commercial development in the Reedley Specific Plan includes both office uses and traditional retail commercial activities. These activities are very important to the economic well-being of a community. Offices, in particular support a source of employment, which, on average, has wages that are higher than many other forms of employment, particularly agriculture. Traditional commercial development is important not only for the employment opportunities but as a source of sales tax revenues for city government.

Modern commercial development has typically been designed and presented in a fashion that does not particularly respect traditional neighborhood design, or the design identity of the community in which it is located. Large parking lots often dominate the streetscape, creating an environment in which most people do not wish to spend much time. A goal of this specific plan is to facilitate commercial development that blends well with neighborhoods, in terms of scale and architectural appearance.



Modern commercial development has typically been designed and presented in a fashion that does not particularly respect traditional neighborhood design, or the design identity of the community in which it is located. Often national franchise design themes are thrust on local communities - resulting in an “everyplace” commercial environment that bears no relationship to local identity. However, examples exist in communities where a franchise has “gone the extra mile” to design buildings that respect the local landscape.

Objective 1: Commercial Locations

Commercial/office development shall be sited at appropriate locations in the planning area. Factors to take into consideration for locating future office/commercial development include:

1. Shall be sited in a location that can function as a node of activity for surrounding neighborhoods.
2. Shall be located to facilitate easy pedestrian and bicycle access from surrounding neighborhoods.
3. Shall be sited in a location that can be readily accessed by future transit service.
4. Consideration shall be given to allowing a recreational-commercial land use designation on the Mattson site, on the west side of Kings River Drive, south of Manning Avenue.

Policies/Implementation Measures

1. Adoption of the specific plan land use map will implement the preceding goal.

Objective 2: Commercial Design

Future commercial development in the planning area shall be well-designed to respect neighborhood scale and traditional architectural design. Towards this end, commercial development will be reviewed against the following design standards:

- Zoning ordinance parking space requirements shall be minimized for neighborhood commercial developments. Parking lots should be broken up and segmented to minimize the impact of parking on the streetscape. In particular, parking should be located to the rear or to the side of commercial and office buildings.
- Commercial development shall be designed to facilitate pedestrian access and function, featuring outdoor seating, pedestrian plazas and wide, shade-covered walkways.
- Landscaping, particularly shade trees, shall be maximized in all commercial developments.



. . . parking space requirements shall be minimized



Commercial development shall be designed to facilitate pedestrian access and function

Policies/Implementation Measures

1. The goals stated above are illustrated in Chapter 4: Development Standards. These standards shall be incorporated into implementing zones that will be applied to areas designated for commercial development in the Reedley Specific Plan.
2. The City of Reedley shall consider adopting an architectural review ordinance for all new commercial development. This ordinance would establish a design committee and design guidelines. This process should be established utilizing significant public input.

ISSUE 4: Circulation

Transportation is one of the most important functions of a community. Traditionally, transportation planning in San Joaquin Valley cities has been mainly concerned with automobile travel. Streets have been designed to get as many automobiles from one place to another in the shortest time possible. In the process of planning our communities around the automobile, we have often created sterile, look-alike urban places that do not feel “special” to



In the process of planning our communities around the automobile, we have often created sterile, look-alike urban places that do not feel “special” to us.

us. These places are often inhospitable to pedestrians and bicyclists.

A revolution in traffic engineering planning has been occurring recently, urging communities to go “back to the future” - to rediscover street design concepts of the past where pedestrians and a slower pace of life were the norm. Tree-lined streets are a major component of this vision and are a central recommendation of the Reedley Specific Plan. A return to grid style street patterns, which maximize access choices and actually reduce traffic congestion, is also suggested.

Objective 1: Street Design

Streets shall be designed to be pleasant to walk or bicycle along, as well as function effectively for motorized vehicles.

Policies/Implementation Measures

- Reedley shall revise its roadway standards for future streets in the planning area. Standards shall be revised to include the following features:
 1. Narrow street widths, particularly local residential roadways.
 2. Revised geometrics of street intersections, including smaller turning radii. This functions to slow turning vehicles, thereby improving safety for pedestrians.
 3. Tree lined streets, including parkways between the curb and sidewalk.
 4. Along major streets, landscaped medians shall be constructed.
 5. Revised street standards shall ensure efficient and safe access for emergency vehicles.
 6. Roundabouts shall be located at selected street intersections to improve traffic flow, reduce air emissions and to provide community landmarks.
 7. Circulation plans for pedestrian, bicycle and vehicle traffic shall provide for effective connections to major community facilities, such as the Kings River, Rail Trail, downtown, Reedley College, Reedley High School elementary schools, parks and employment areas.
 8. Street designs for collector and arterial roadways shall include provisions for future fixed route



Narrow, tree-lined streets are one of the goals of the Reedley Specific Plan.



Roundabouts shall be developed at selected street intersections to improve traffic flow, reduce air emissions and to provide community landmarks.

transit systems.

ISSUE 5: Public Lands and Uses

Public facilities such as schools, parks, offices and the like can function as important activity centers for neighborhoods and communities. Properly-located facilities like schools can enhance the functioning of a neighborhood; conversely, a poorly located or designed facility such as a school or park can negatively impact a neighborhood by generating too much traffic, noise or light.

Similarly, the design of public improvements must be carefully considered, in order to respect the scale and appearance of the surrounding neighborhood. As with residential and commercial developments, public facilities shall be designed to facilitate pedestrian and bicycle access and shall be located and designed to blend with the surrounding neighborhoods.

Objective 1: Public Facilities

The planning area shall include public facilities that will complement and support the creation of livable neighborhoods.

Policies/Implementation Measures

1. The planning area shall contain parks, schools, trails, ponding basins and other public improvements deemed appropriate.
2. The City shall coordinate with other public agencies, such as the school district and irrigation district to facilitate the proper location and design of public improvements.
3. The specific plan shall include provisions for the design of a greenbelt around the outer edge of the specific plan area. Properly designed, a greenbelt could feature a pathway that facilitates pedestrian and bicycle transportation while buffering adjacent farmland from urban uses.
4. Subdivision developments shall provide open space for pocket parks (see Policy/Implementation Measure #3, under Objective 1 of Issue 2 (Residential



The specific plan shall include provisions for the design of a greenbelt around the outer edge of the specific plan area.

Development).

5. Canal pipeline easements shall be investigated for use as public open space features, with landscaped pathways within the easement.
6. Ponding basins shall be developed at appropriate locations to help recharge Reedley's groundwater reservoir. Properly designed, ponding basins can also function as local parks.

ISSUE 5: Energy Conservation

As mentioned in Chapter 2, the Local Government Commission authorized an energy efficiency analysis through the Local Energy Assistance Program (LEAP). The LEAP analysis made recommendations for design changes that would result in energy savings, relating to a variety of development components, including:

- Building orientation
- Street width
- Street Trees
- Energy-efficient street lighting
- Energy-efficient building components

Not only does energy-efficient development reduce fuel consumption and protect air quality, lower energy costs can make housing more affordable.

Several of the LEAP analysis' recommendations (street width and street trees) are already covered in the plan's policies and development standards.

Objective 1: Energy Efficiency

Development in the planning area shall be designed to maximize energy savings.

Policies/Implementation Measures

1. Streets in the planning area shall be narrowed. Street trees shall be planted in planter strips between the curb and sidewalk in order to shade paved street surfaces.
2. Subdivisions shall be designed so that a majority of



Streets with a dense lining of mature trees are significantly cooler than unshaded streets with direct exposure of pavement to the sun.

dwellings are constructed with the building axis oriented east/west.

3. The Reedley Building Department shall examine the recommendations in the LEAP report regarding energy efficient building techniques and building components and shall make a recommendation to the City Council regarding adoption of these measures.

Chapter 4: Development Standards

Introduction

This chapter of the Specific Plan presents development standards that will coordinate the shape and form of future development in the planning area. These standards are directly related to the goals, objectives and policies presented in Chapter 3 of this plan. Specific standards include:

- Subdivision design standards
- Lot size and density
- Street layout and design standards
- Single and multi-family design standards
- Commercial development standards
- Park and open space standards
- Miscellaneous development standards

Zoning Districts

In order to implement the objectives of the Reedley Specific Plan, it is proposed that new zone districts be created. The following Specific Plan zoning districts are proposed:

- R-1 (SP) Single Family Residential (Specific Plan)
- R-M (SP) Multiple Family Residential (Specific Plan)
- BOD Boulevard Overlay District
- C-N (SP) Neighborhood Commercial (Specific Plan)
- BRP (SP) Business Research Park (Specific Plan)
- C-R Recreation Commercial
- M-U Mixed-Use
- P (SP) Public (Specific Plan)

Permitted Uses

- R-1 (SP): Permitted Uses will be those permitted in the existing R-1 districts, except that duplex units are permitted on corner lots.



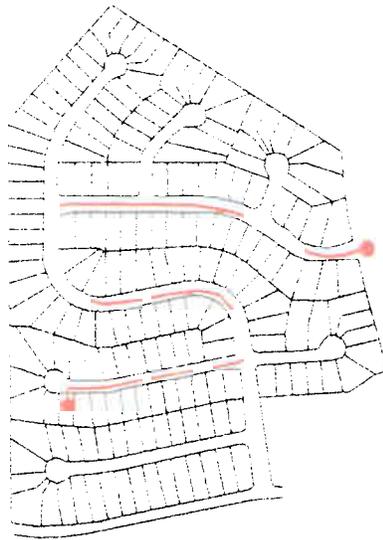
The design standards will facilitate a return to the creation of neighborhoods that are based on a human scale, featuring front porches, tree-lined streets and walkable neighborhoods.

- R-M (SP): Permitted Uses will be those permitted in the existing R-M districts
- BOD: Permitted Uses will be those permitted in the underlying zone district, except that the BOD also permits multi-family residential development.
- C (SP): Permitted Uses will be those permitted in the existing CN, C-AO, and PO districts
- BRP (SP): Permitted Uses will be those permitted in the existing CS and ML districts
- C-R: Permitted uses will be determined by the Planning Commission and City Council but should be uses geared towards recreation, tourism and the travelling public, including restaurants, lodging, recreational uses, convenience stores, and the like.
- M-U (SP): Permitted Uses will be those permitted in the existing R-1, R-M, CN, C-AO and PO districts
- P (SP): Permitted Uses will be those permitted in the existing P district.

Subdivision Design: Street Pattern

Subdivisions shall be designed to maximize connectivity, favoring grid street patterns over cul-de-sac heavy street patterns. The use of cul-de-sacs shall be kept to a minimum unless needed to allow more efficient utilization of oddly shaped or “leftover” portions of the parent subdivision parcel. These design goals are expressed in the following design standards

- Subdivisions shall be designed to maximize connectivity between the subdivision and surrounding developments.
- To the extent practical, road layouts shall use a grid pattern which maximize the number of connections to the surrounding collector roadway system.



Cul-de-sac subdivision design requires long, circuitous trips to get from one point to another. Only one route is possible. Once off the cul-de-sac street, traffic is concentrated onto “exit” streets. Walking and bicycling are generally not convenient.



Grid pattern subdivision design allows multiple routes between destinations. Traffic is better dispersed and shorter trips are facilitated. Walking or bicycling is a viable alternative to driving. Emergency vehicle response is maximized.

Subdivision Design: *Boulevard
Overlay District*

Conventional Subdivision
Design

DISCOURAGED

**Walled-In Subdivisions and the
Relationship to Collector and Arterial
Roadways**

In conventional subdivision design, houses typically back-up to collector and arterial roadways. This usually requires a concrete block wall. The result is a community with its major roadways composed of block wall “canyons”.

Walled-in subdivisions also reduce the connectivity of a community.

Subdivision design in the specific plan area should not result in large areas of blank walls. In response to this concern, the Reedley Specific Plan proposes a Boulevard Overlay District, as follows.

Boulevard Overlay District:

The Boulevard Overlay District is applied to land otherwise designated for single family residential development along collector and arterial roadways. The district is designed to avoid the creation of walled subdivisions along major streets in the Specific Plan area. The prevention of long wallsapes requires that:

1. parcels front onto major streets, or
2. subdivisions feature grid street patterns (as opposed to cul-de-sac heavy patterns) with frequent intersections along major roadways - resulting in corner lots, or
3. Where cul-de-sacs are permitted, they must feature wall breaks to allow pedestrian and visual access.
4. Other uses less sensitive to major roadways may be located around the perimeter of single family residential subdivisions.

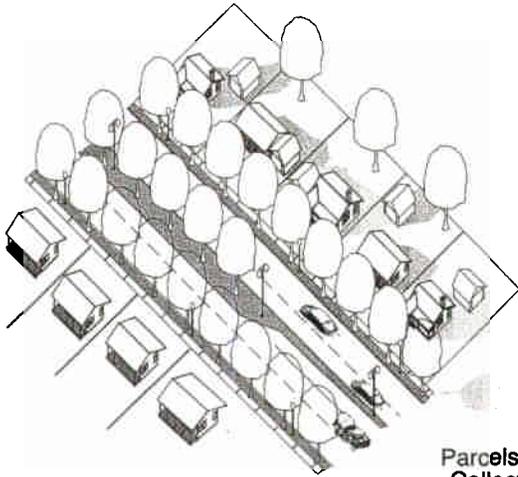
To achieve these objectives, dwellings on parcels along Arterials or Collector roadways shall be situated in one of the following configurations:



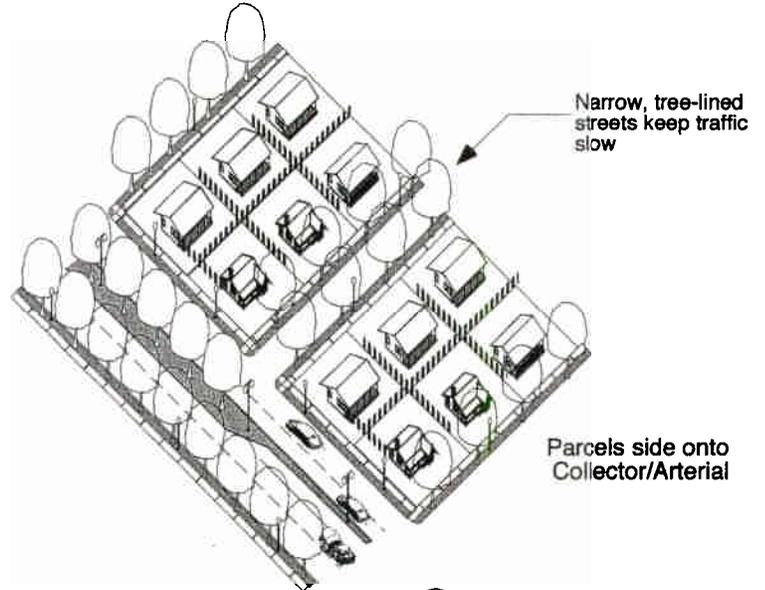
Walled-in subdivisions create a sterile looking community, reduce connectivity, and increase vehicle miles traveled, air pollution generated and make walking or cycling less convenient. This type of development also reduces a sense of community.

Boulevard Overlay District

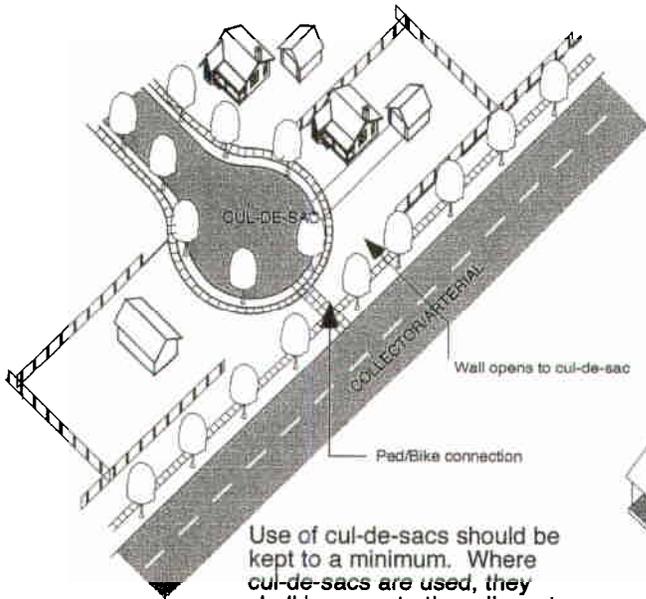
The Boulevard Overlay District concept is intended to minimize the extensive use of walls and the creation of walled avenues in the planning area. Where specified on the Land Use and Circulation map, the BOD requires development patterns in one of the following forms.



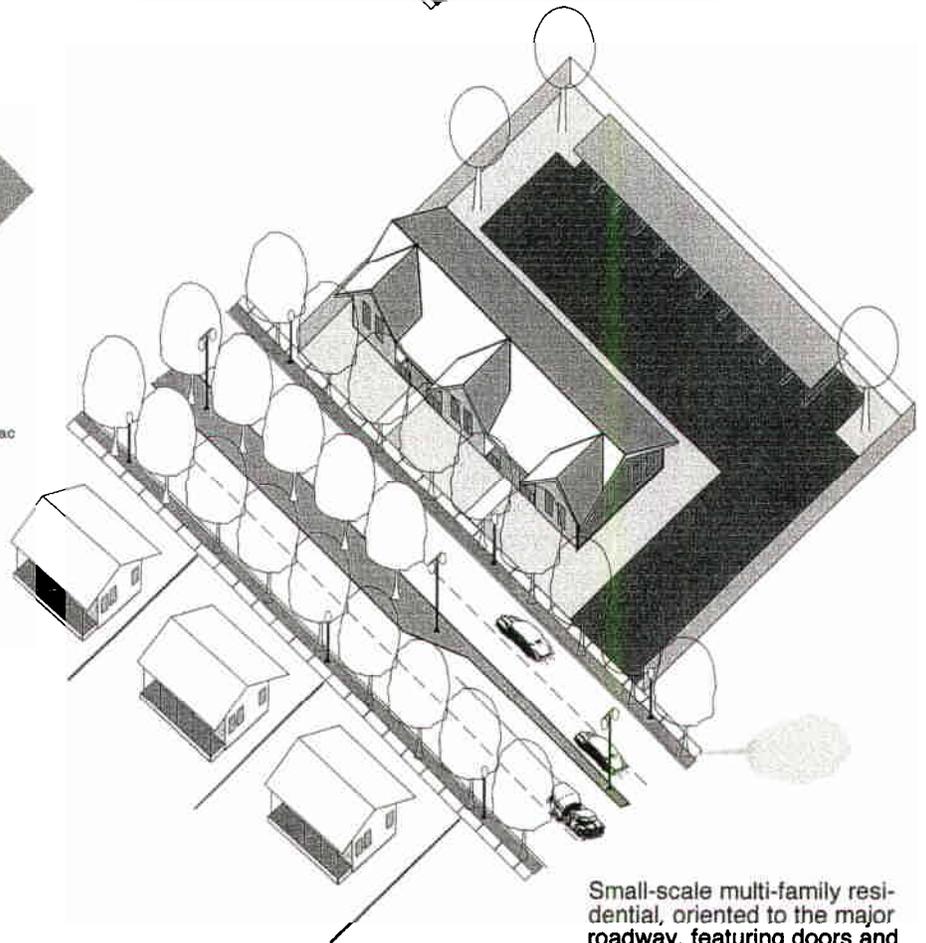
Parcels front onto Collector/Arterial



Parcels side onto Collector/Arterial



Use of cul-de-sacs should be kept to a minimum. Where cul-de-sacs are used, they shall be open to the adjacent roadway.



Small-scale multi-family residential, oriented to the major roadway, featuring doors and front porches oriented to the street and parking to the rear.

- Facing the arterial or collector, or
- Siding on the arterial or collect, or
- Where cul-de-sacs abut a major street, they shall feature wall breaks to permit pedestrian and visual access.
- The Boulevard Overlay District also permits multi-family units that face onto the collector or arterial, provided the units face the street with front doors, and parking is situated to the rear.

The Boulevard Overlay concept is illustrated on the preceding page.

Block Lengths: 660 feet, maximum

Conventional subdivision design permits fairly long block lengths. This allows motorists to gather speed between intersections. Where stop signs are used to prevent speeding, motorists often make up time by accelerating out of the stop and increasing speed through succeeding blocks. Traffic speeds in residential neighborhoods can be reduced by making blocks shorter - this prevents motorists from comfortably travelling at higher speeds.

Block Length



Overly-long street blocks generate higher vehicle speeds as motorists have more space to accelerate to the next stop.

Neighborhood Pocket Parks

Subdivisions shall provide a pocket park that is centrally located within the subdivision. The area provided shall be at a rate of 500 square feet of park space per lot for the first twenty lots and 250 square feet for each subsequent lot. Subdividers of less than 20 lots shall pay a fee equal to the value of land that would otherwise be required under this policy. The subdivision shall be designed so as many dwellings as possible face into the park, in order to increase security.



Gated Subdivisions: A major goal of the Reedley Specific Plan is to increase connectivity and improve a sense of community. As such, gated subdivisions are discouraged (but not prohibited) in the planning area. Development of the pocket park required within this Specific Plan shall not relieve the developer from the requirement to pay park impact fees. Also, any perimeter walls shall include extensive landscaping; walls shall feature interesting surface detailing.

Single Family Residential Design Standards

Residential Density: All new residential development shall attain a density of at least five units per acre. All dwelling types on the site being developed shall be counted in calculating density. Projects proposed with a lower density are permitted, however, a farmland impact fee will be assessed. This fee will go toward the purchase of farmland conservation easements on farmland outside Reedley's Sphere of Influence.

Minimum lot size is 6,000 square feet.; however, a maximum of 20% of the lots in any development may have a minimum lot size of 5,000 square feet.

Lot Dimensions: (all lots must contain the minimum area specified above):

Minimum Lot Width: 60 feet.

Minimum Lot Depth: 80 feet.

The following standards are illustrated on the next page

Minimum Front Yard Setback: A dwelling may project within ten feet of the front property line, provided the front elevation features a covered useable front porch that occupies no less than sixty percent of the front elevation width (not including garage doors) For lots fronting on collector or arterial roadways, the afformentioned standard shall be 25 feet.

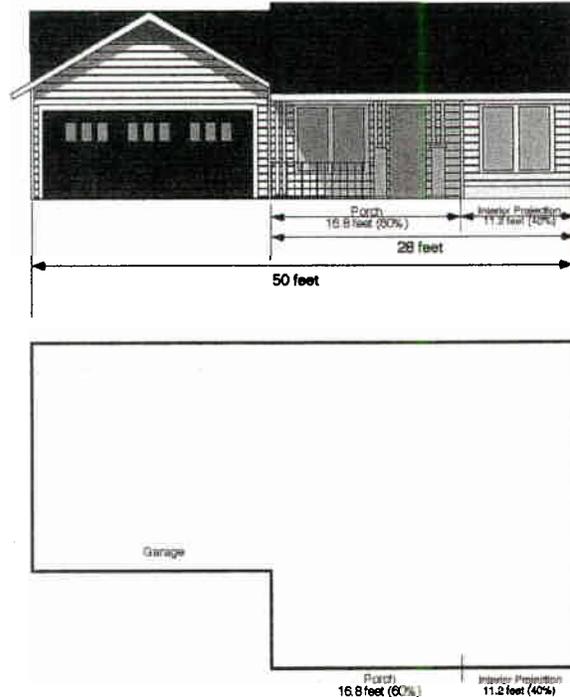
Garage setback: A garage or carport (attached or detached) must be set at least 20 feet behind the front property line and may not project into the front yard beyond the front wall plane of the remainder of the dwelling. Driveways on parcels fronting on collector or arterial streets shall be configured to allow vehicles to enter the street in a forward direction.

Side Yard: 5 feet, minimum

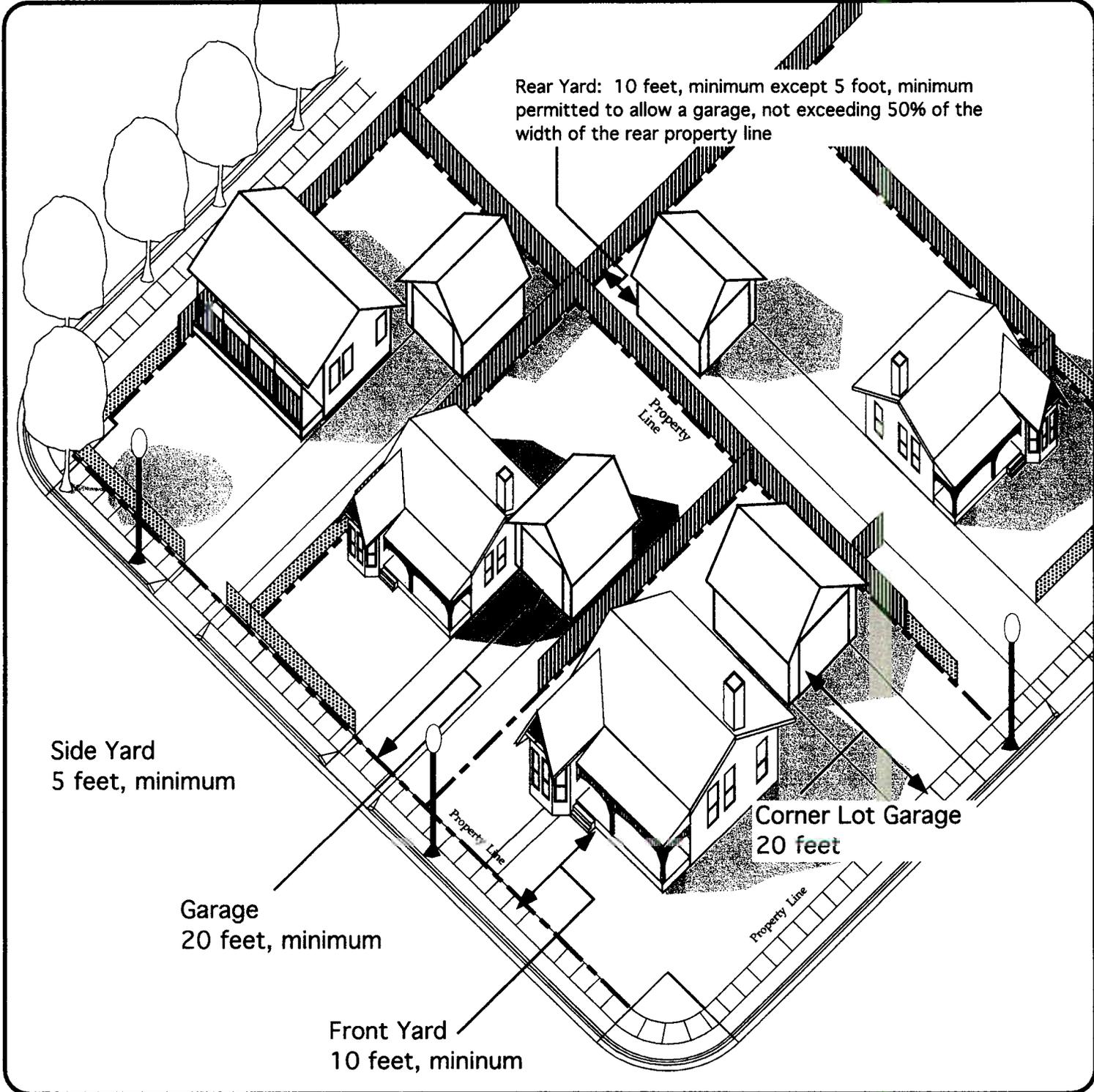
Rear Yard: 10 feet, minimum except that a five foot rear yard setback is permitted to allow placement of a garage in the rear yard, provided that the five foot setback does not exceed more than 50 percent of the length of the rear property line

Garage Doors: Garage doors may not exceed 40% of the width of the front elevation of any dwelling

Example of Front Porch Requirement



House front elevation features a covered useable front porch that occupies no less than sixty percent of the front elevation width (not including garage doors).



Rear Yard: 10 feet, minimum except 5 foot, minimum permitted to allow a garage, not exceeding 50% of the width of the rear property line

Side Yard
5 feet, minimum

Garage
20 feet, minimum

Front Yard
10 feet, minimum

Corner Lot Garage
20 feet

Property Line

Property Line

Property Line

Reedley Specific Plan

Residential Architectural Styles Traditional to Reedley and the San Joaquin Valley

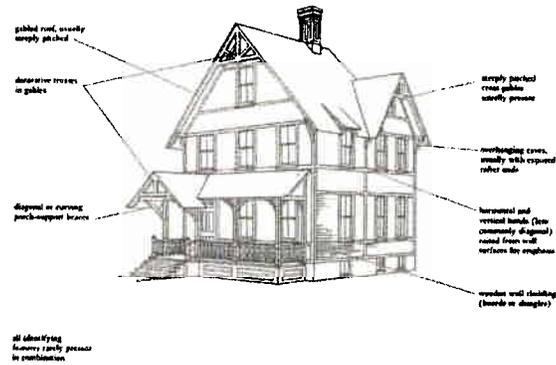
Craftsman Bungalow



Queen Anne



Stick



Spanish Eclectic



Monterey



Colonial Revival



Tudor



Single Family Residential Design Guidelines

Single family dwellings should utilize an architectural theme that is traditional to the history of Reedley and the San Joaquin Valley. Historical residential architectural themes in the valley include (see next page for graphic examples):

- Craftsman Bungalow
- Mission Revival
- Queen Anne
- Stick
- Monterey
- Colonial
- Tudor
- Spanish Eclectic

Dwellings shall be designed to humanize the front yard and front facade. Features should include:

- A useable front porch with railings.
- The garage shall be set back at the plane of the house or behind. Detached garages are also encouraged.
- Architectural details appropriate to the particular architectural style are encouraged such as lap siding, window frames, shutters, trim details, exposed beams, etc.



The Reedley Specific Plan urges the use of architectural themes that are traditional to the history of Reedley and the San Joaquin Valley.

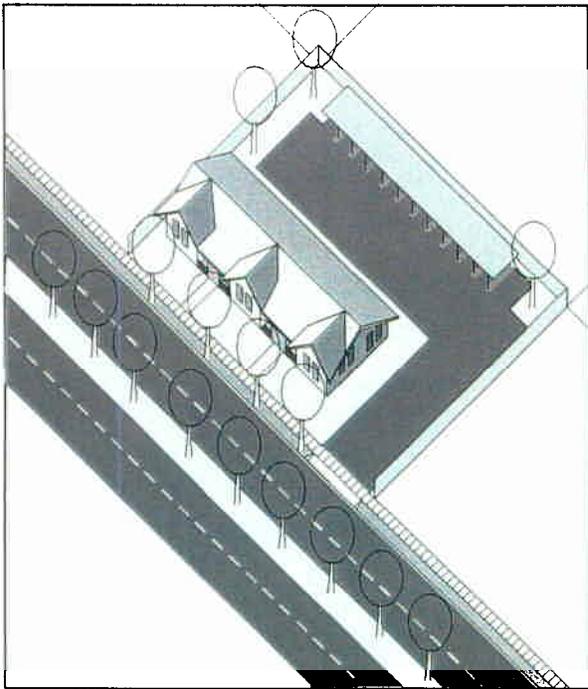
Multiple Family Residential Design Standards

Multi-Family projects shall be designed to focus and encourage residential activity on the streetscape. Towards this end, all projects shall include the following design features:

- Units fronting on streets shall include a front door facing the street. At least half of the units fronting on streets shall feature a front door with a useable porch with railings
- Parking shall be located behind the building.
- Architectural details listed above for single family residential dwellings shall also be included in the design of multi-family projects. To the degree practical, architectural styling shall mirror design features of single family dwellings.



Multi-Family projects shall be designed to focus and encourage residential activity on the streetscape.



The diagram to the left and photo above illustrate desired design concepts for multi-family residential:

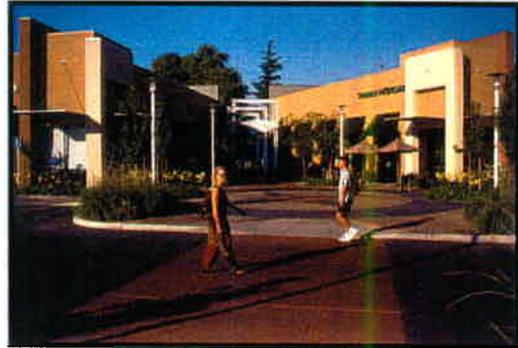
- Units with doors and porches facing onto the street.
- Parking located to the rear of the building.
- Rich architectural detailing with characteristics of single family residential design.

Parking Lot Design Standards

For all types of uses, parking lots shall be located to the side or rear of buildings where feasible. When located adjacent to a street, parking lots shall be separated from the street by a minimum ten foot wide landscaped buffer strip featuring a combination of trees, shrubs and turf. Additional screening elements such as trellises, arbors, berms, decorative walls, etc. are also encouraged (see concept designs on the following pages).

Commercial parking lots shall include pedestrian features, including at least one of the following:

- One or more walkways linking the front of the building to the street. Said walkways should feature colored and/or textured paving and should be accented with landscaping. Shading devices such as arbors and trellises planted with vines should also be featured.
- Where appropriate, building frontage areas shall feature pedestrian elements, including seating areas, patios, tables, plazas and landscaping. Pedestrian areas shall also feature shading elements such as trellises and arbors.



Parking lot that features a variety of pedestrian elements.



... building frontage areas shall feature pedestrian elements ...



Commercial buildings shall be designed to feature "transparent" walls or other features that articulate facades, such as trellises, alternate colors, tiles, etc. This makes the outdoor environment a more inviting place to be.



Pedestrian connection
to adjacent property

Outdoor pedestrian
features

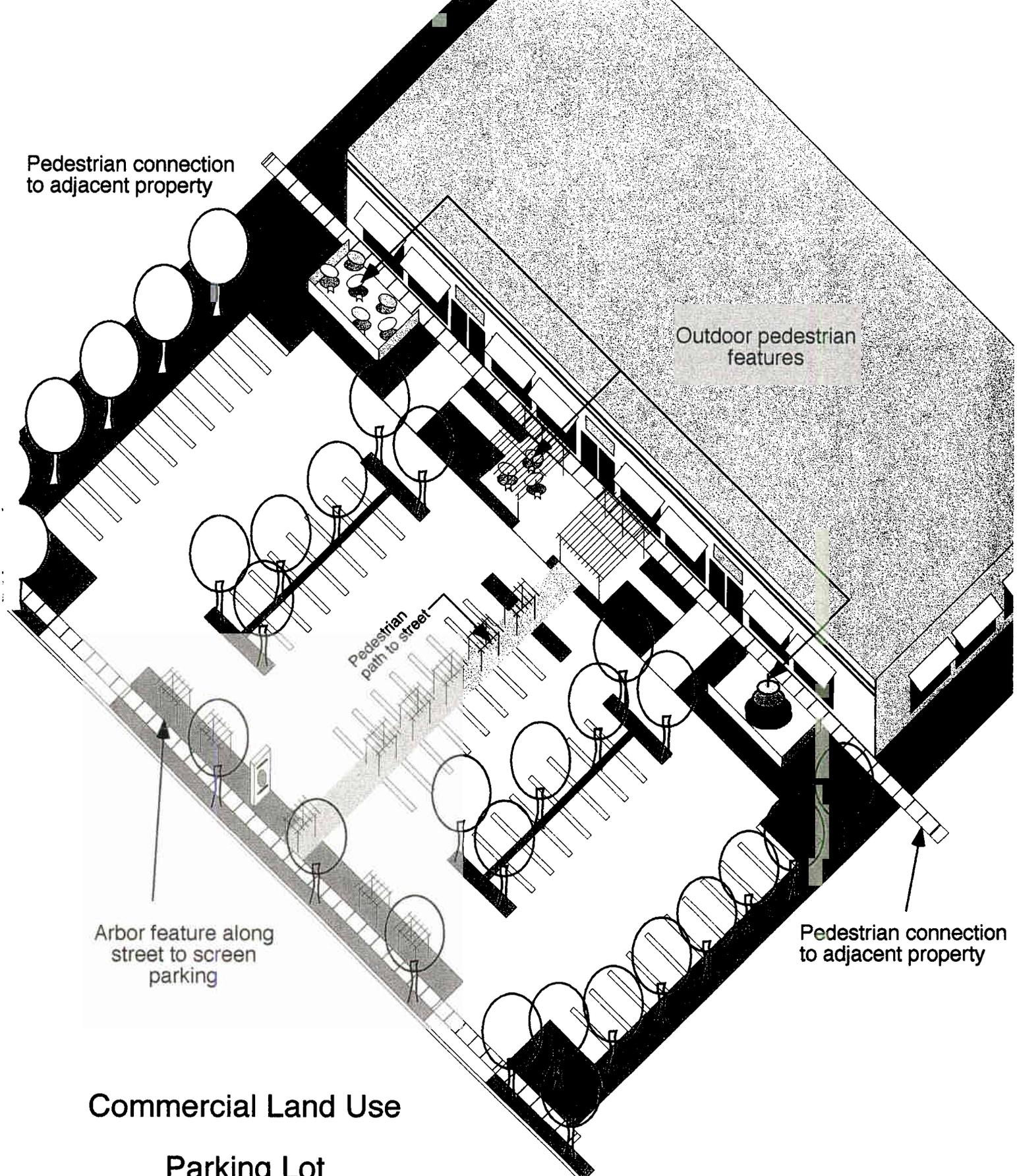
Pedestrian
path to street

Arbor feature along
street to screen
parking

Pedestrian connection
to adjacent property

Commercial Land Use

Parking Lot
Design Concept



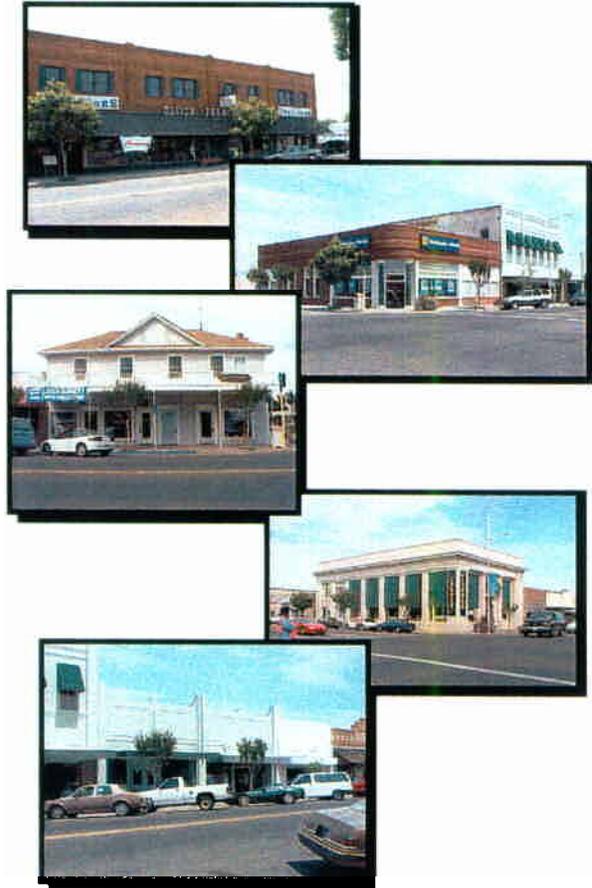
Commercial Design Standards

- Commercial design shall respect the architectural character of the surrounding neighborhood and of Reedley’s past.

Downtown Reedley features a number of buildings whose architectural character is considered positive and which are dear to the community. These buildings feature a strong design vocabulary that has carried very well through many years. Dominant materials and styles include brick, art deco, lap siding (western false-front) and Roman revival, among others.

Commercial development in the planning area should use these styles and material types as a foundation for design. This does not mean that buildings should be exact replicas of existing downtown structures - rather, that some effort should go into utilizing basic design styles and materials that are considered positive in Reedley’s downtown.

- Commercial/office projects shall be designed to reduce the dominance of the street frontage by parking lots. Towards this end, parking lots shall be located to the side or to the rear of buildings, as practical (see also “Parking Lot Design Standards”).
- Commercial buildings with large blank walls are discouraged. Where practical, walls facing street frontages shall be designed so that at least 50% of the wall is transparent (features picture windows that allow a view of merchandise or activities [dining, exercise, etc.] in the interior of the business, or as merchandise display windows). Where windows are not practical, other elements such as trellises with climbing vines or other architectural features designed to promote visual interest shall be employed.



Downtown Reedley includes a number of buildings that feature enduring positive building styles and materials. These should provide a design context for future commercial development in the planning area.

Parks and Irrigation Canals

The Reedley Specific Plan designates several neighborhood park sites in the planning area. The Plan also includes a policy requiring the dedication and construction of neighborhood pocket parks within subdivisions. The design of all parks shall be guided by existing policies contained in the Open Space/Conservation Element of the Reedley General Plan. As a general rule, all parks shall feature grassy areas and shade trees. Larger parks may include athletic fields.

Irrigation **pipeline** easements in the planning area shall be utilized as open space features. Canals shall be piped and the remaining easement area shall become an open space feature which shall include a walking/biking path and landscaping. This feature shall be installed and dedicated by individuals developing land adjacent to canals.

Flexibility Rule

One of the recommendations of the Landscape of Choice document is that flexibility be allowed in project design so that a superior design is not disallowed simply because it fails to meet a rigid numerical zoning standard. Indeed, many of the places in American cities that are thought of as attractive and exciting were built before modern zoning standards, and could never be constructed under today's zoning rules.

Given this direction, the plan recommends the City establish a rule that allows special oversight by the Community Development Director to bring a project to the Planning Commission for special review, where the Director believes the project exhibits superior design, even though it may not strictly adhere to zoning standards.

On Design Flexibility . . .

While design standards and criteria are important, they should not be applied so rigorously that they drive the planning process. Instead, the planning and public works staff should be provided with incentives and political support to be creative and amenable to a process that will result in marketable increase in urban density. The objective of design review should be to create projects that meet broad guidelines for public safety, health and welfare without constraining the means of achieving these goals.

Chapter 5: Land Use and Circulation

This portion of the Reedley Specific Plan will delineate land use patterns and roadway alignments for the Planning Area. To a great extent, both the land use and circulation maps build on existing patterns established in the Reedley General Plan. However, these elements will be more specific in terms of land use and circulation details.

In establishing land use and circulation patterns and designations, a number of issues were considered. These issues stem from planning concepts expressed in Chapter 2 and policies in Chapter 3, along with other considerations such as:

- Existing land uses
- Existing general plan policies and land use designations
- Existing and proposed circulation features (roadways, rail lines and bike paths/trails)
- Planning concepts drawn from the Ahwahnee Principles and “Landscape of Choice”

Land Use Designations

The following land use designations are shown on the Specific Plan Land Use Map (Map No 5-1)

Medium Density Residential

This designation permits primarily single family residential uses and appropriate complementary uses.

Location:

This land use category occupies the most acreage in the planning area and is distributed throughout all three sub-areas.

Design Vision:

The City’s vision for single family residential development includes single family homes located on narrow, tree-lined streets. Homes shall be designed to focus social activity in front yards and on the streets, with dwellings featuring front porches, doors and windows

To a great extent, both the land use and circulation maps build on existing patterns established in the Reedley General Plan. However, these elements will be more specific in terms of land use and circulation details.



Single family residential development shall be designed to focus on the public realm of the front yard and the street.

oriented to the street and recessed or detached garages.

Boulevard Overlay

The Boulevard Overlay designation is applied to land along major streets within the planning area that is otherwise designated for single family residential development. This designation is intended to avoid the creation long segments of roadways fronted with subdivision walls.

Design Vision

Design concepts for the Boulevard Overlay designation are presented in Chapter 4.

Multiple Family Residential

This designation is applied to areas intended for the development of multi-family residential housing.

Location:

The Specific Plan map shows the bulk of these areas located along major roadways (arterial and collector streets) and adjacent to planned commercial areas. In these locations, multi-family residential development will function as a buffer between single family residential neighborhoods and more intense uses. In addition to the buffering effect, the following benefits are also possible:

- High density residential along major roadways will make future transit service more efficient and convenient.
- High density residential adjacent to commercial nodes will enhance the success of businesses by providing a larger market - within a close distance. Individuals will also be able to access shopping opportunities without using the automobile.

Design Vision:

Multi-family development is expected to meet high design standards and blend well with surrounding neighborhoods. Units shall mirror design themes of single family homes by featuring front porches, doors and windows oriented to the street and parking to the rear. Ample open space shall be provided to accommodate needs of residents.



Multi-family residential development shall be designed to blend well with surrounding neighborhoods.



At least one-half of Multi-family residential units facing roadways shall feature porches . . .

Neighborhood Commercial

The Neighborhood Commercial designation shall apply to areas designated generally for small-scale commercial uses that cater primarily to the shopping needs of surrounding residential areas.

Location:

Neighborhood Commercial nodes are designated in the following areas:

1. At the intersection of Frankwood and Olsen Avenue.
2. Along the north side of Dinuba Avenue, east of Buttonwillow Avenue.
3. Along the north side of Manning Avenue, east of Buttonwillow Avenue.

Design Vision:

Projects developed under this designation shall include the following features:

- Site design that encourages pedestrian and bicycle access.
- Parking lots shall be located to the side or to the rear of buildings. Where this is not practical, parking lots shall include pedestrian elements that include special walkways, arbors, trellises, outdoor seating areas and the like.
- Architectural styles shall respect traditional design themes found in Reedley, particularly those in the downtown area, cited in Chapter 4. Use of materials like brick and lap siding is strongly encouraged.



Site design that encourages pedestrian and bicycle access . . .

Mixed Use:

The Mixed Use designation is intended to promote the development of various complementary uses on the same site, such as residential, commercial and public activities.

Location:

The Mixed Use designation has been applied in two locations in the planning area:

1. A node located in the east area of the plan, along an extension of Springfield Avenue, midway between Dinuba Avenue and Manning Avenue
2. A node located in the north area of the plan, midway between Parlier Avenue and South Avenue, west of

Buttonwillow Avenue.

Design Vision:

The Mixed Use designation is a new land use category for Reedley. The Plan's expectation for this designation is that it will facilitate unique, imaginative design projects that will function somewhat as a village center for the surrounding neighborhoods

A possible design might feature a two-story building with retail commercial on the ground floor and offices or multiple family residential uses on the second floor. Reduced parking standards should be applied so that large areas of the site are not consumed for parking.

Recreation Commercial

The Recreation Commercial land use designation is intended for areas along Manning Avenue, west of the Kings River. This area functions as Reedley's main entryway. This area already features some development, including older single family homes along the south side of Manning and a Fresno County Public Works Department yard on the north side of Manning. It is recommended that the City negotiate with Fresno County to find a more appropriate location for this public works yard.

The presence of the Kings River nearby recommends special treatment of this portion of the city. Some recreational/visitor type uses have already been developed nearby including a motel and a private riverfront recreational park (Kelly's Beach). Given these uses and this area's status as the major community entryway, careful consideration must be given to projects to ensure they project a positive image for Reedley

Location

This designation is applied to the north and south sides of Manning Avenue, west of the Kings River.

Design Vision

Projects developed in this designation shall feature attractively designed buildings with abundant landscaping that promotes a positive entryway image for Reedley. Parking areas shall be well landscaped and screened from Manning Avenue, to the extent possible. Signs shall be monument style and in-scale with the site they serve.

"Mixing Uses within an area can create the diversity and population density required to support an urban center. As development projects are planned, thought should be given to other services people using those developments might need. For example, a new office building can usually support a small restaurant or a convenience store. If an apartment building is located next door, the restaurant might be able to remain open for dinner. Diversity can be planned into a single building, among several buildings within a project site, or among several projects within a small area."

- excerpted from "A Landscape of Choice"

Industrial

This designation applies to two existing industrial operations in the planning area: the Salwasser plant located at the southeast corner of Manning Avenue and Buttonwillow Avenue, and the Ballantine packing plant located on the east side of Rio Vista Avenue, north of Manning Avenue. It should be noted that the Salwasser site includes a ten-acre agricultural parcel immediately south of the existing plant site. The plant's owners are planning to expand onto this site in the future.

Design Vision

Although the land in this designation is mostly developed, the City should take the opportunity to obtain improvements at sites, such as increased landscaping or additional buffering. This is particularly important when the southerly portion of the Salwasser site is developed.

Business Research Park

This designation is applied to a fifteen-acre site on the east side of Buttonwillow Avenue, south of Manning Avenue. A portion of this site abuts the Salwasser site. As such, this site will be able to function as a buffer, adjacent to the industrial use on the Salwasser site.

Permitted activities in this designation include offices, service commercial and light industrial uses.

Design Vision

Projects developed in this designation shall feature attractive buildings set forward on the site, ideally with parking located to the side or rear of the building. Setback areas shall feature lush landscaping with a combination of turf, trees and shrubbery.

School

The school designation pertains to future public school sites within the planning area, to be developed by the Kings Canyon Unified School District. School locations were selected with input from the District. A key consideration in selecting future school sites was to ensure they are centrally located within future residential areas they will serve. This will ensure future schools are within easy walking or bicycling distance for students.



Development within the Business Research Park designation shall feature attractive buildings set forward on the site, ideally with parking located to the side or rear of the building. Setback areas shall feature lush landscaping with a combination of turf, trees and shrubbery.

Location

Two future school sites are designated in the planning area, including:

1. a 15-acre site located on the west side of Frankwood Avenue, north of Floral Avenue.
2. A 15-20-acre site located on the west side of Zumwalt Avenue, on the north side of an extension of Springfield Avenue.

Design Vision

The school district has control over the design of school facilities, however the city and district should work together on campus designs that achieve the goals of this plan, including:

- Designs that facilitate walking and bicycling
- Designs that respect Reedley’s architectural history and that of surrounding neighborhoods
- The planting of trees should be maximized on school campuses
- Parking lots shall be shaded and screened by landscaping from the street.

Park

The Plan designates three neighborhood parks within the planning area. In addition, the plan requires the development of neighborhood pocket parks in central locations within individual subdivisions



Location

The three neighborhood parks are located as follows:

- A 5-7-acre site located between Frankwood Avenue and Reed Avenue, north of Floral Avenue
- A 4-acre park located east of Buttonwillow Avenue, north of Dinuba Avenue
- A 4 to 5-acre park located west of Buttonwillow Avenue between Parlier Avenue and South Avenue

Design Vision

All parks shall be designed for recreational purposes with large areas of turf and large shade trees lining the perimeter of the park. Some parks may be developed with athletic fields, depending on direction from the Parks and Recreation Commission.

Some parks are located next to existing irrigation canals. As a part of the Specific Plan the City shall negotiate with Alta Irrigation District to allow some canal water to be used in water features in selected parks. These features could include a channel that empties into a shallow lake (which could double as a groundwater recharge pond). Excess water could be routed back to the irrigation canal at a downstream point.

Quasi-Public

Five Quasi-Public sites are designated within the planning area. This designation is intended to provide for the development of semi-public uses, particularly churches. Cities have found that churches are becoming a more intensive use and are increasing in size and complexity. Many churches are now developed in a "campus-like" form with schools and athletic facilities in addition to the traditional sanctuary facilities. Activities are often conducted during both daytime and nighttime hours during the week and on weekends. In that sense, churches act as a node of activity. Traffic is frequently voiced as a concern by neighbors when a church is proposed. Uses in the Quasi-Public designation will be permitted subject to a Conditional Use Permit. Other uses appropriate in the Quasi-Public designation could include other semi-public institutions such as private schools and meeting halls, museums, theaters, galleries and community centers

Location

The five Quasi-Public designations are situated as follows:

- Two sites containing approximately 3-acres each located on the east side of Frankwood Avenue, on both sides of a future collector roadway that extends into the Southeast Industrial Area.
- A 2.5-acre site located on the northwest corner of an extension of Springfield Avenue and a future north/south collector roadway in the eastern planning area.
- Two sites containing approximately 3-acres each on the south side of South Avenue and both sides of Frankwood Avenue.

Design Vision

Projects developed in the Quasi Public designation shall incorporate the following considerations:

- Designs that facilitate walking and bicycling
- Designs that respect Reedley's architectural history and that of surrounding neighborhoods
- Planting of trees should be maximized.
- Parking lots shall be shaded and screened by landscaping from the street.
- Parking should be located to the rear of buildings.

Schematic Planning Map

Appendix A of the Reedley Specific Plan includes a schematic map that shows a potential subdivision design for the planning area. The map was designed utilizing the policies, design standards, and land use map featured in the Reedley Specific Plan. The map is not intended to be a required master plan for the planning area, but is rather an illustration of design possibilities that is available to developers considering projects in Reedley.

Circulation Plan

Circulation is a key feature of the Reedley Specific Plan. The Planning area features a well-developed grid of existing roadways upon which the future circulation system can be assembled.

Major east/west roadways within the planning area include:

- Floral Avenue
- Olsen Avenue
- Dinuba Avenue
- Springfield Avenue
- Manning Avenue
- Parlier Avenue
- South Avenue

Major north/south roadways within the planning area include:

- Zumwalt Avenue
- Buttonwillow Avenue
- Frankwood Avenue
- Reed Avenue
- Kings River Drive

The Circulation Element of the Reedley General Plan contains a roadway classification system that will be employed, with some modifications, in the Reedley Specific Plan. Specific roadway classifications and definitions are as follows (a graphic illustration is on the following page):

Major Arterials

Major Arterials provide for through-traffic movement on continuous routes with direct access to abutting property. Intersections with major cross streets are generally spaced a minimum of one-half mile apart. In the Reedley Specific Plan, Major Arterials shall feature two travel lanes in each direction, a shoulder, a planter strip with trees and sidewalks and a landscaped median divider. Major Arterials designated in the Specific Plan include:

- Dinuba Avenue
- Manning Avenue
- Reed Avenue
- Frankwood Avenue
- Buttonwillow Avenue

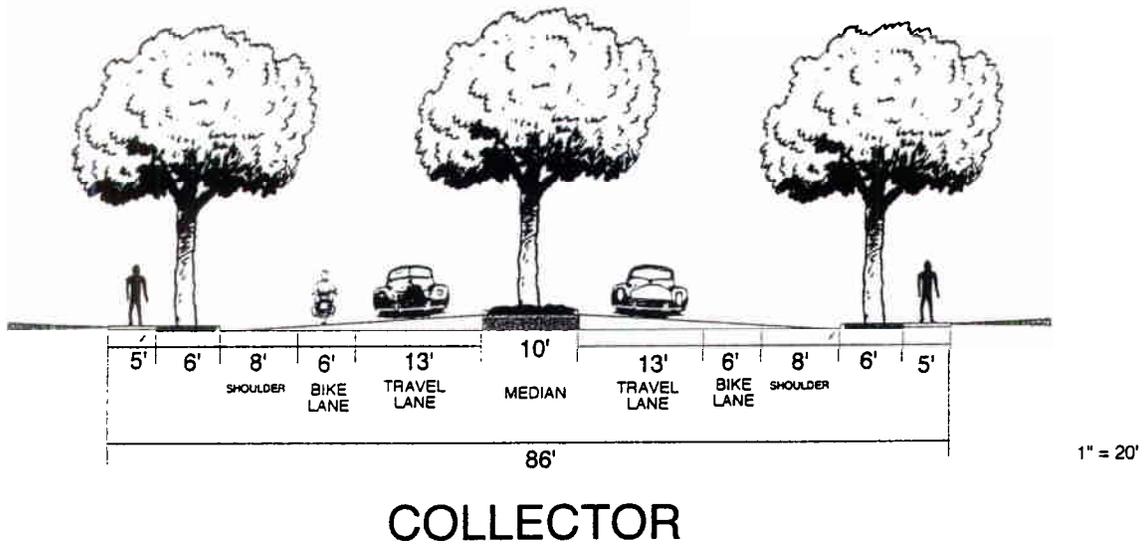
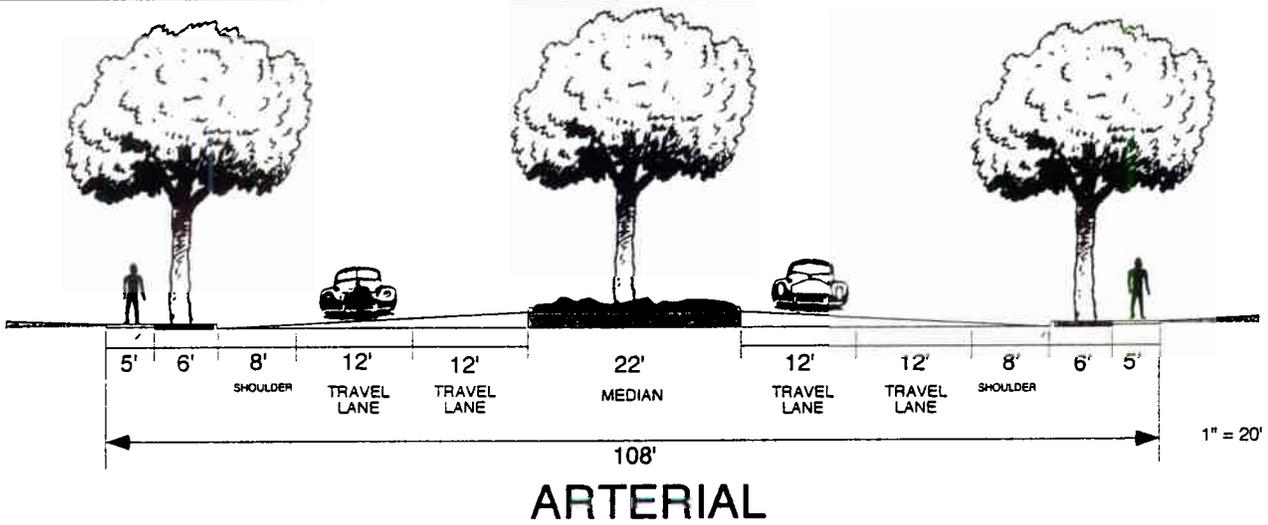
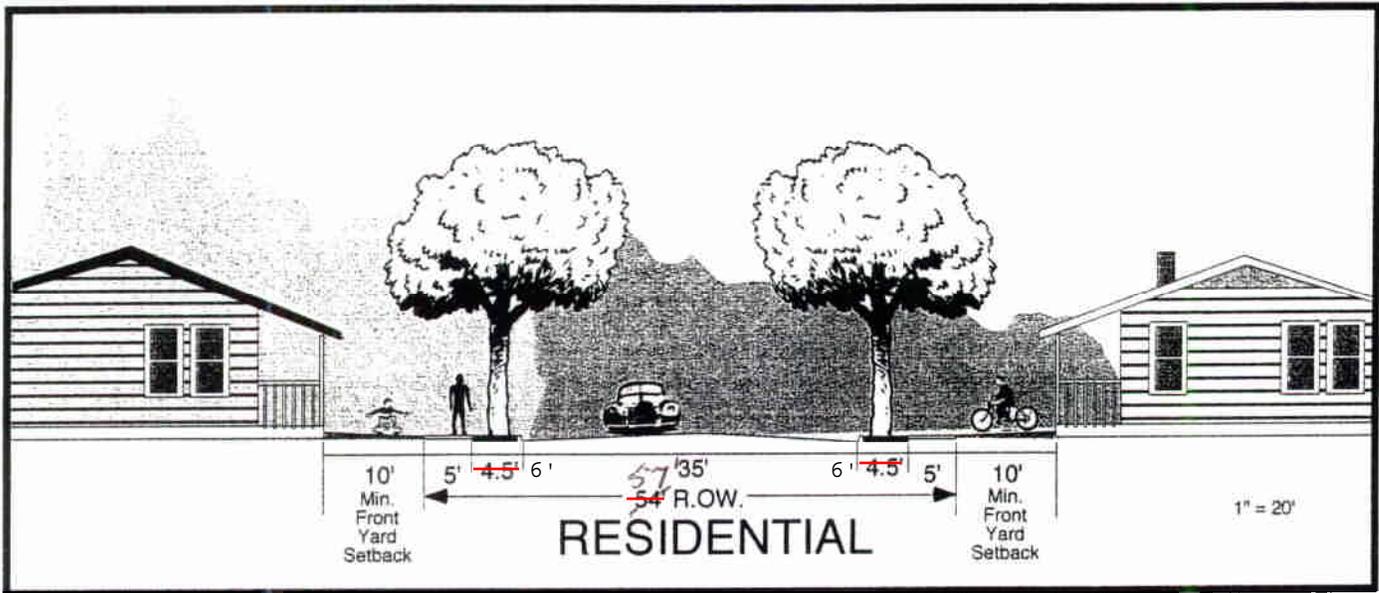


Street design shall consider functionality as well as appearance



REEDLEY SPECIFIC PLAN

Street Sections



Collectors

Collectors provide for internal traffic movement within an area and connect local roads to the arterial system. In the Reedley Specific Plan, Collectors shall feature one travel lane in each direction, a shoulder (featuring a bicycle lane where designated), a landscaped median divider, and a planter strip with trees and sidewalks. Collector roadways designated in the Specific Plan include:

- Floral Avenue
- A new east/west roadway linking Frankwood and Buttonwillow Avenues, south of the Herbert Avenue alignment. This roadway enters an area within the Southeast Reedley Industrial Area Specific Plan.
- Olsen Avenue
- Springfield Avenue
- Parlier Avenue
- South Avenue
- Zumwalt Avenue
- A new north/south roadway midway between Zumwalt and Buttonwillow Avenues.
- A new north/south roadway north of Parlier Avenue, midway between Buttonwillow and an extension of Columbia Avenue
- I Street
- Rio Vista Avenue



Local Roadways

Local Roadways provide internal traffic movement within individual neighborhoods and primarily serve to provide direct access to abutting property. Local roadways shall be designed to slow traffic through residential areas, generally featuring one travel lane and one parking lane in each direction, a planter strip with trees and five foot sidewalks. New roadways not listed under the Arterial and Collector sections above will be classified as Local Roadways.



The right-of-way width for local streets shall be 54 feet which includes 35 foot of paving from curb to curb, 6" curbing, a 4 1/2-foot planter strip, and a 5-foot sidewalk. Planter strips shall be landscaped with turf/groundcover and shade trees specified under the section entitled "Street Tree Design Guidelines" below.

5'-6"
Planter
Strip

57

Cul-de-sacs: Dimensions are not changed, however all cul-de-sacs shall feature a landscaped center island that measures a minimum of 15 feet in diameter. The island shall be landscaped with groundcover and at least one shade

tree.

Street Tree Design Guidelines

All streets shall feature planter strips that separate the curb and the sidewalk. The planter strip shall be planted with shade trees. The City shall develop a street tree policy which details tree species, planting intervals and irrigation recommendations. In any event, street trees shall be selected and located to form a dense shady canopy along roadways.



This image illustrates the pleasing effect achieved by lining a roadway with trees of the same species.

Roundabouts

Roundabouts have been designated in two locations in the planning area, at the intersection of future Collector roadways. Roundabouts have been demonstrated to have several benefits in controlling traffic, including:

- Roundabouts function to slow traffic at intersections without stopping vehicle movement. This results in less air pollution and lower fuel consumption.
- Roundabouts provide a visual cue to approaching drivers to slow down - that does not necessarily exist with stop signs or traffic signals
- Roundabouts keep traffic moving, thereby reducing congestion
- Roundabouts generally cost less than installing a full traffic signal
- Roundabouts can act as community landmarks, improving neighborhood aesthetics and generating a sense of community.



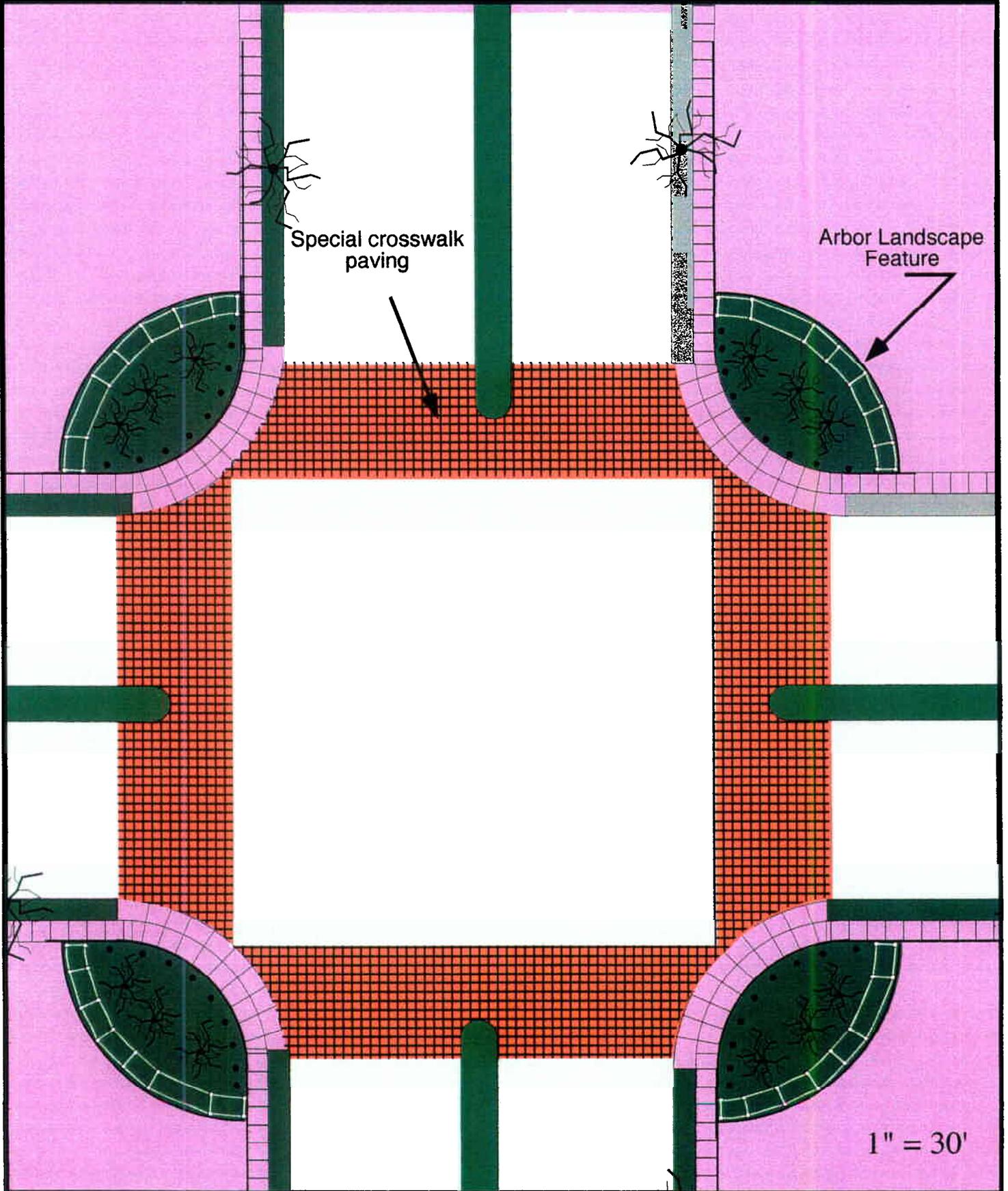
Special Intersection Themes

The Specific Plan also proposes special aesthetic treatments for selected major intersections - those where arterials and collectors intersect. Features shall include:

- Landscape designs at each corner that includes greenery, an arbor and a low wall
- Textured/colored paving at crosswalk locations

The intent of this policy is to create a special visual theme at major intersections within the planning area. This will work to create a strong neighborhood identity. It will also signal to drivers that pedestrians and bicycles are present and that careful driving is required.

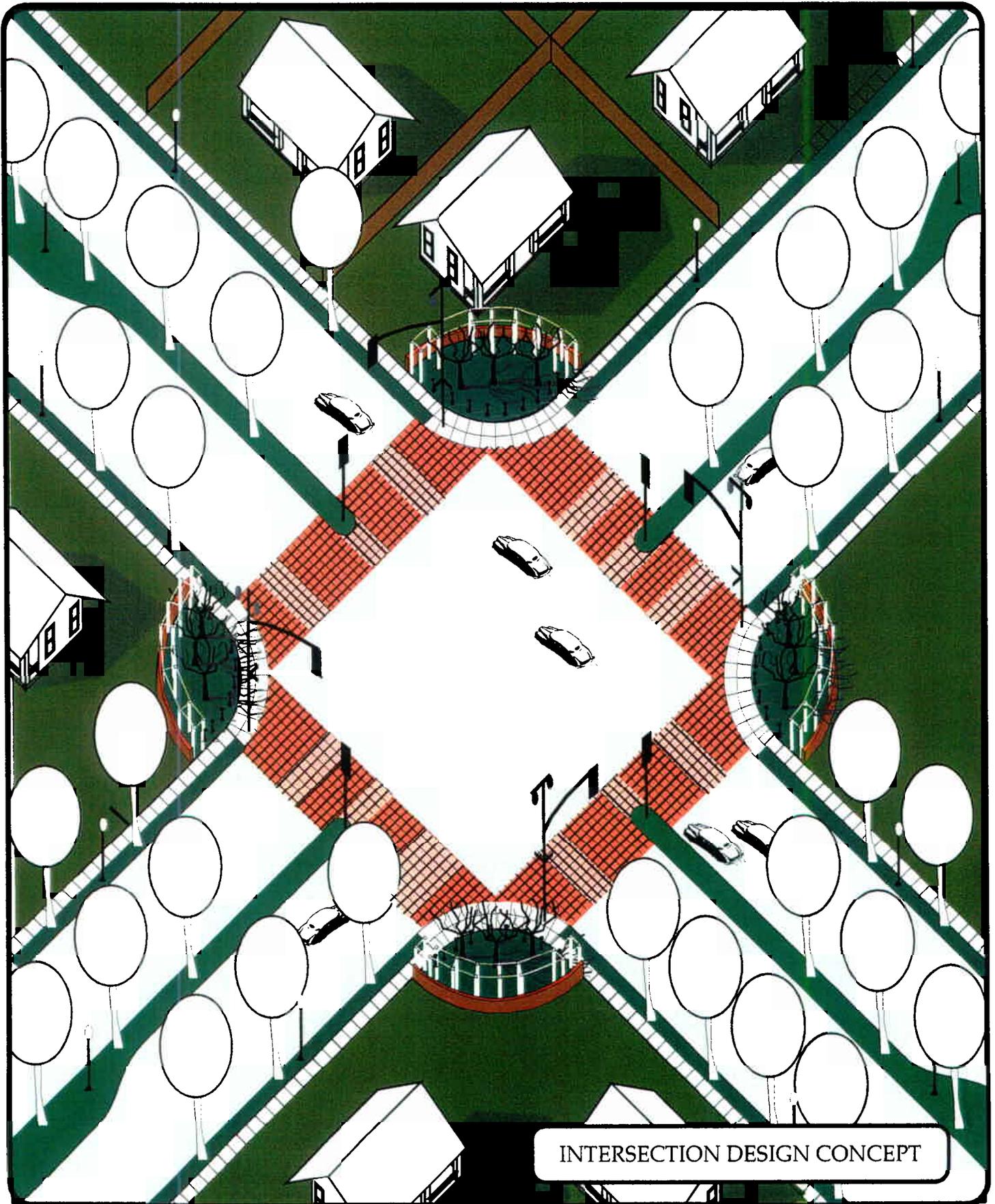
Reedley Specific Plan Boulevard Intersection Concept



Special crosswalk paving

Arbor Landscape Feature

1" = 30'



INTERSECTION DESIGN CONCEPT

Corner Turning radii

Corner turning radii shall be reduced in order to facilitate slower turning speeds, thereby improving pedestrian safety. Turning radii shall vary depending on the intersection, as follows:

- Intersection of a local street with any other street type: ~~15~~ 20 feet
- Collector/Collector: 20 feet
- Collector/Arterial: 25 feet
- Arterial/Arterial: 30 feet

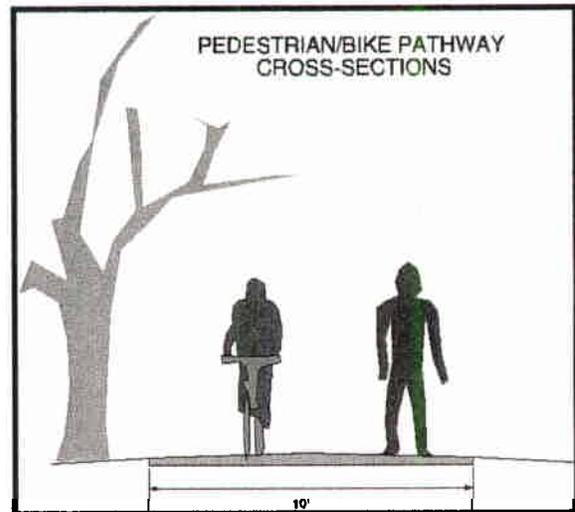
Street Lamps, Sign Posts and Traffic Signals

1. Street lamps in residential areas shall be antique style acorn lamps, as identified by the City engineer. Lamps shall be finished in gloss black.
2. Traffic signals in the planning area shall also be finished in gloss black.
3. Posts for traffic control signs such as street name signs and stop signs shall be painted gloss black.

Bike Paths/Pedestrian Trails

The Land Use and Circulation Map in this chapter designates a bike path/pedestrian trail system designed to provide a special link throughout the planning area. The trail system is intended to augment the existing bikeway system provided in the Reedley General Plan Circulation Element. In general, the bike path will be installed by developers of adjacent land in connection with their development projects. The City will develop methods of financing the costs of installing the bike path to ensure that such costs are shared proportionately and equitably by the developers and the general public and that no developer bears such costs in excess of the bike path needs (if any) created by his or her development.

A typical bike/pedestrian cross-section is illustrated to the right.



Design Exceptions

The City may deviate from typical roadway cross sections provided in this chapter where individual conditions warrant, or where a superior design may be achieved.

Entry Signs

The City shall develop a coordinated entry sign program that will result in the placement of special "welcome" signs along major roadways around the periphery of the community. Signs shall be designed using durable materials that relate to the historic architecture of the community. Suggested materials may include brick or cobblestones on a monument style sign, as shown below. Suggested locations for the signs are as follows:

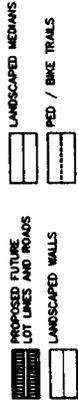
- Manning Avenue, west of the Kings River.
- Manning Avenue, east of Buttonwillow Avenue
- Dinuba Avenue, east of Buttonwillow Avenue
- Frankwood Avenue, south of Herbert Avenue
- Reed Avenue, north of Parlier Avenue
- Other locations as deemed appropriate



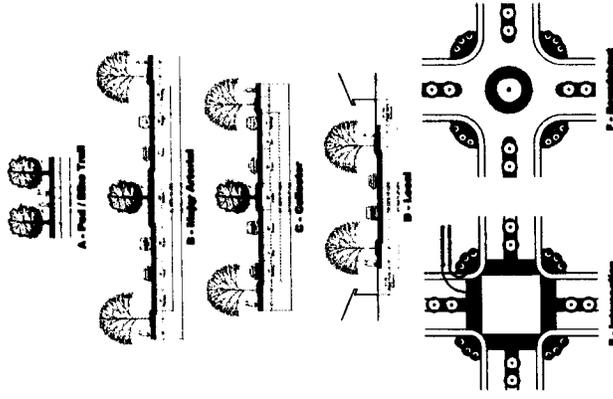
APPENDIX A
Planning Area Schematic Map

The map on the following page is a schematic map that shows a potential subdivision design for the planning area. The map was designed utilizing the policies, design standards, and land use map featured in the Reedley Specific Plan. The map is not intended to be a required master plan for the planning area, but is rather an illustration of design possibilities that is available to developers considering projects in Reedley.

Reedley Specific Plan Schematic Map

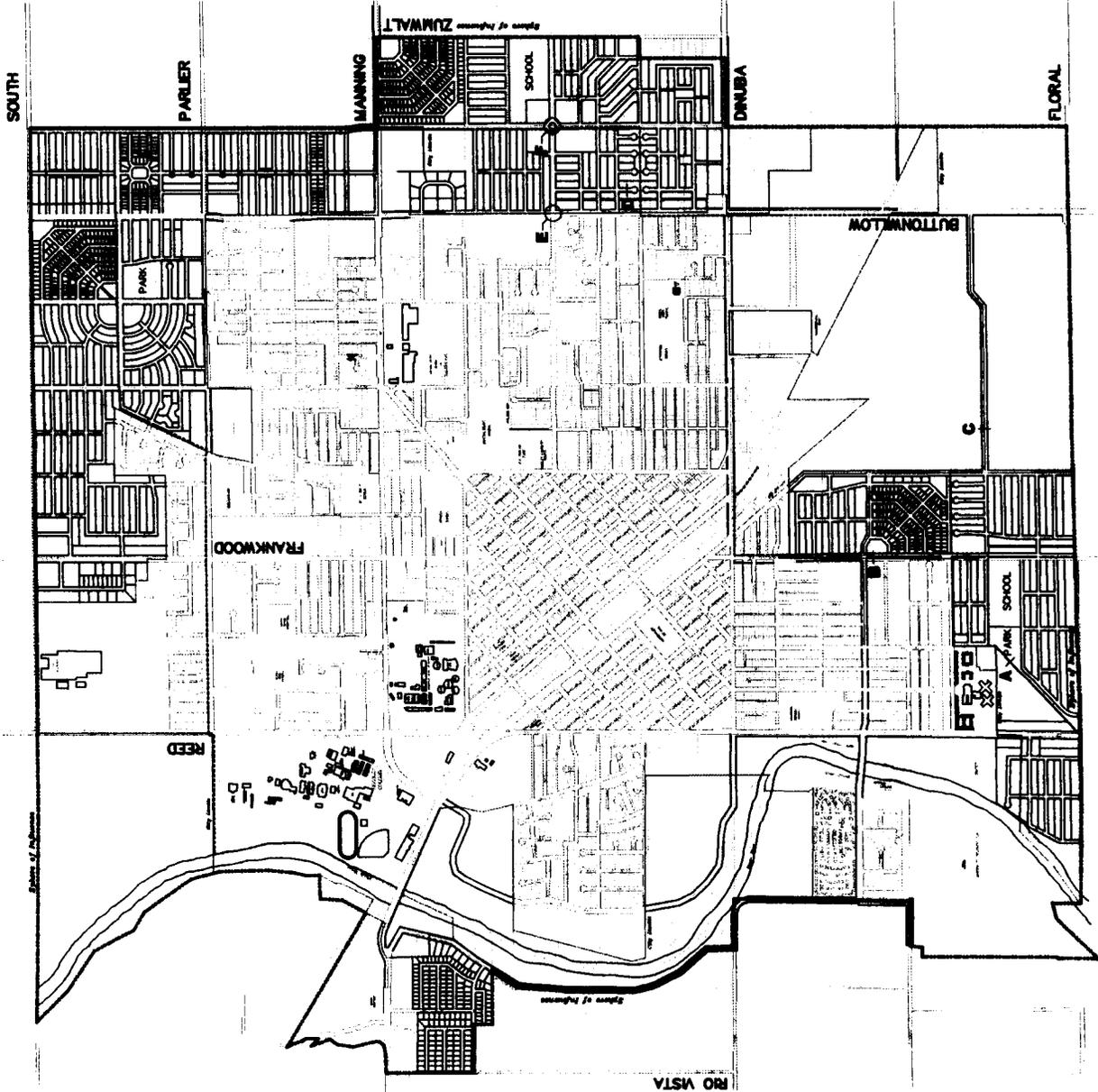


CIRCULATION ELEMENTS



Reedley Specific Plan

Map A-1



APPENDIX B Visual Preference Survey

At a special joint meeting of the Reedley City Council, Planning Commission, Recreation Commission and the Specific Plan Committee, participants were asked to rate a series of twelve slides on a scale of one to ten. A rating of “one” indicated a very negative reaction to the image in the slide while a rating of “ten” indicated a very positive reaction to the slide. Slides were presented showing two different scenes of the same category - as an example two slides of single family residences were shown, two street scenes, etc. Six land use categories in all were shown in the slide survey, including:

- Single family residential
- Local Street
- Multiple family residential
- Retail commercial
- Major roadway
- Parking lot

The images that were used in the survey are shown on the following page along with the average score for each. A total of nineteen persons participated in the survey.

Survey Results

The results of the survey showed that individuals who participated appear to overwhelmingly favor designs that reflect the “Livable Cities” model of development, as recommended in this specific plan. Images that were favored in the survey consistently include design features advocated in this plan, including:

- Residences with a humanized facade, including front porches, traditional architectural design and recessed garage/parking facilities
- Retail commercial design that includes pedestrian elements on the exterior of the building, such as seating areas, trellises, landscaping, etc.
- Narrow, tree-lined streets.
- Parking lots that feature an abundance of landscaping as well as pedestrian elements.

Single Family Residential

Slide 1



5.1

Slide 2



7.4

Residential Street

Slide 3



3.3

Slide 4



8.7

Multiple Family Residential

Slide 5



4.4

Slide 6



7.2

Retail Commercial

Slide 7



2.5

Slide 8



6.6

Major Roadway

Slide 9



3.6

Slide 10



8.9

Parking Lot

Slide 11



2.4

Slide 12



6.5

APPENDIX C
Specific Plan Committee

The following is a list of individuals who were invited to participate on the Reedley Specific Plan Citizen's Committee. This committee generally met the second and fourth Thursday of every month, from April through December, 1999.

John Clements, Traffic and Safety Commission
William Crossland
Mike Facon, Kings Canyon Unified School District Board Member
Nick and Coleen Frandsen
Marge Gobby, Reedley City Council
Jennifer Gross, Reedley Parks and Recreation Commission
Bobby Ikemiya, Reedley Planning Commission
Roger Kusch, Reedley Planning Commission
Suzie Johnson
Allen Lindschied
Marie Lopez
Jim and Karen McMillan
Jan Minami
David Powell, Alta Irrigation District
Noel Remick, Kings Canyon Unified School District Board Member
Joy Schumann, Reedley Planning Commission
Mike Schuil
Ralph Urbano
Wayne Zimmerman