



Turlock General Plan Update



The City of Turlock: Today and Tomorrow

Incorporated in 1908 in the heart of California's San Joaquin Valley, the City of Turlock has a rich history of agriculture production. In recent years, the city has grown rapidly and diversified its economy, expanding from 42,000 residents in 1990 to around 70,000 today. Turlock has accomplished a great deal over the last 15 to 20 years, from developing desirable new neighborhoods and vibrant commercial areas to establishing the Westside Industrial Specific Plan area and working to revitalize downtown.

What will the next 20 years hold for Turlock? How will we retain Turlock's positive qualities, set the bar high for new development and public services, and continue to build a strong local economy?

We now have the chance to build on Turlock's assets and create a framework for the future. In Summer 2008, the City initiated a multi-year process to update the General Plan, which is the policy document that guides growth and change over the next 20 years. You have the opportunity to help create the vision and principles that will guide this important process.

Get Involved!

A successful General Plan reflects the goals and values of the community. That's why we're committed to involving residents, workers, and business owners at all stages of the update process: from initial visioning and exploration of plan alternatives to the selection of a preferred plan and review of the final document. We look forward to your thoughtful participation so that the General Plan can best serve the community's needs, starting with the upcoming community workshop on March 26th. We hope that you will attend and make a contribution!



SHARE YOUR VISION!

Become a part of the process and make your voice heard!

Attend Community Workshop #1:

- › What do you love about Turlock?
- › What would you like to see change?
- › What's your vision for Turlock in 20 years?

March 26, 2009 6pm to 8pm

Turlock Senior Center

1191 Cahill Avenue

Turlock, CA 95380

Contact Us

Debbie Whitmore, Deputy Director
Development Services Department,
Planning Division

156 S. Broadway, Suite 120

Turlock, CA 95380-5454

(209) 668-5640

gpupdate@turlock.ca.us

For more information or to sign up for email updates, visit the project website at www.gpupdate.turlock.ca.us

What is a General Plan?

A general plan is a set of policies and programs that form a blueprint for physical development throughout the community. It is a long-term document consisting of written text and diagrams that expresses how a community should develop, and is a key tool for influencing the quality of life. It specifies locations for new businesses and residences, roads, parks, and other public infrastructure. The plan is a basis for land use decision-making used by policymakers such as the Planning Commission and the City Council. All cities and counties in California are required by law to have general plans. State law requires that a general plan contain at least the seven mandated elements: Land Use, Transportation, Housing, Conservation, Open Space, Noise and Safety. The City of Turlock's General Plan includes additional elements for Public Facilities, City Design, Implementation, and Finance.

In conjunction with the General Plan, we will be preparing an Environmental Impact Report (EIR), which is the environmental documentation that must accompany the plan according to State law. The EIR ensures that environmental opportunities and constraints are identified and incorporated into the planning process, and identifies policies that can mitigate any adverse environmental effects of other aspects of the plan. The EIR is a public process as well, and we invite your participation and input during this stage of the planning effort.

Why is the Plan Being Updated?

Turlock's current General Plan was adopted in 1993 and partially updated in 2002, and now needs to be comprehensively reexamined to ensure that it reflects the city's goals and priorities for the next 20 years. Many of the objectives of the existing General Plan have been met, and new opportunities and challenges have arisen. Large portions of the 2002 plan have been built out, and substantial new growth is expected over the next 20 years. We need a new plan to manage Turlock's future growth and to maintain the quality of life that residents have come to expect.



HOW IS THE GENERAL PLAN USED?

The General Plan will:

- › Establish a long-range vision for Turlock and outline steps to achieve this vision
- › Establish development policies that guide City Council and Planning Commission decision-making
- › Provide a basis for judging whether new development projects align with Plan policies
- › Allow City departments, other public agencies, and private developers to design projects that enhance the character of the community

WHAT'S INSIDE THE GENERAL PLAN?

The General Plan covers the following topics:

- › Land Use
- › Transportation
- › Housing
- › Conservation and Open Space
- › Noise
- › Safety
- › Public Facilities and Services
- › City Design
- › Finance
- › Implementation