



MODESTO 2050

Our City. Our Future.



Land Use Alternatives Community Meeting



GOAL OF TODAY'S MEETING

- 1 Explain Modesto's growth to date and why the City needs to grow**

Job creation, business growth, and housing development are needed to support a high quality of life.
- 2 Share three (3) land use map alternatives with different layouts for growth opportunities**

Maps were developed based on prior listening sessions, stakeholder meetings, and workshops held with the broader community.
- 3 Gather public feedback**

This will help guide the City's selection of a single preferred land use alternative.





History of Modesto and General Plan Updates

1884

**Modesto
incorporated**

1959

**Modesto adopted its
first General Plan**

1984

**100 years later –
Comprehensive General
Plan Update**

Original Sphere of
Influence for the City set
at 36,335 acres

1995

**Comprehensive
General Plan Update**

Proposed Sphere of
Influence increase of
7,800 acres, LAFCO
approved 702 acres

**Now through
2027**

**2050 General Plan
Update process and
adoption**

*1995–2025: No Comprehensive General Plan Updates (Parts of the existing General Plan have been amended, including with periodic Housing Element updates as required by State law)



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Modesto 2050 General Plan Update

Why the General Plan Update Matters

The General Plan is a “blueprint for future growth” that guides City decisions about:



Transportation



Jobs



Housing



Zoning



Traffic



Open Space



Cultural Resources



Why Modesto Needs to Grow



- **Modesto hasn't grown substantially since the 1990s**, despite being the county seat.
- All of the incorporated cities in Stanislaus County have grown more than Modesto. **We are losing economic opportunities to our neighbors.**
- Other **corridor cities have grown at a faster pace than Modesto** and our city is behind economically.
- The **City needs appropriate space for new development** that creates jobs, generates revenue, brings new amenities, and provides for a variety of housing options.
- The areas identified for potential growth are **in addition to the infill and downtown revitalization projects** the City already has underway.





Infill Is A Priority For The City

But It's Not Enough to Meet Growth Demands

- **Two new mixed use zones** - multifamily residential units with ground floor commercial space. *Completed 2023.*
- **Southwest Modesto Plan.** *Completed 2023.*
- **Housing Element.** *Completed 2023.*
- **Downtown Master Plan.** *Completed 2020.*
- **McHenry Corridor Planning Study.** *In progress.*
- **Entertainment District.** *In progress.*
- **Downtown Modesto Multimodal Transportation Network and Land Use Compatibility Action Plan.** *In progress.*
- **County Pockets.** *In progress.*



Modesto Does Not Have Enough Vacant Land to Support Needed Growth

Only 5% Of Land In The City's Existing Sphere Of Influence Is Vacant

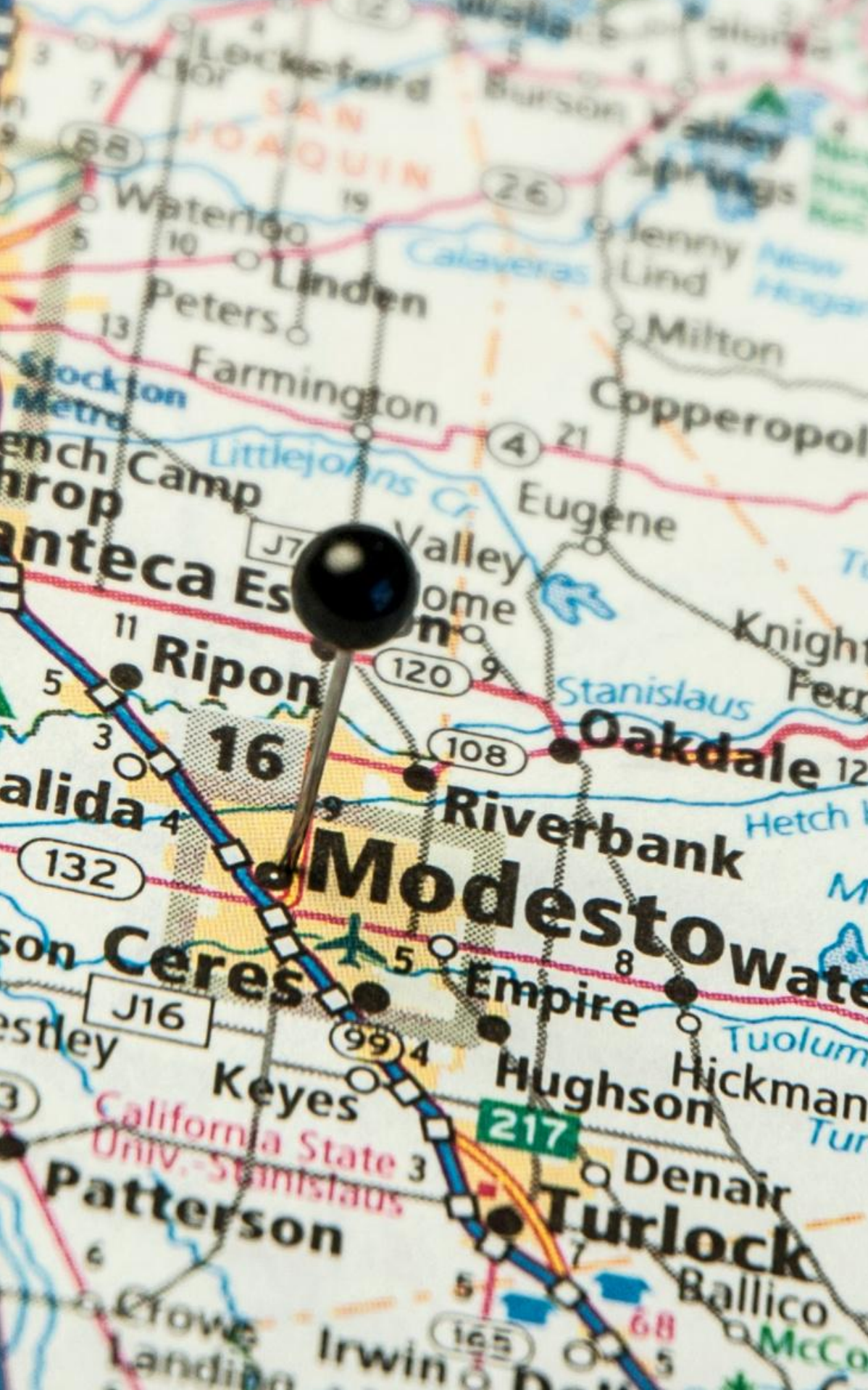
Land Already in Use in Existing SOI
(acres)

35,790

Vacant Land in Existing SOI
(acres)

1,840





How an Expanded Sphere of Influence Can Help

As part of the General Plan update, the City will consider expanding its Sphere of Influence, which gives the City the opportunity to plan for future growth in the right areas.

If adopted by the City Council, the expanded Sphere of Influence would then need to be approved by the Stanislaus Local Agency Formation Commission (LAFCO).

Areas in the expanded Sphere of Influence do not automatically become part of the City boundaries and are not automatically sites for development.

Instead, they are identified as potential areas that could receive City services and could provide revenue to the City if they are annexed.

Current City residents would benefit from enhanced City services made possible through growth and increased economic activity.



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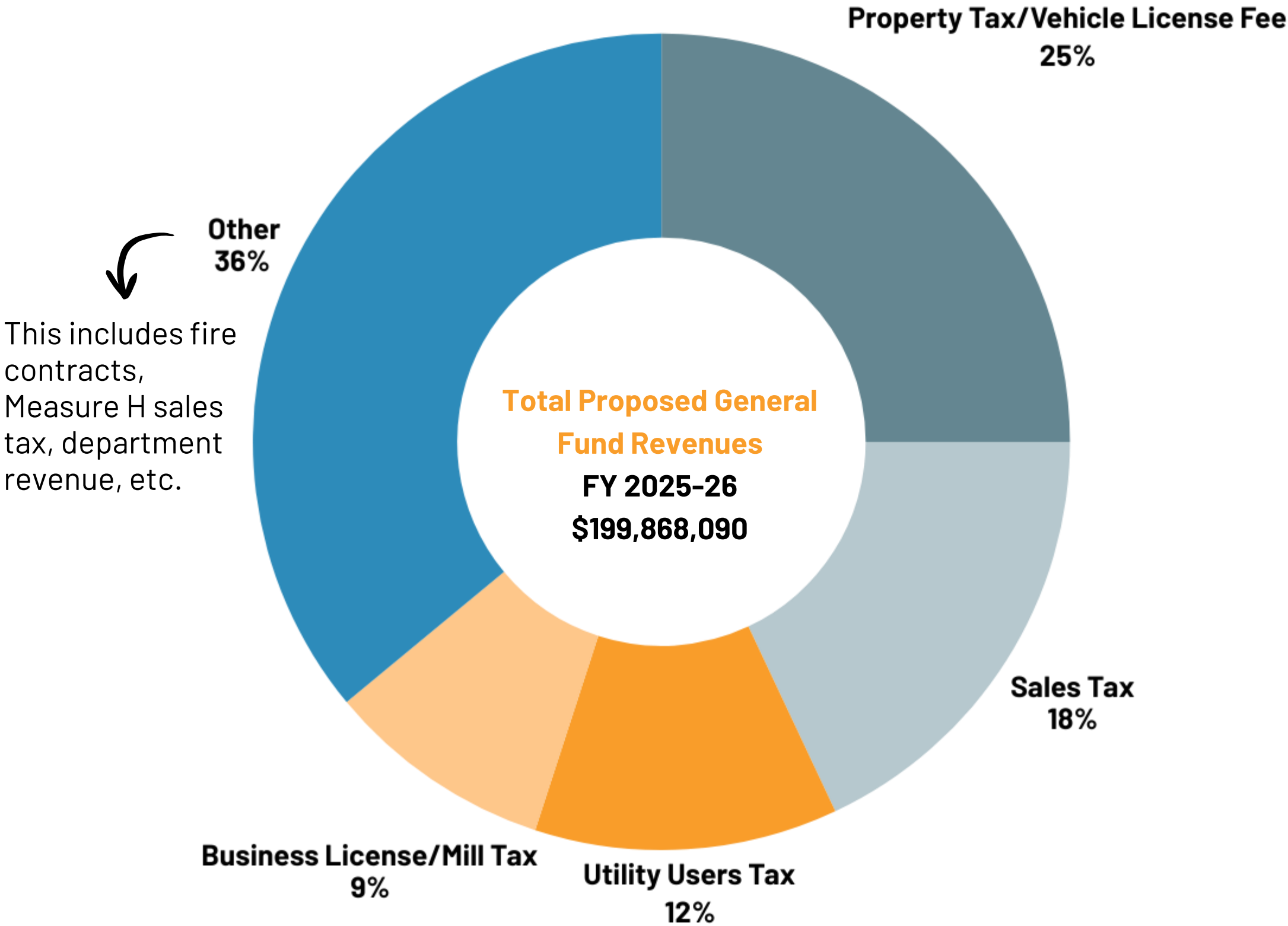


Expanded City Boundaries Bring Expanded Economic Benefits and Revenue

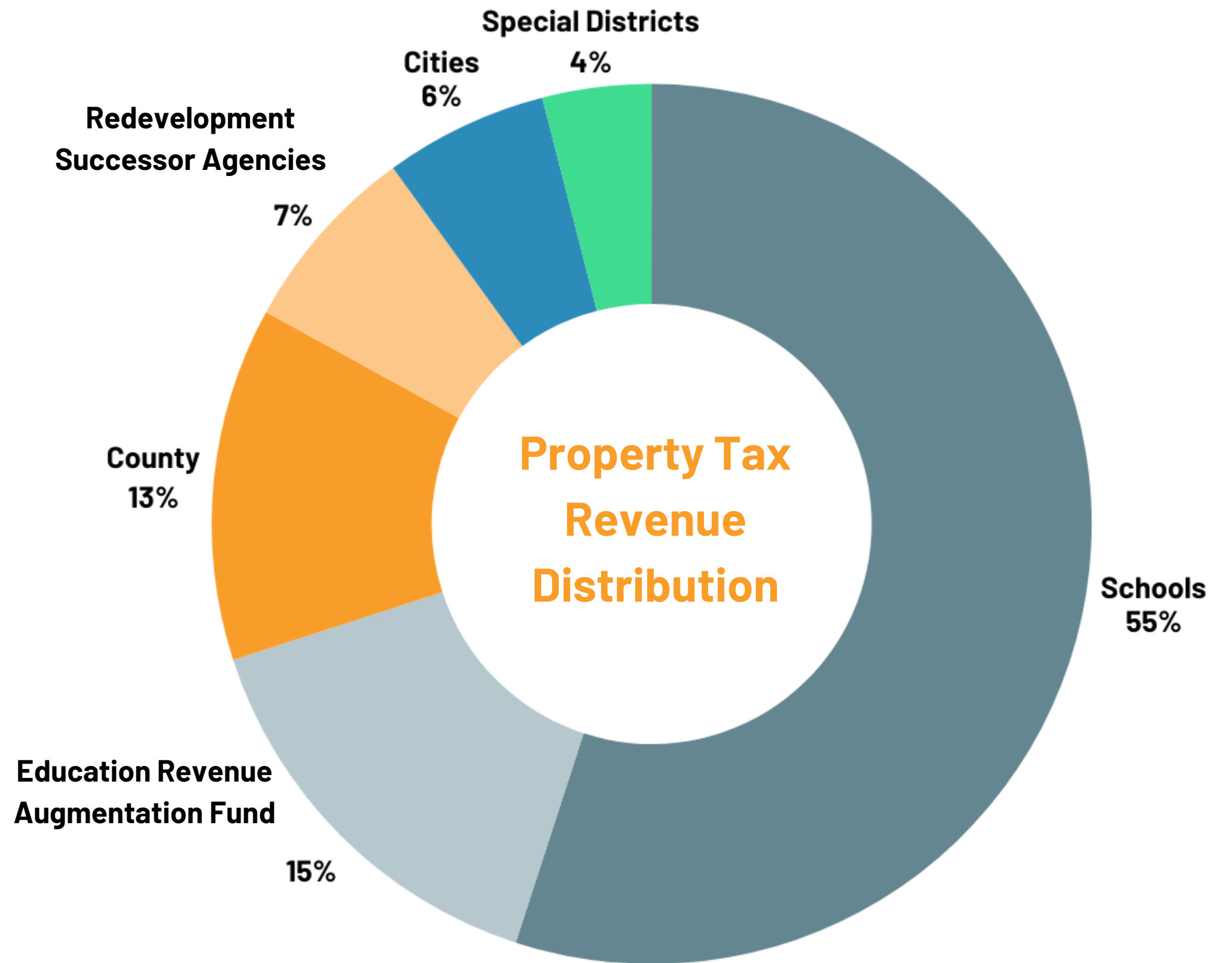
- The City only receives revenue from **economic activity and taxable properties inside the City limits.**
- If a business or home is located just outside the City boundary it may benefit from City infrastructure but its **taxes go to the county or another jurisdiction, not the City of Modesto.**
- When new development occurs just outside the City limits, the City often incurs some indirect costs—like increased traffic on City streets—**without receiving any of the associated tax revenue.**
- Expanding the City limits and attracting businesses and encouraging housing growth **provides more funding for quality of life services including police, fire transportation improvements, parks, and open space.**



Where the City Gets Its Revenue



City Only Receives 6% of Property Tax Revenue



What the City Receives in \$1 in Generated Sales Tax



↓
\$0.68 to State



↓
\$0.22 to City



↓
\$0.10 to County

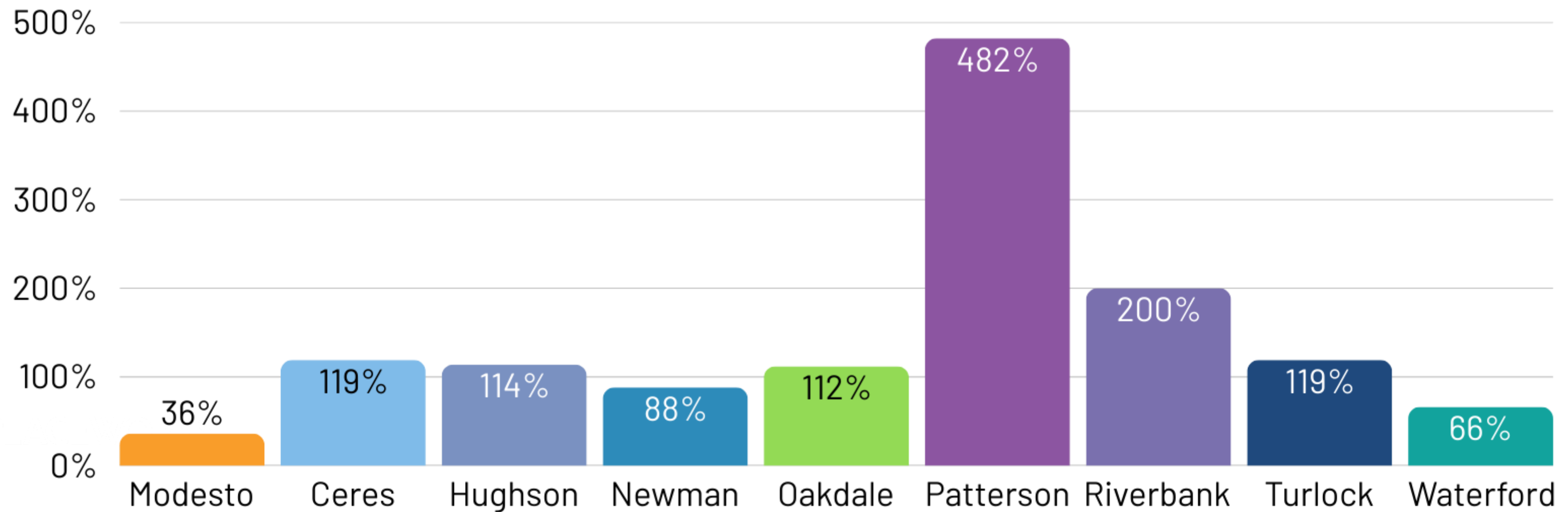


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Modesto Has Grown Less Than Its Neighbors

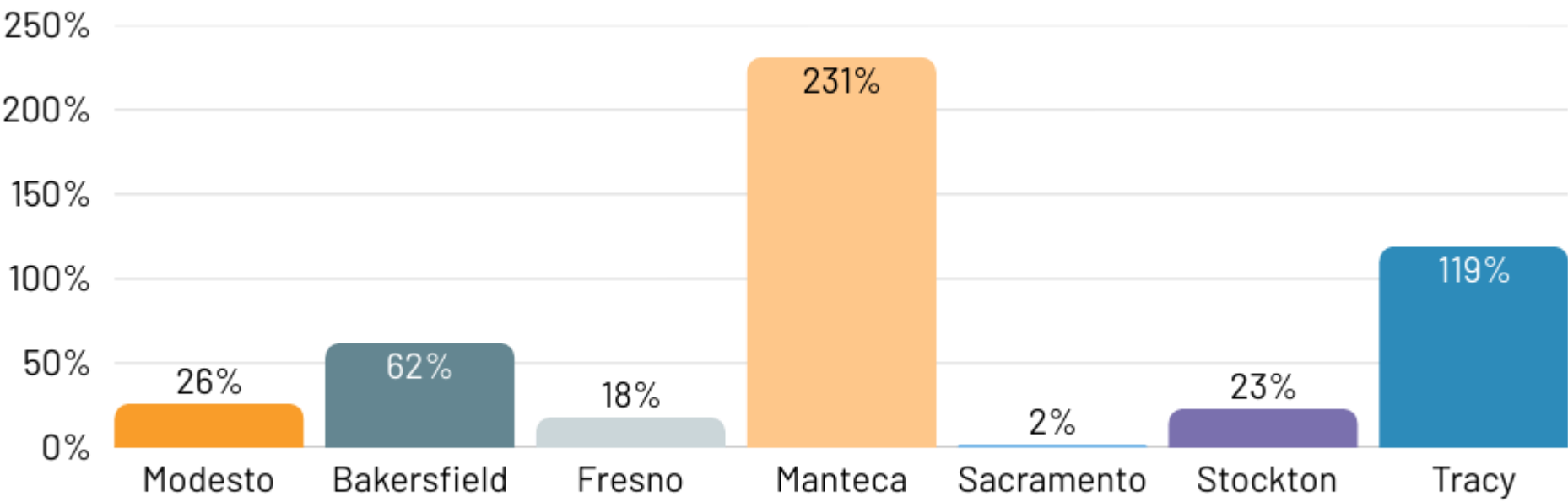
The size of Modesto's City limits has remained relatively flat.



Growth rate from 1984 – present



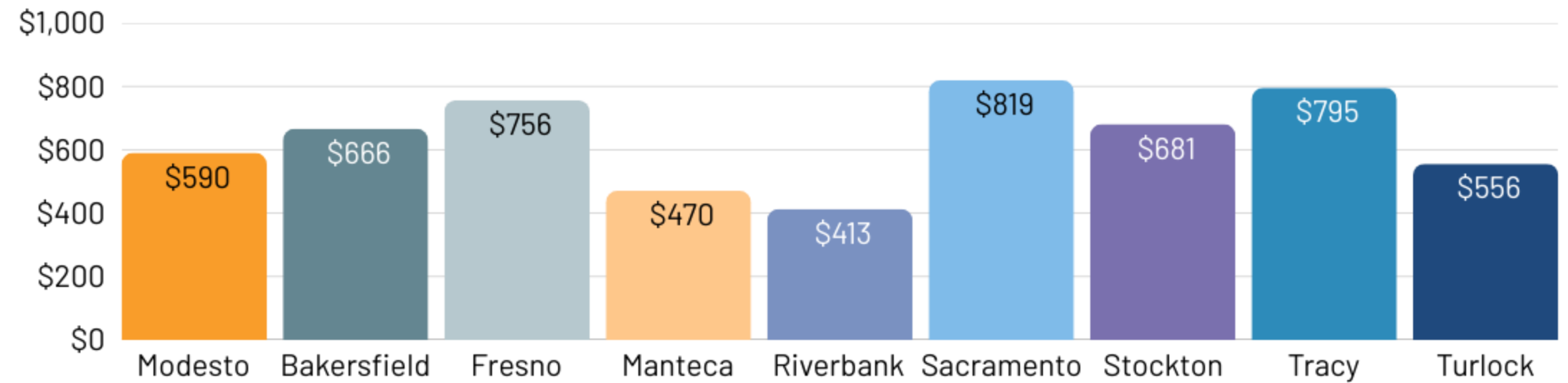
Modesto's Growth Is Not Keeping Pace With Similar Cities



City	Original City Limits Data from 1990 (in acres)	Current City Limits (in acres)	Percent Increase City Limits	Increase in City Limits (in acres)
Modesto	19,200	24,131	26%	4,931
Bakersfield	59,584	96,640	62%	37,056
Fresno	63,680	75,016	18%	11,336
Manteca	4,287	14,194	231%	9,907
Sacramento	62,976	64,448	2%	1,472
Stockton	33,984	41,779	23%	7,795
Tracy	6,144	13,440	119%	7,296

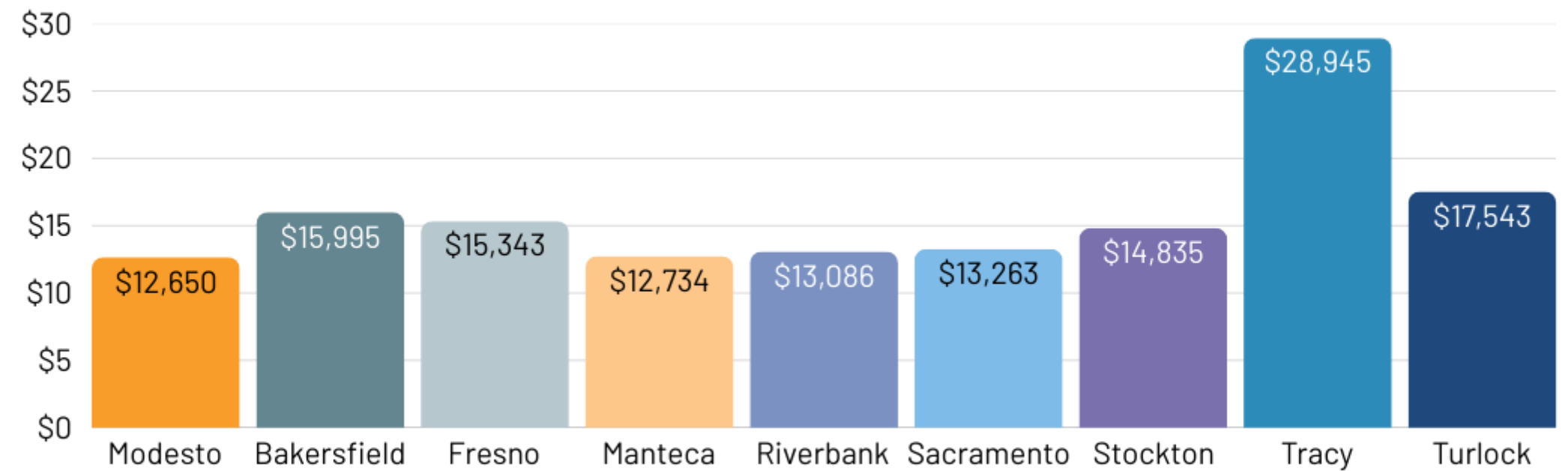


How Modesto's Per Capita General Fund Expenditures Compare to Other Cities



City	Service Population	Total General Fund Expenditures FY 2022	Expenditures Per Capita
Modesto	259,850	\$153,205,193	\$590
Bakersfield	466,682	\$311,038,000	\$666
Fresno	664,789	\$502,761,600	\$756
Manteca	96,703	\$45,458,962	\$470
Riverbank	24,810	\$10,423,200	\$413
Sacramento	674,714	\$552,836,000	\$819
Stockton	375,749	\$255,857,310	\$681
Tracy	115,956	\$92,194,588	\$795
Turlock	88,642	\$49,321,788	\$556

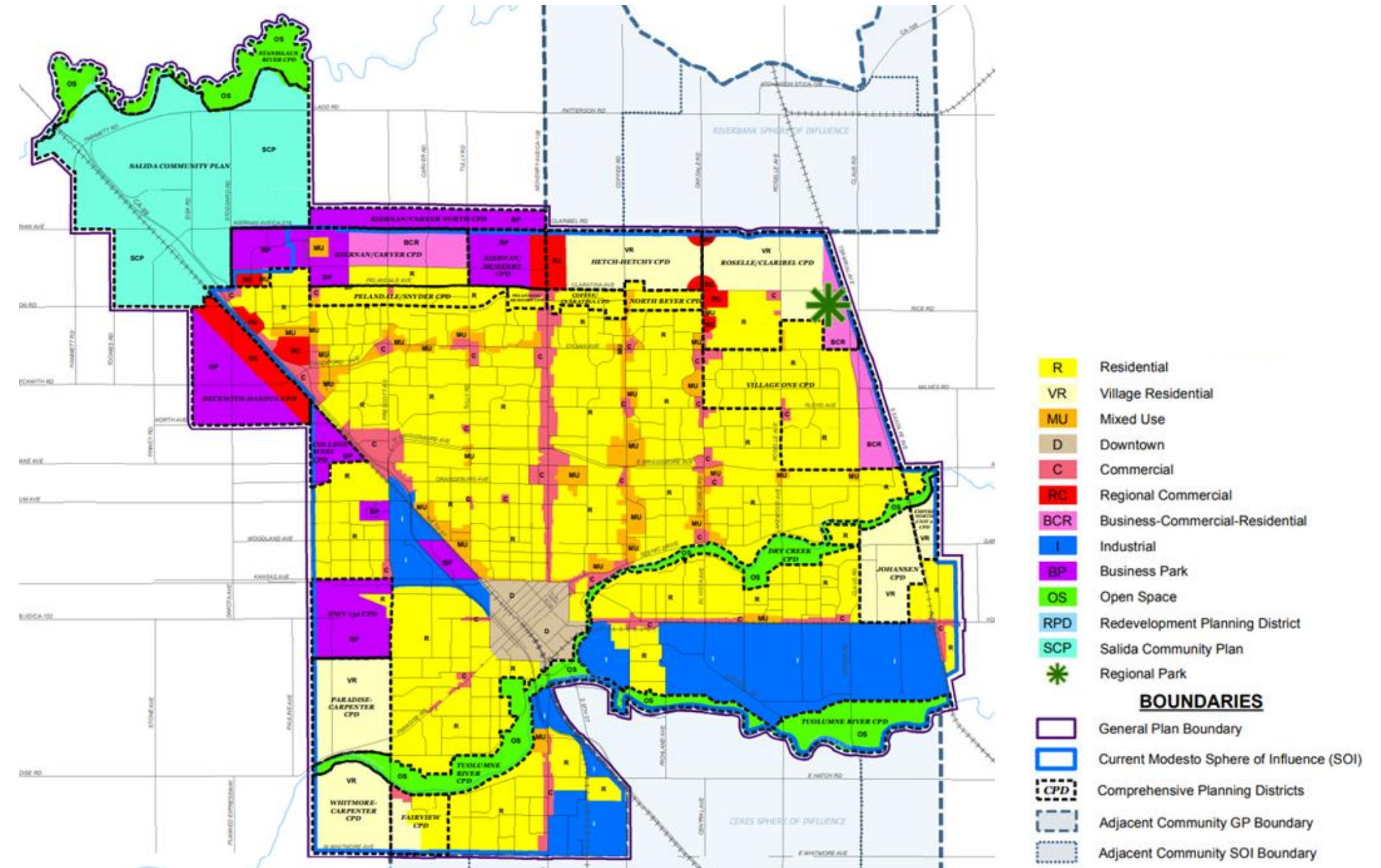
How Modesto's Per Capita Taxable Sales Compare to Other Cities



City	Service Population	2020 Total Taxable Sales	Per Capita Taxable Sales
Modesto	259,850	\$2,774,099,638	\$12,650
Bakersfield	466,682	\$6,356,165,806	\$15,995
Fresno	664,789	\$8,389,187,913	\$15,343
Manteca	96,703	\$1,111,947,483	\$12,734
Riverbank	24,810	\$324,660,317	\$13,086
Sacramento	674,714	\$6,839,199,162	\$13,263
Stockton	375,749	\$4,760,070,084	\$14,835
Tracy	115,956	\$2,854,012,006	\$28,945
Turlock	88,642	\$1,312,597,988	\$17,543

Current City Boundaries & Sphere of Influence

Land Use Designations	Existing City Limits (acres)	Existing SOI (acres)
Low Density Residential	15,570	21,130
Medium Density Residential	1,010	1,020
High Density Residential	380	470
Mixed Use	2,140	2,140
Regional Commercial	810	940
Downtown	710	710
Neighborhood Commercial	460	780
Business Center	490	2,490
Industrial	1,190	3,770
Open Space	1,290	2,080
Public Facilities	150	200
Total	24,210	35,790



What Growth Alternatives Could Look Like

Alternative 1: Competitive Regional Opportunity

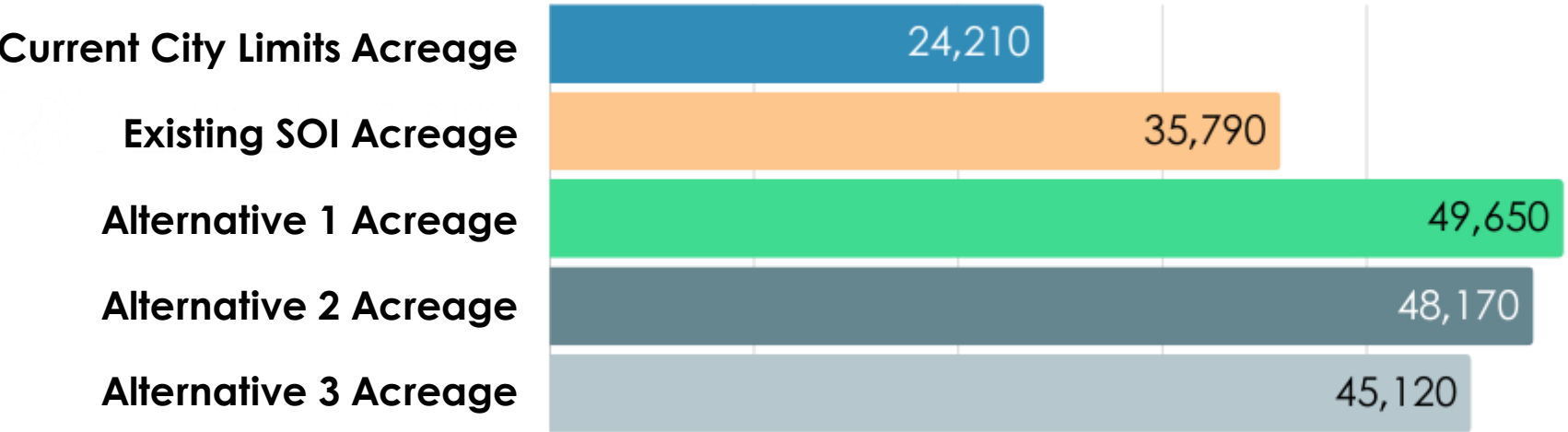
Largest growth to the north and west; aimed at regional jobs attraction; more low density residential.

Alternative 2: Emerging Economic Opportunity

Medium boundary expansion; focused on more mixed use.

Alternative 3: Minimal Economic Opportunity

Smallest boundary expansion; more high density residential in a compacted area.



	Percent Increase of Additional Land in Expanded SOI Alternatives		
Land Use Designations	Alternative 1: Competitive Regional Opportunity	Alternative 2: Emerging Economic Opportunity	Alternative 3: Minimal Economic Opportunity
Residential	16%	21%	17%
Mixed Use	21%	49%	23%
Regional Commercial	84%	55%	67%
Business Center	122%	33%	-6%*
Industrial	46%	20%	8%

*Alternative 3 shifts a small portion of land designated as Business Center to residential uses.

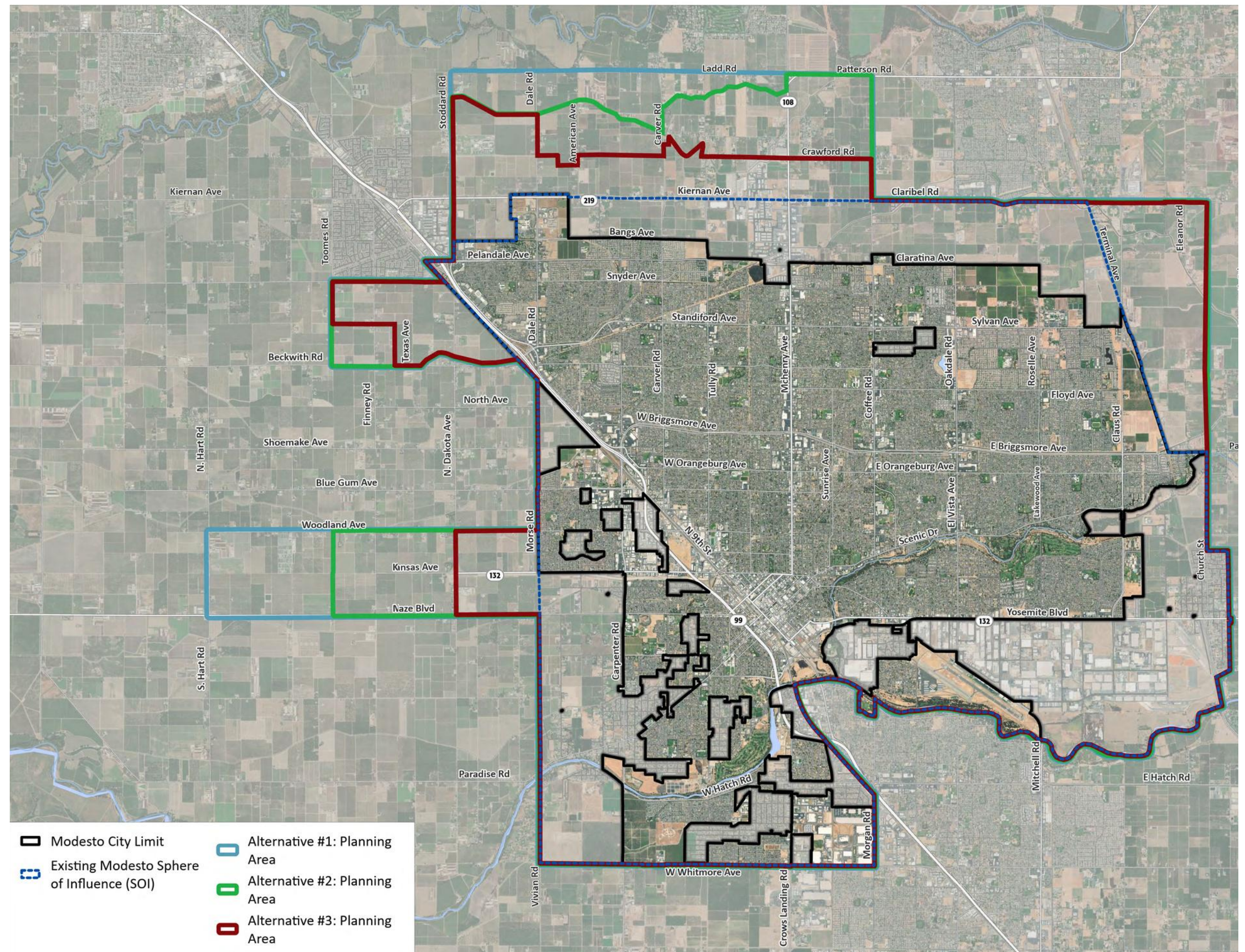


Overview of Growth Alternatives

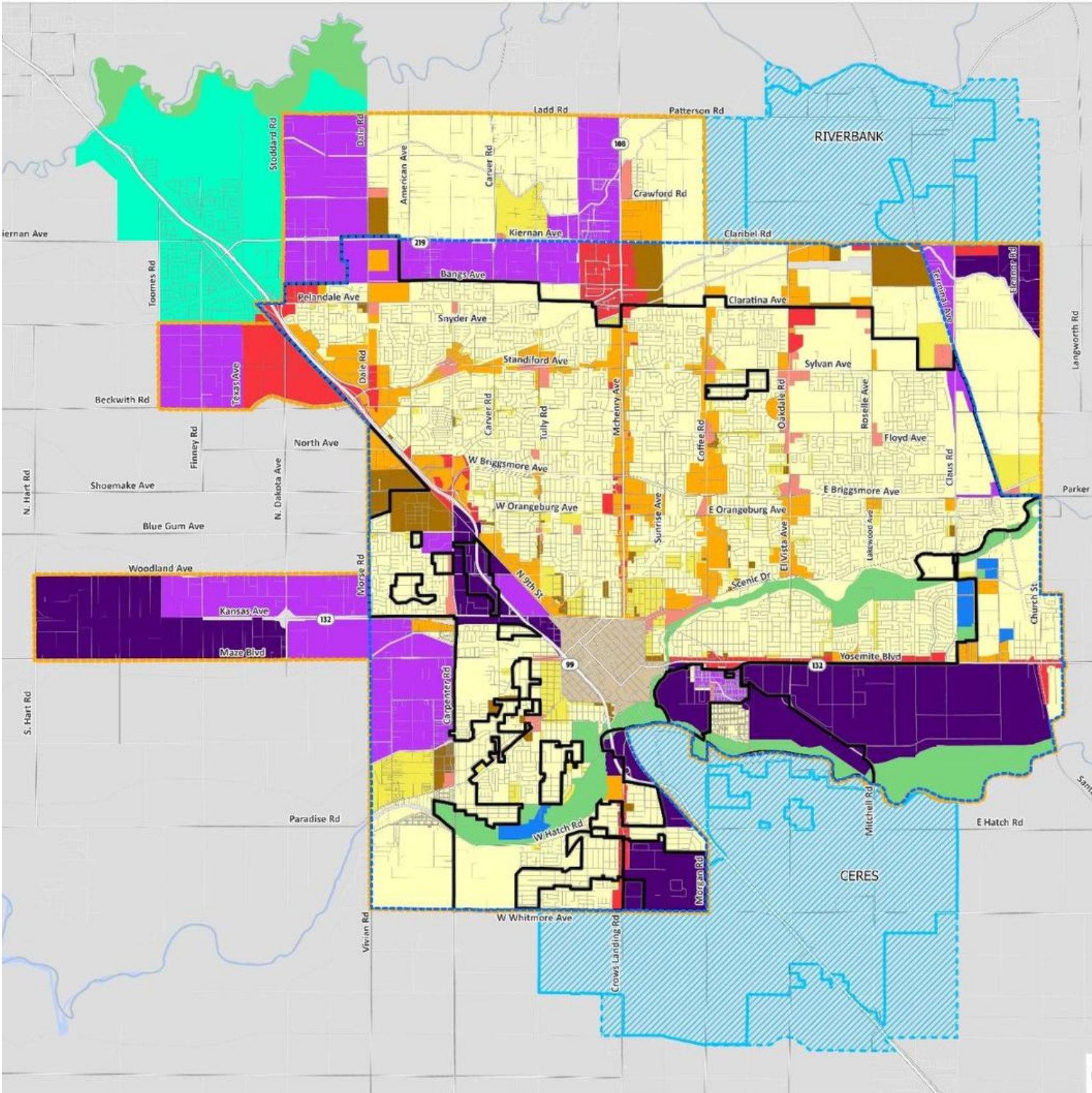
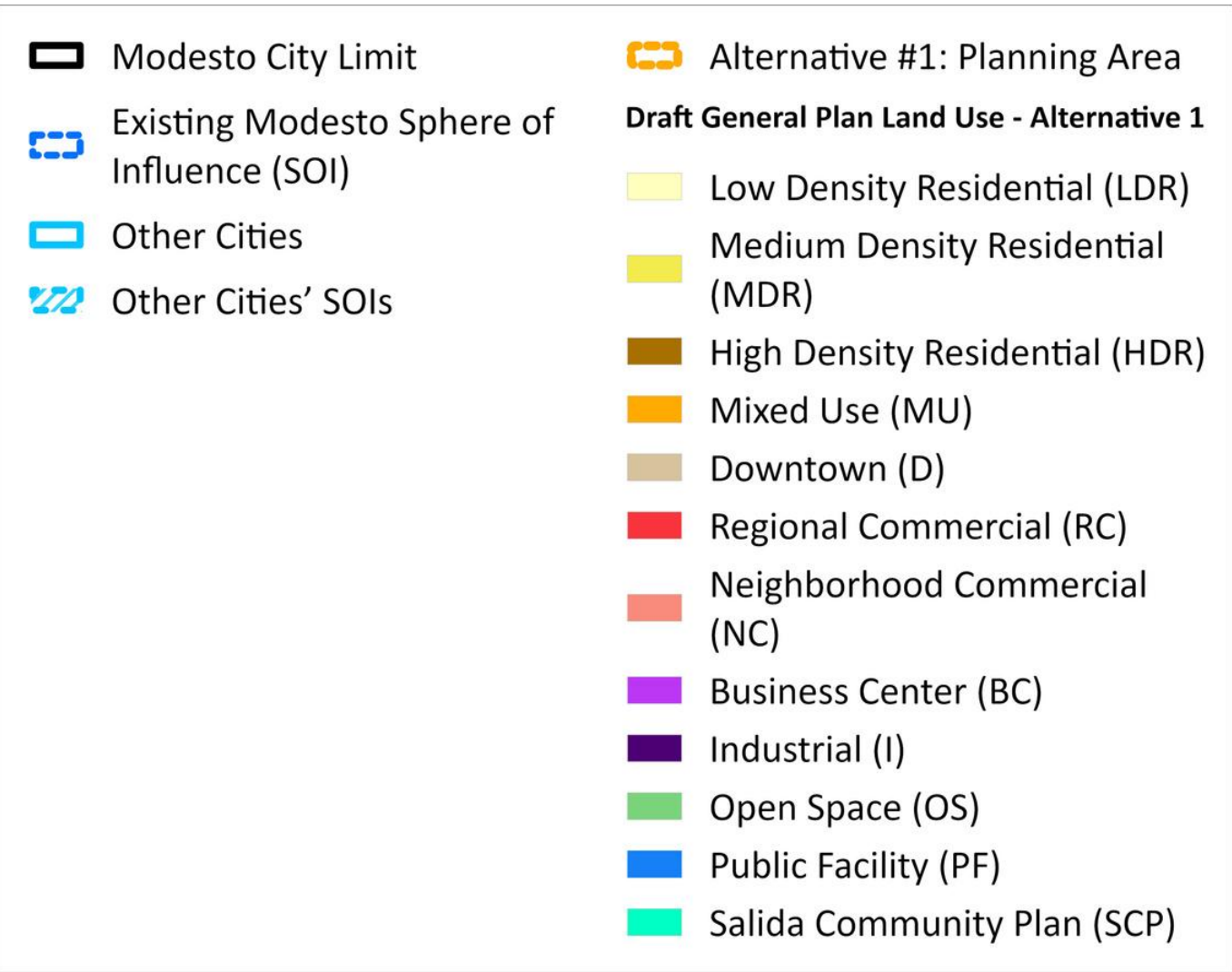
Alternative 1: Competitive Regional Opportunity

Alternative 2: Emerging Economic Opportunity

Alternative 3: Minimal Economic Opportunity



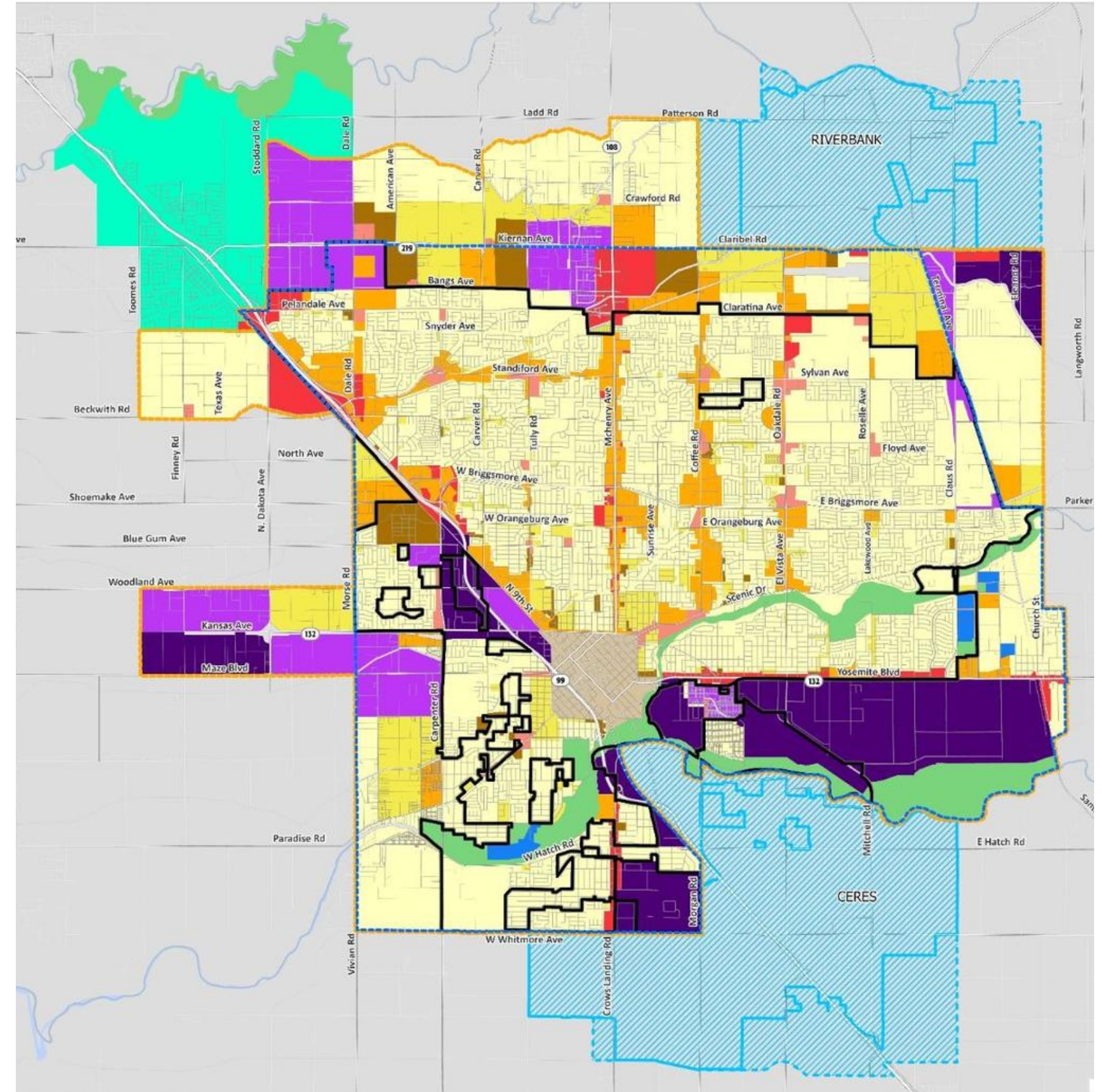
Competitive Regional Opportunity Map



Acres that would be added to SOI = 13,860

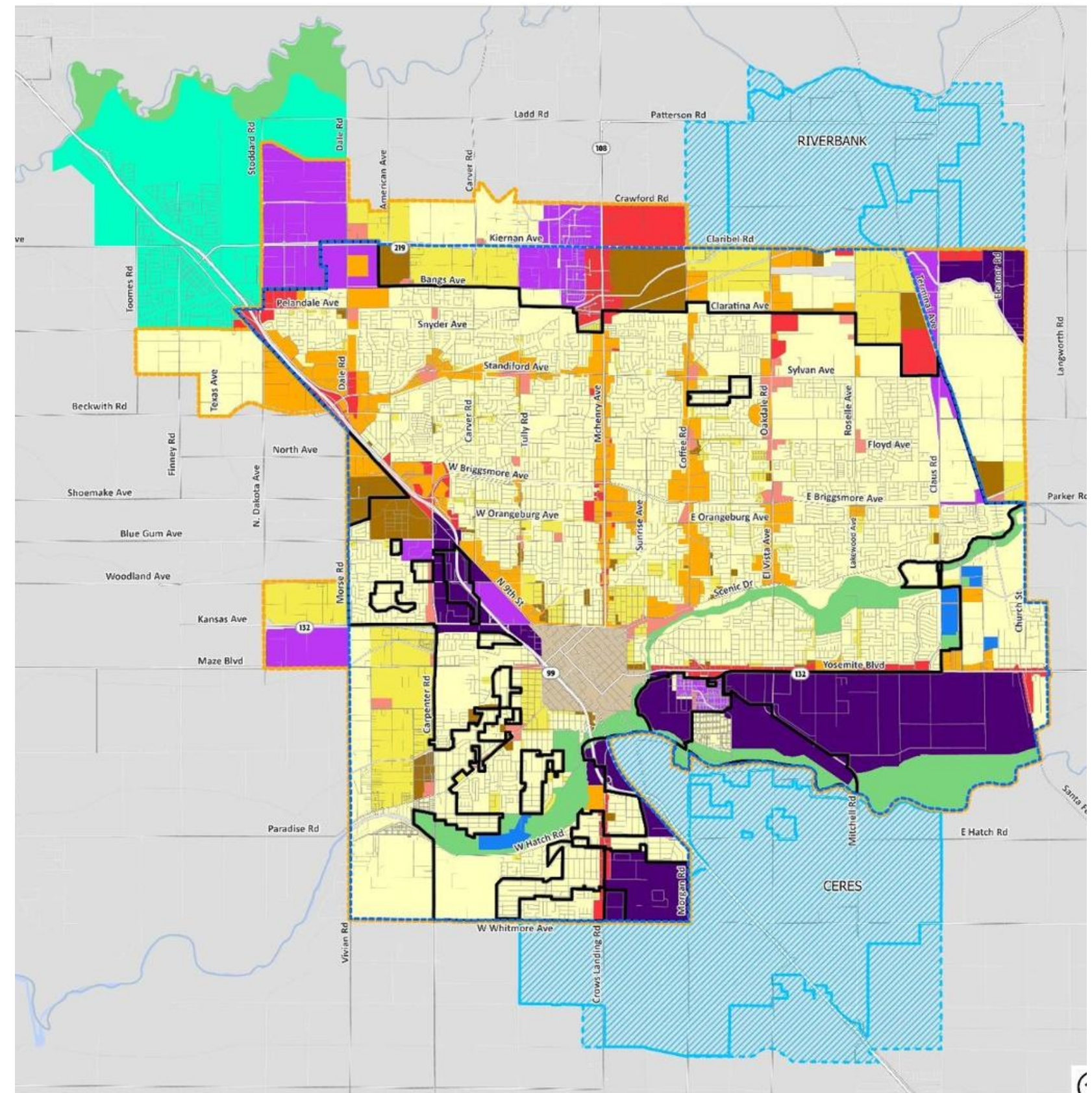


Emerging Economic Opportunity Map



Acres that would be added to SOI = 12,380

Minimal Economic Opportunity Map



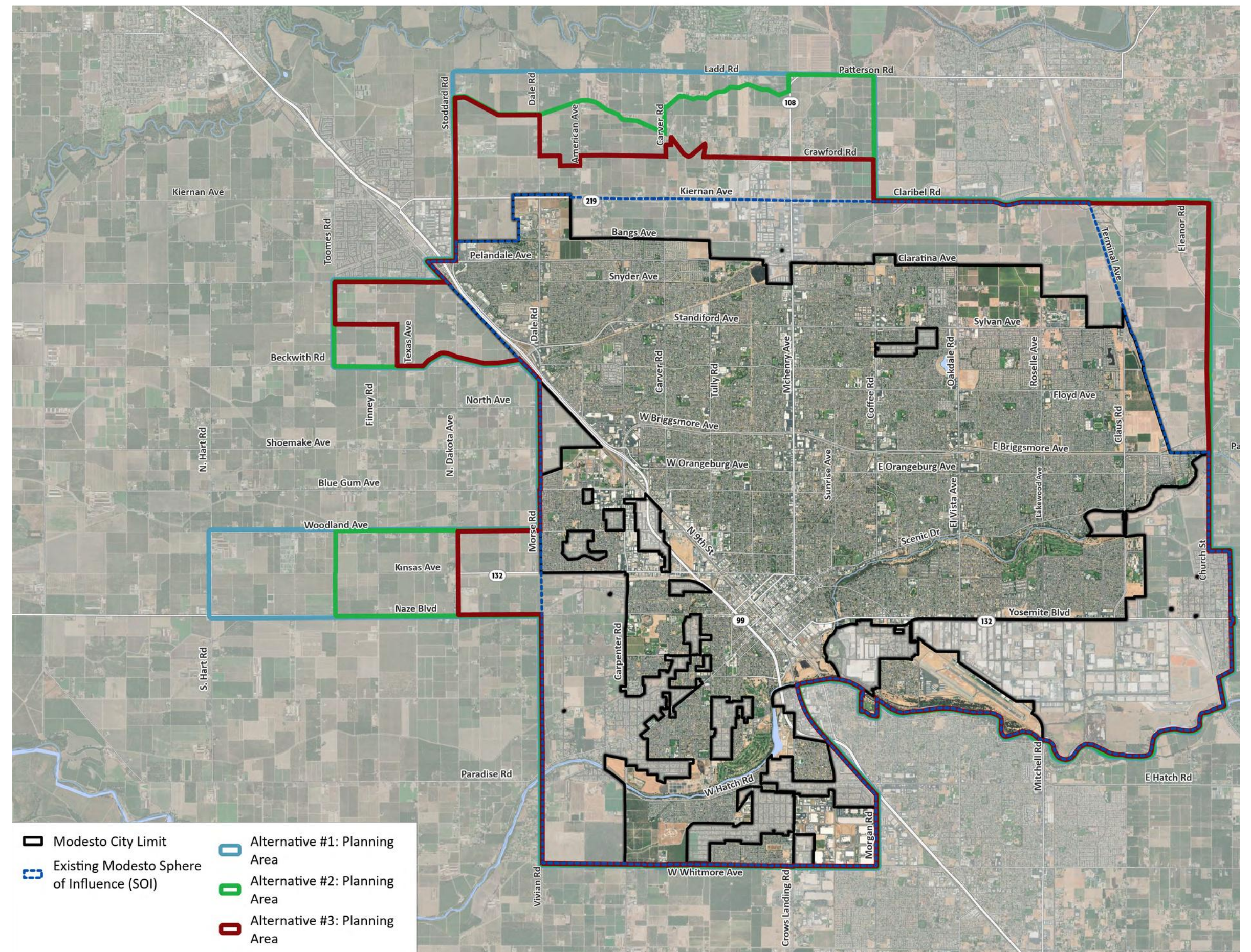
Acres that would be added to S01 = 9,330

Overview of Growth Alternatives

Alternative 1: Competitive Regional Opportunity

Alternative 2: Emerging Economic Opportunity

Alternative 3: Minimal Economic Opportunity





Key Considerations Shaping Alternatives Through 2050

Housing options of different sizes and different price points are needed to support anticipated residential growth.

Modesto must add 11,248 additional housing units over the next six years as part of the state housing element requirements; this number will increase three more times before 2050.

Mitigation measures will be put in place for agricultural land that is transitioned for housing uses.

This includes options to either directly preserve farmland through conservation easements or pay in-lieu fees to an established, qualified, mitigation program to fund the acquisition and maintenance of such agricultural land.

Identifying an expanded Sphere of Influence **gives land owners the opportunity to develop** in the future if desired.



City To Ensure Adequate Services For Growth

Water Delivery

- Modesto's surface water and recycled water supplies have significantly reduced reliance on groundwater pumping.
- The City has and continues to invest in new and updated water infrastructure.
- Modesto's balanced water portfolio supports the full build-out of its General Plan area.

Wastewater Collection and Treatment

The City owns and operates two wastewater treatment facilities which have capacity for additional collection and treatment under each alternative.

Storm Drainage

Prior to the approval of any development, the City will approve the storm water drainage system and the developer will be responsible for construction of the storm drain system.

Fire Protection

Prior to the approval of any new development, reviews will ensure the Modesto Fire Department can provide service to additional areas.

Police Protection

Prior to the approval of any new development, reviews will ensure the Modesto Police Department can provide service to additional areas.

Transportation

Prior to the approval of any development, the City will review and approve transportation networks, including improvements to pedestrian routes, bikeways, transit, rail, roadways, and the City-County airport.



General Plan Update Timeline

We are here!

What's next?

2022/2023

Foundational materials development, vulnerability assessment, visioning public outreach

2024

Land-use alternatives workshops

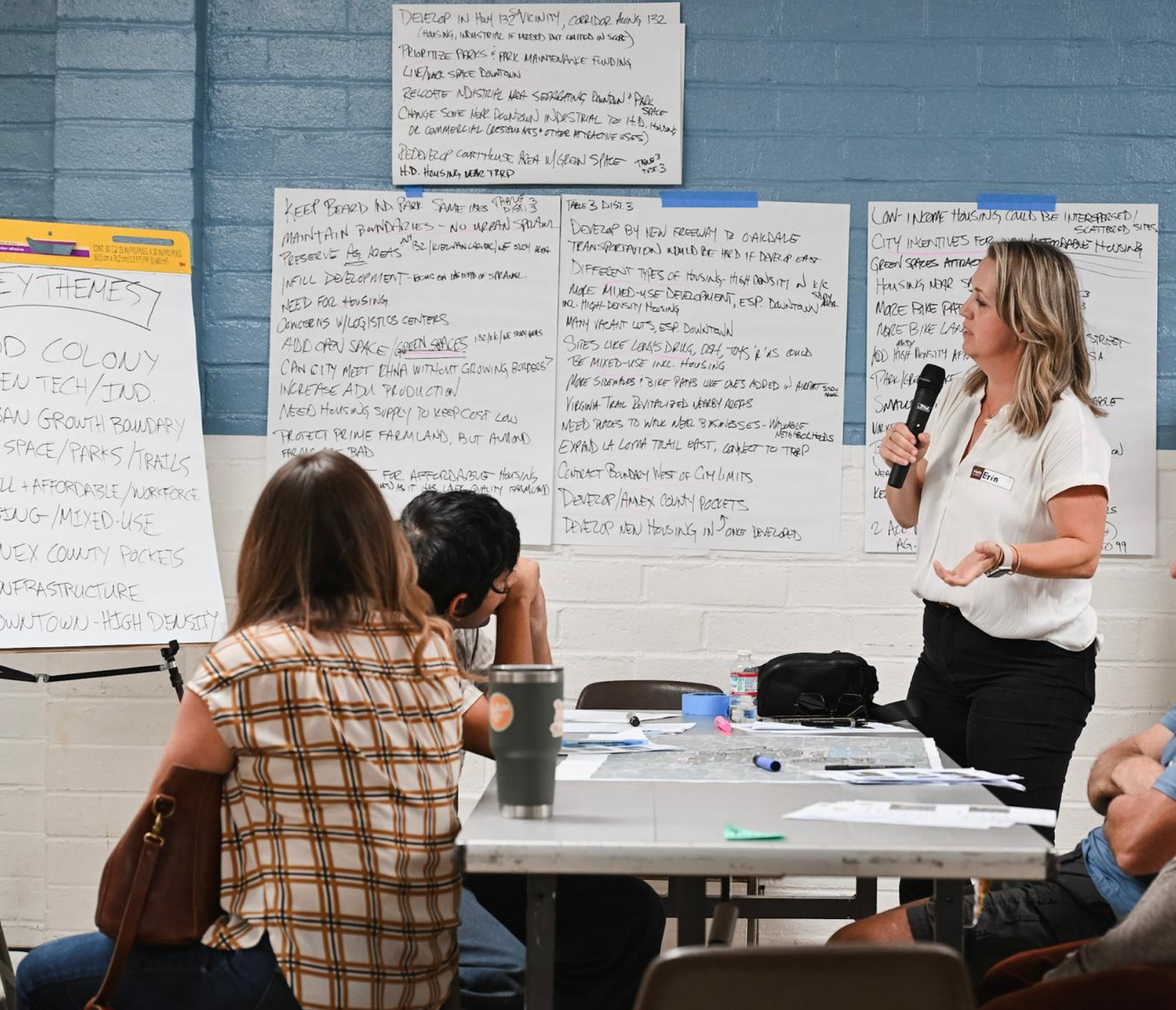
2025/2026

- **Development and consideration of land use alternatives**
- **Preferred alternative decisions by Planning Commission and City Council**

2027

- **Draft General Plan**
- **Develop specific policies for key issues**
- **General Plan review & adoption by City Council**





We Want Your Feedback

Goals for Selecting a Land Use Alternative

- Plan for a range of housing types.
- Plan for land uses that provide good quality jobs.
- Pursue land use approaches that alleviate traffic concerns and promote access to major transportation routes.
- Promote development where there are existing services.
- Promote development of vacant lots within the City.
- Protect agricultural lands and open space.
- Avoid hazards, including flooding and airport safety and noise constraints.
- Promote the development of complete communities.

Please visit the posters around the room for a closer look at the alternatives.

City staff can answer your questions and talk through the options.

Share your thoughts by filling out a comment card or email feedback to:

GP-Modesto2050@modestogov.com

Materials will be posted at:

gp2050.modestogov.com



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Thank you



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