



MODESTO 2050

Our City. Our Future.



Land Use Alternatives Community Meeting



GOAL OF TODAY'S MEETING

- 1 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.

- 2 Gather public feedback

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

- 3 Seek feedback from Council and Planning Commission

This will help guide staff in the three land use alternatives.





History of Modesto and General Plan Updates

1884

Modesto
incorporated

1959

Modesto adopted its
first General Plan

1974

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)

Why the General Plan Update Matters

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



Transportation



Open Space



Traffic



Zoning



Jobs



Cultural Resources



Housing

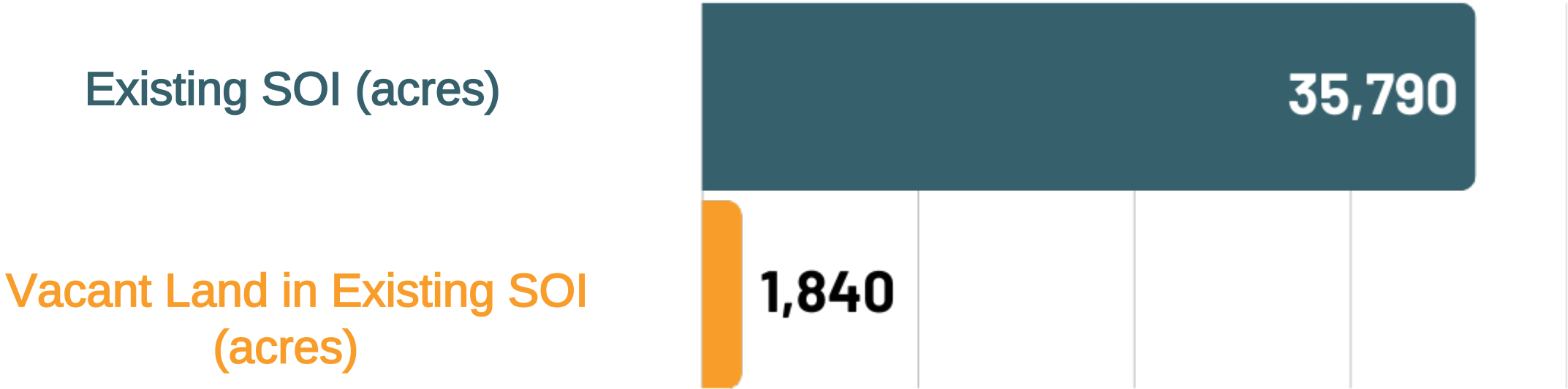


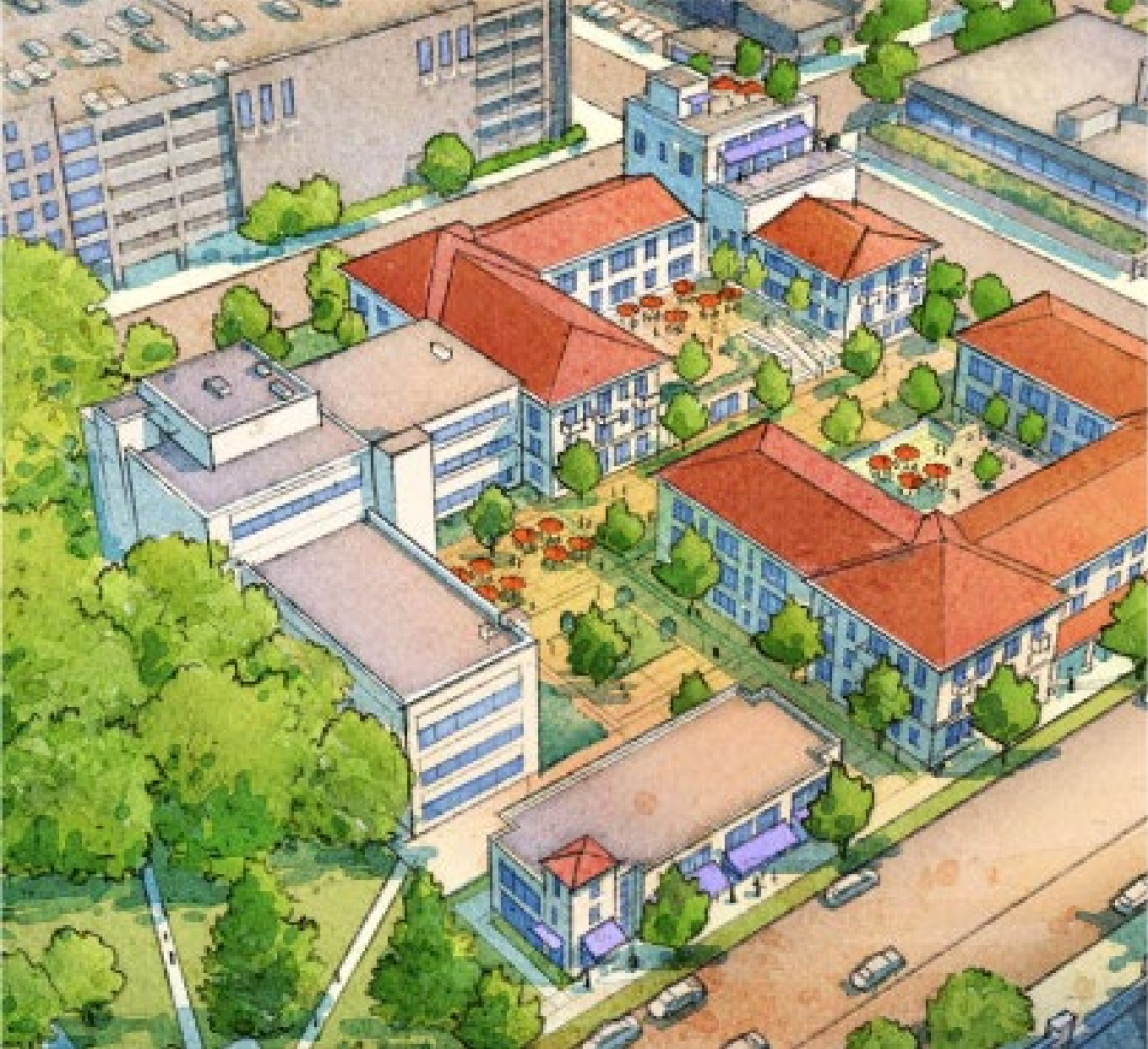
MODESTO 2050
Our City. Our Future.

Modesto 2050 General Plan Update

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.
- Only 5% of Land in the City's Existing Sphere of Influence is Vacant, which is not enough to support growth.





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.*
- **Higher density residential zoning** - City increased the R1, R2, and R3 zones to accommodate higher density housing *Completed 2023.*
- **Landowner Engagement.** *In progress*
- **County Pockets.** *In progress*
- **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.*



MODESTO 2050
Our City. Our Future.

Modesto 2050 General Plan Update



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.

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 infrastructure if they wanted to annex into the City.

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



MODESTO 2050
Our City. Our Future.

Modesto 2050 General Plan Update



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**.



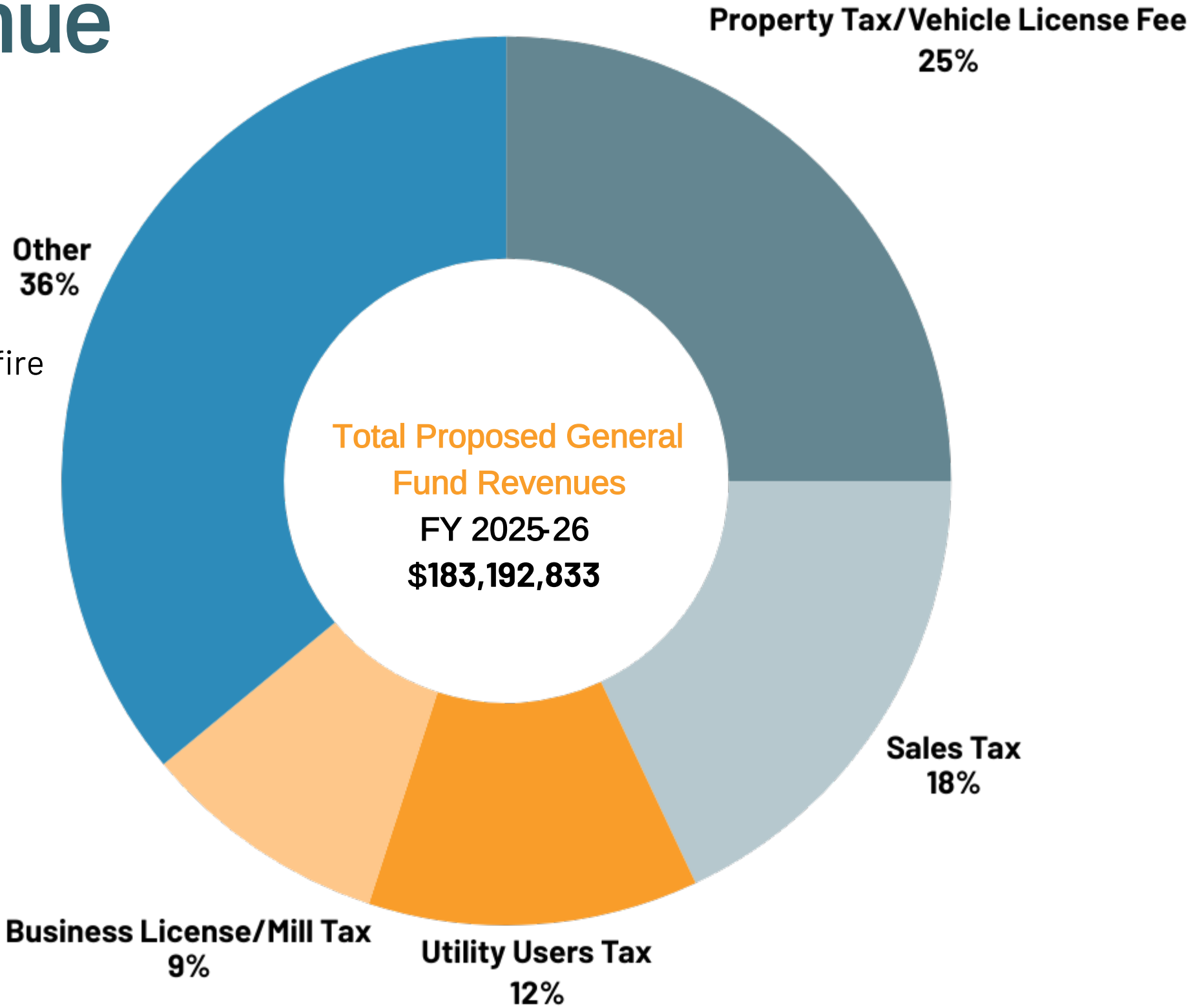
Where the City Gets Its Revenue



Other
36%

↙

This includes fire contracts, Cannabis, transfers department revenue, etc.

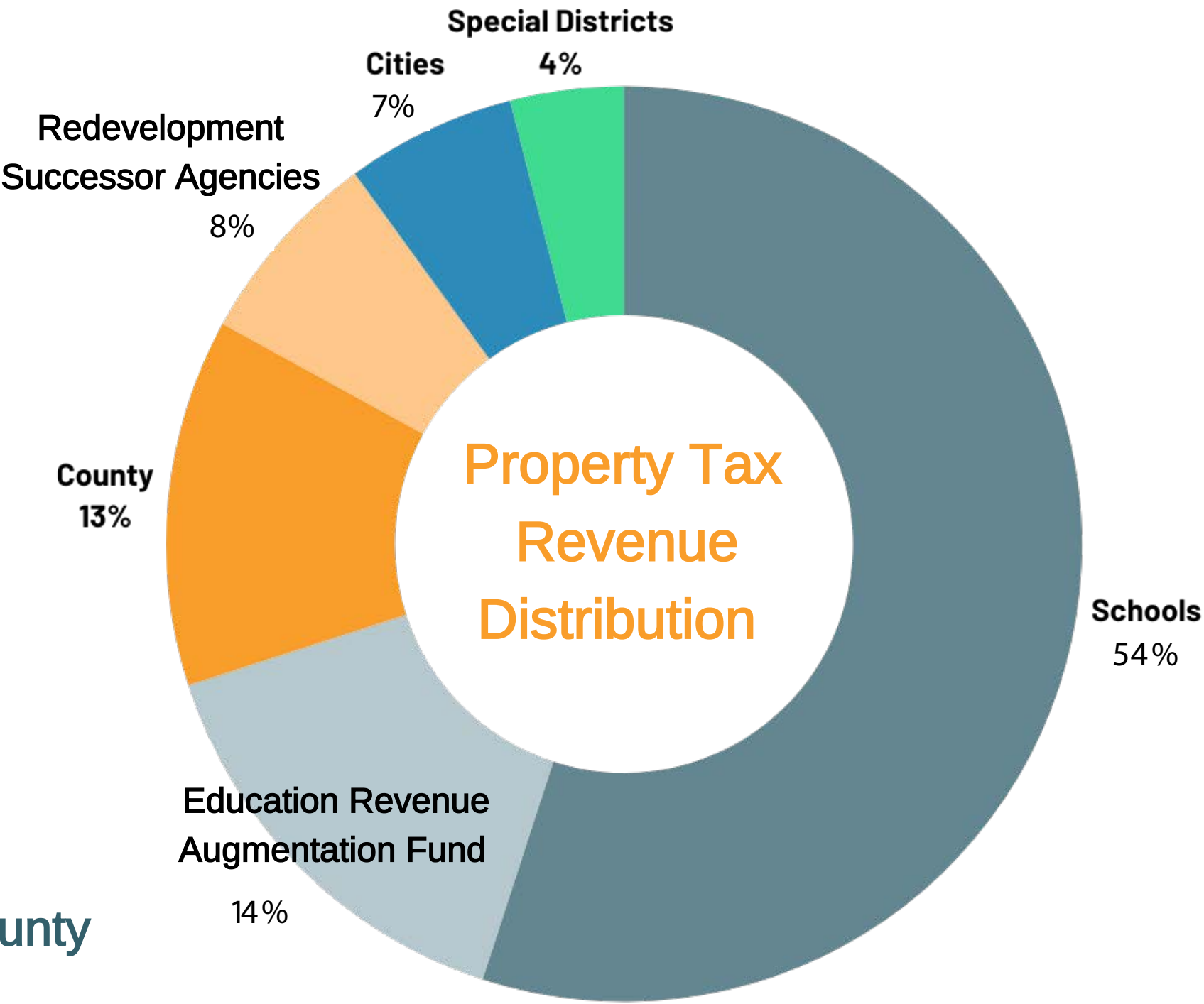


What the City Receives from Sales and Property Taxes



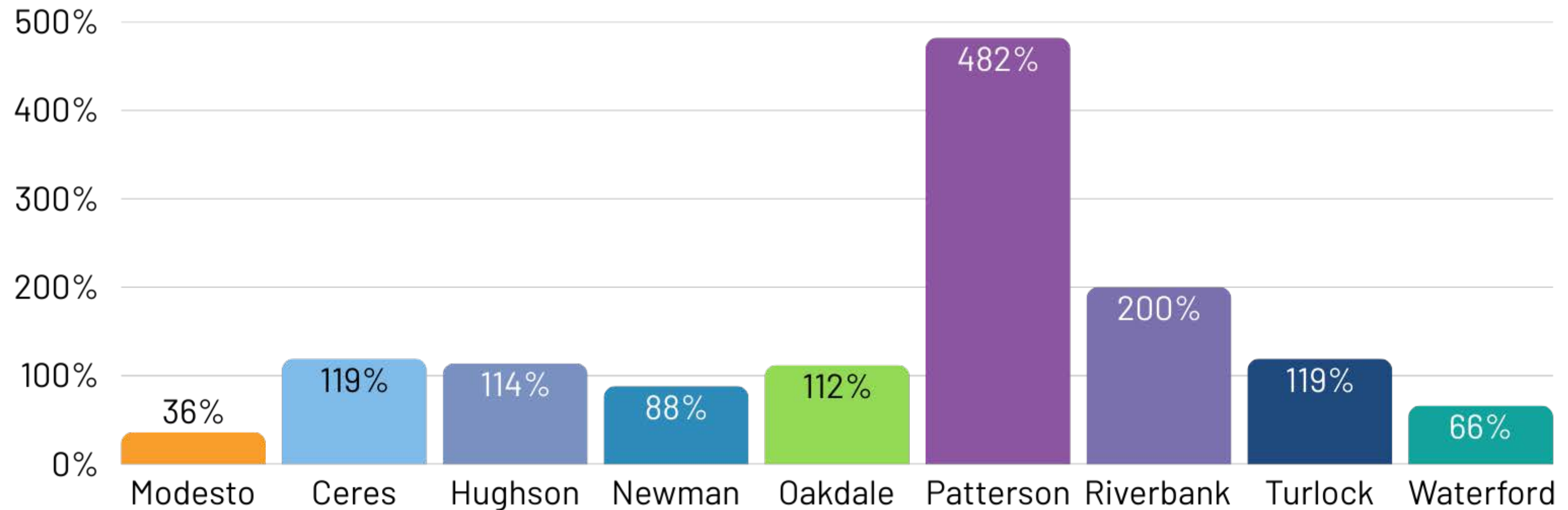
**Sales Tax
Revenue
Distribution**

↓
\$0.68 to State \$0.22 to City \$0.10 to County



Modesto Has Grown Less Than Its Neighbors

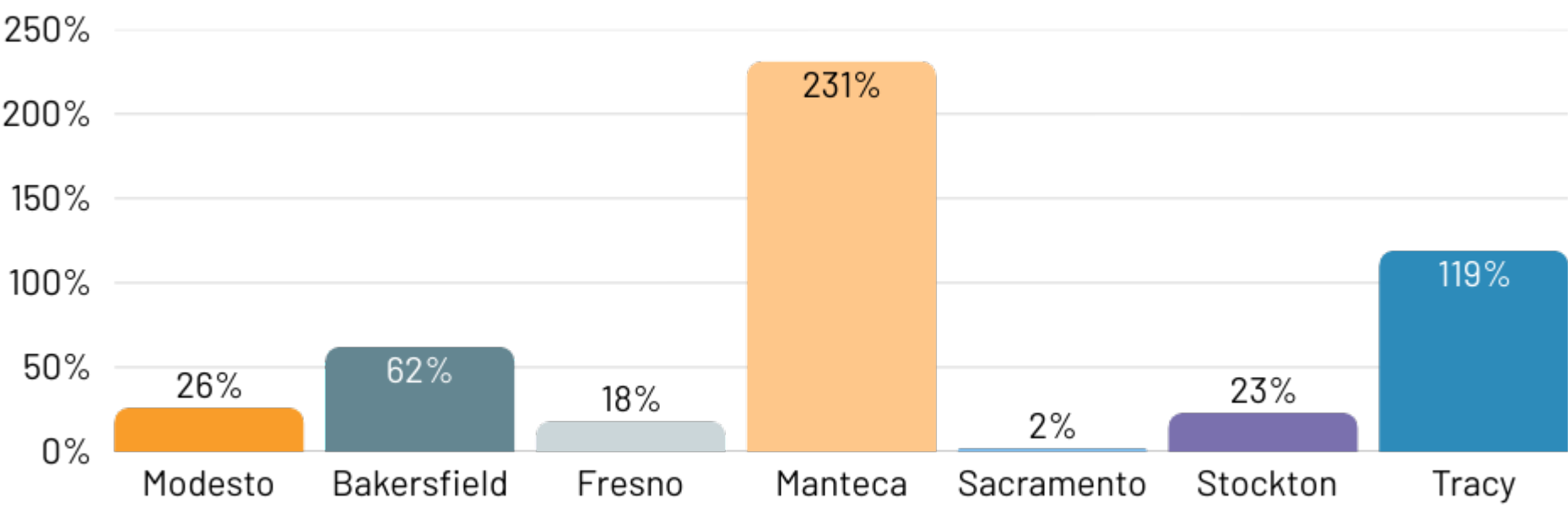
The size of Modesto's City limits has remained relatively flat.



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



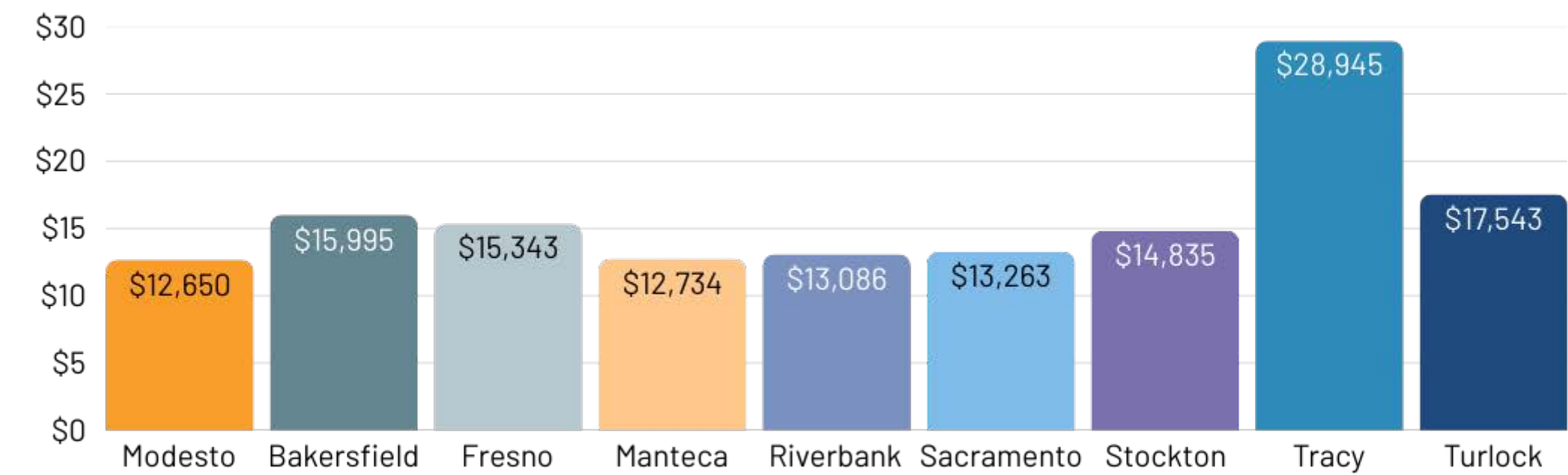
How Modesto's Per Capita General Fund Expenditures Compare to Other Cities



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

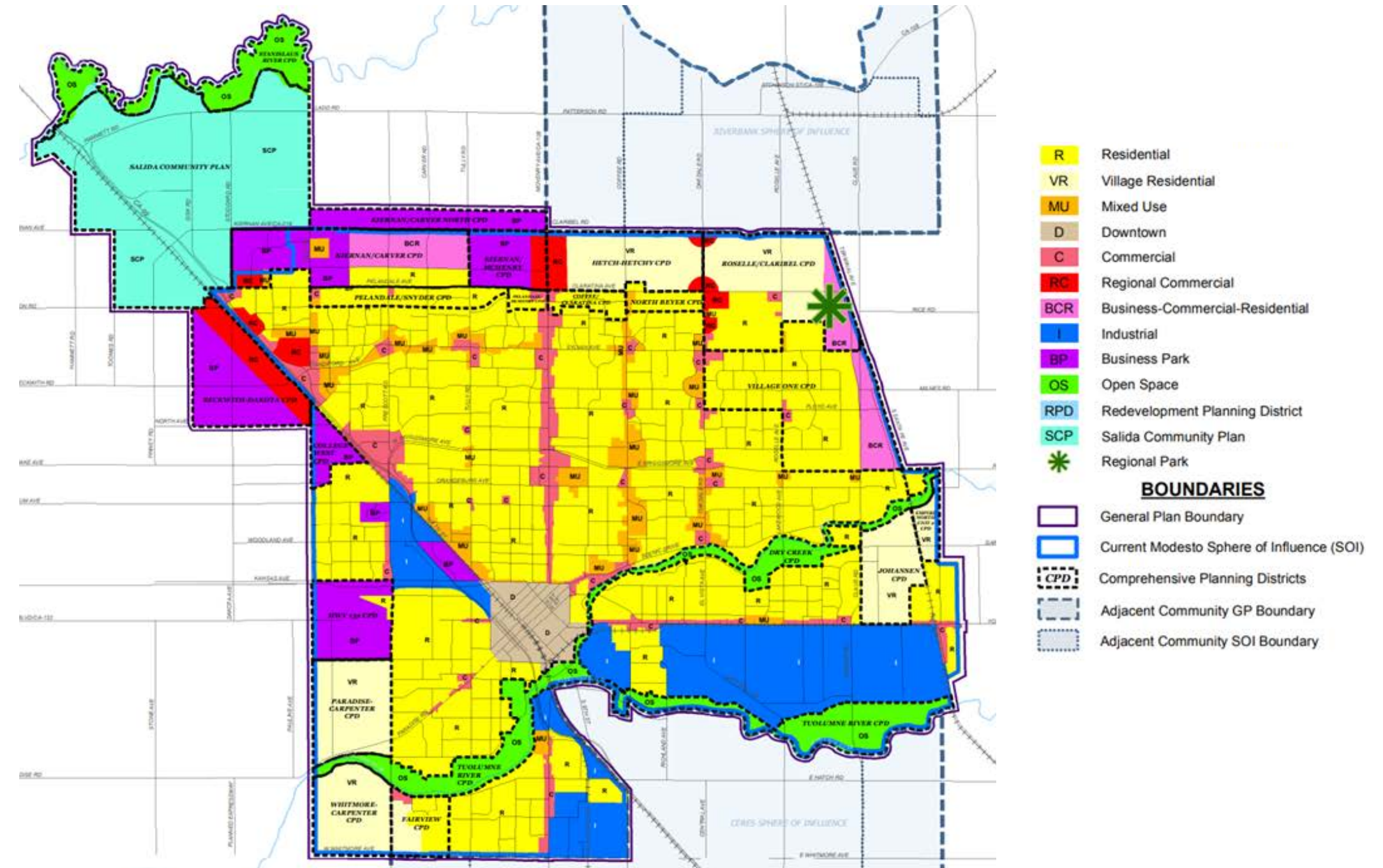


City	Service Population	2020 Total Taxable Sales	Per Capita Taxable Sales
Modesto	259,850	\$2,774,099,638	\$12,650
Bakersfield	466,682	\$6,356,165,806	\$15,995
Fresno	664,789	\$8,389,187,913	\$15,343
Manteca	96,703	\$1,111,947,483	\$12,734
Riverbank	24,810	\$324,660,317	\$13,086
Sacramento	674,714	\$6,839,199,162	\$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



Residents: 219,215
Median Age: 35.1

What Growth Alternatives Could Look Like

Alternative 1: Competitive Regional Opportunity

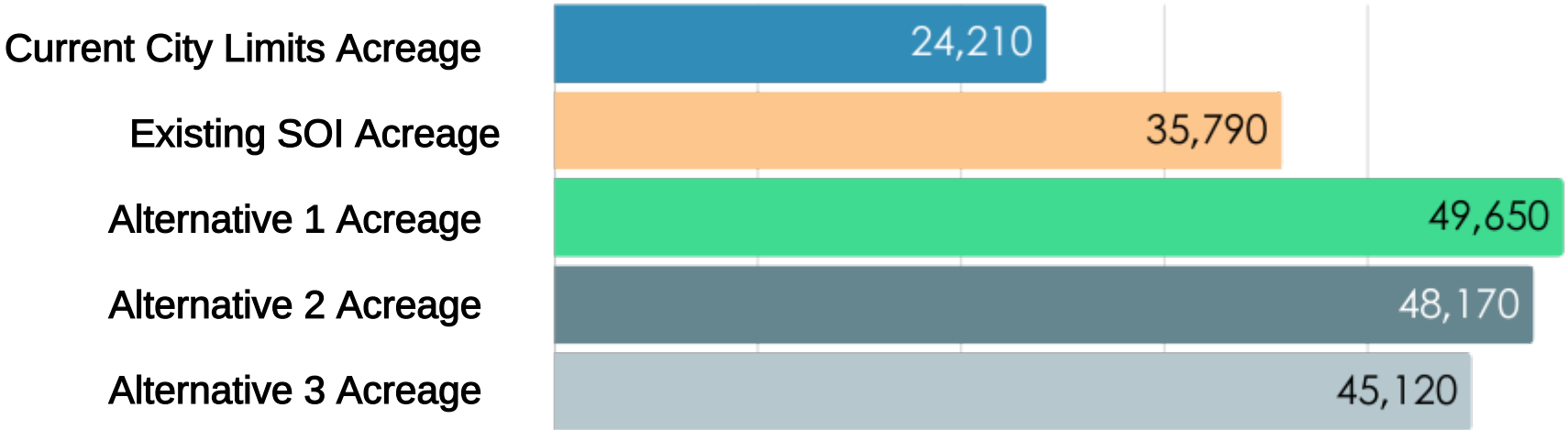
Largest boundary expansion

Alternative 2: Emerging Economic Opportunity

Medium boundary expansion

Alternative 3: Minimal Economic Opportunity

Smallest boundary expansion

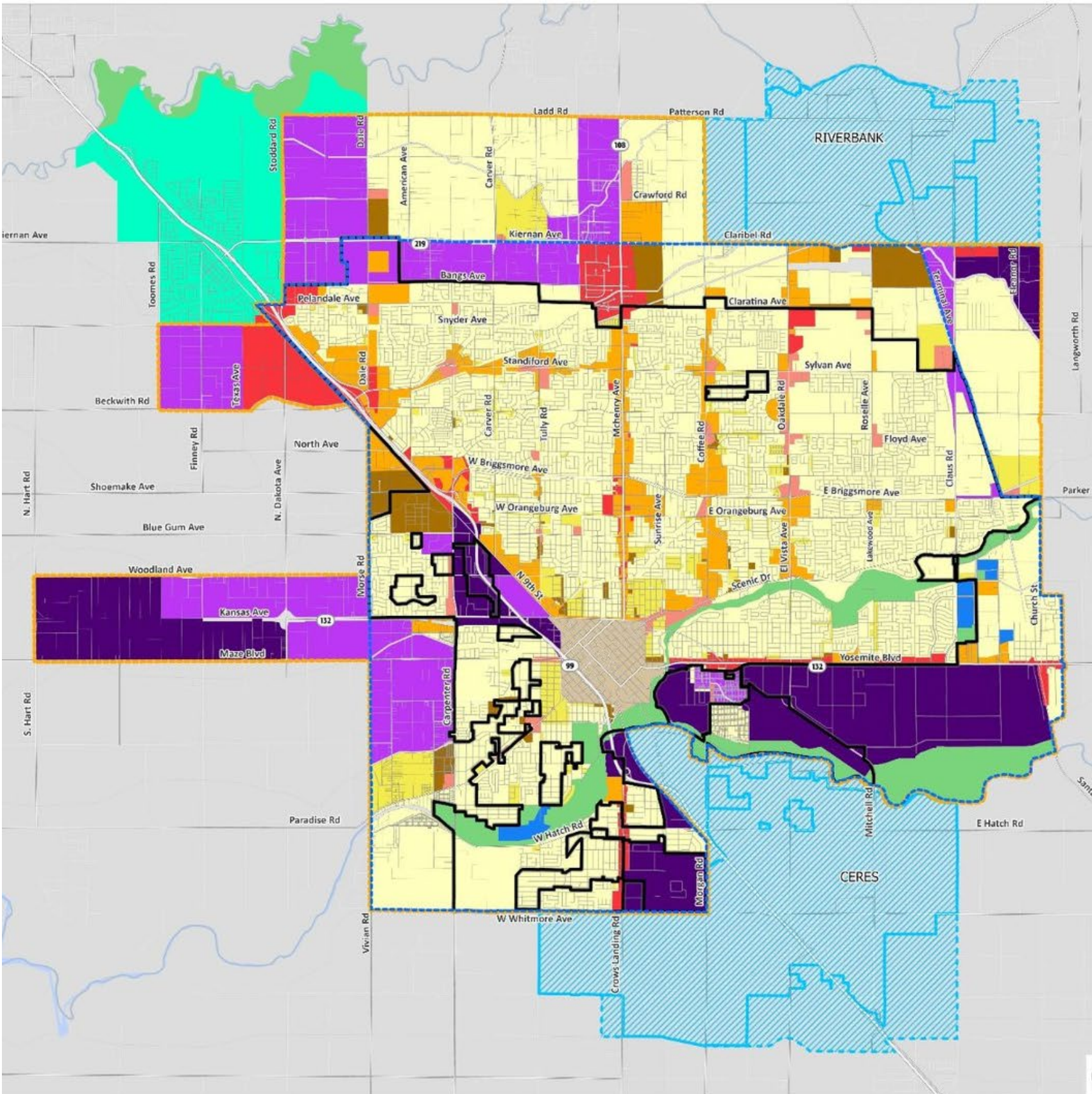
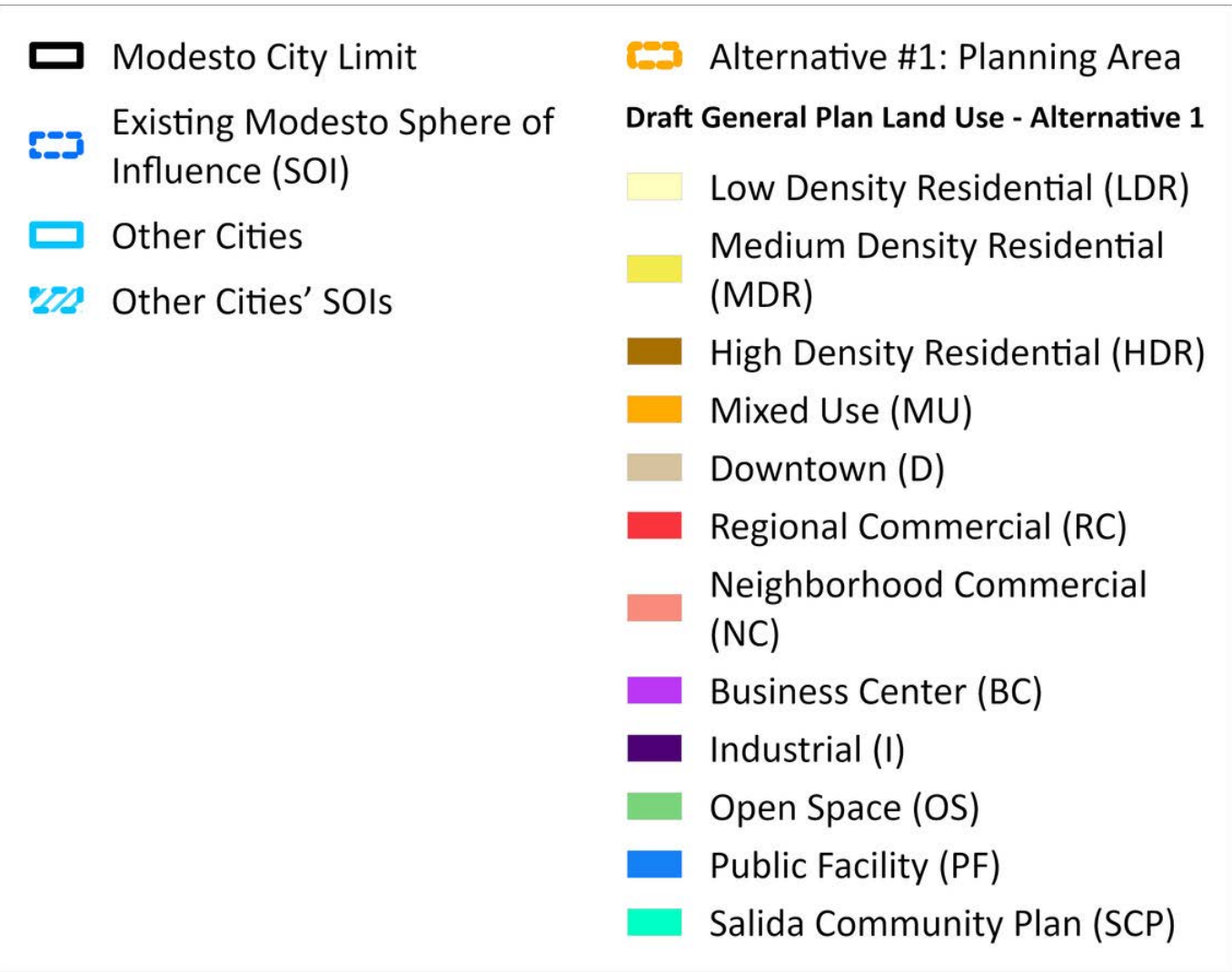


	Percent Increase of Additional Land in Expanded SOI Alternatives		
Land Use Designations	Alternative 1: Competitive Regional Opportunity	Alternative 2: Emerging Economic Opportunity	Alternative 3: Minimal Economic Opportunity
Residential	16%	21%	17%
Mixed Use	21%	49%	23%
Regional Commercial	84%	55%	67%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

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



Competitive Regional Opportunity Map



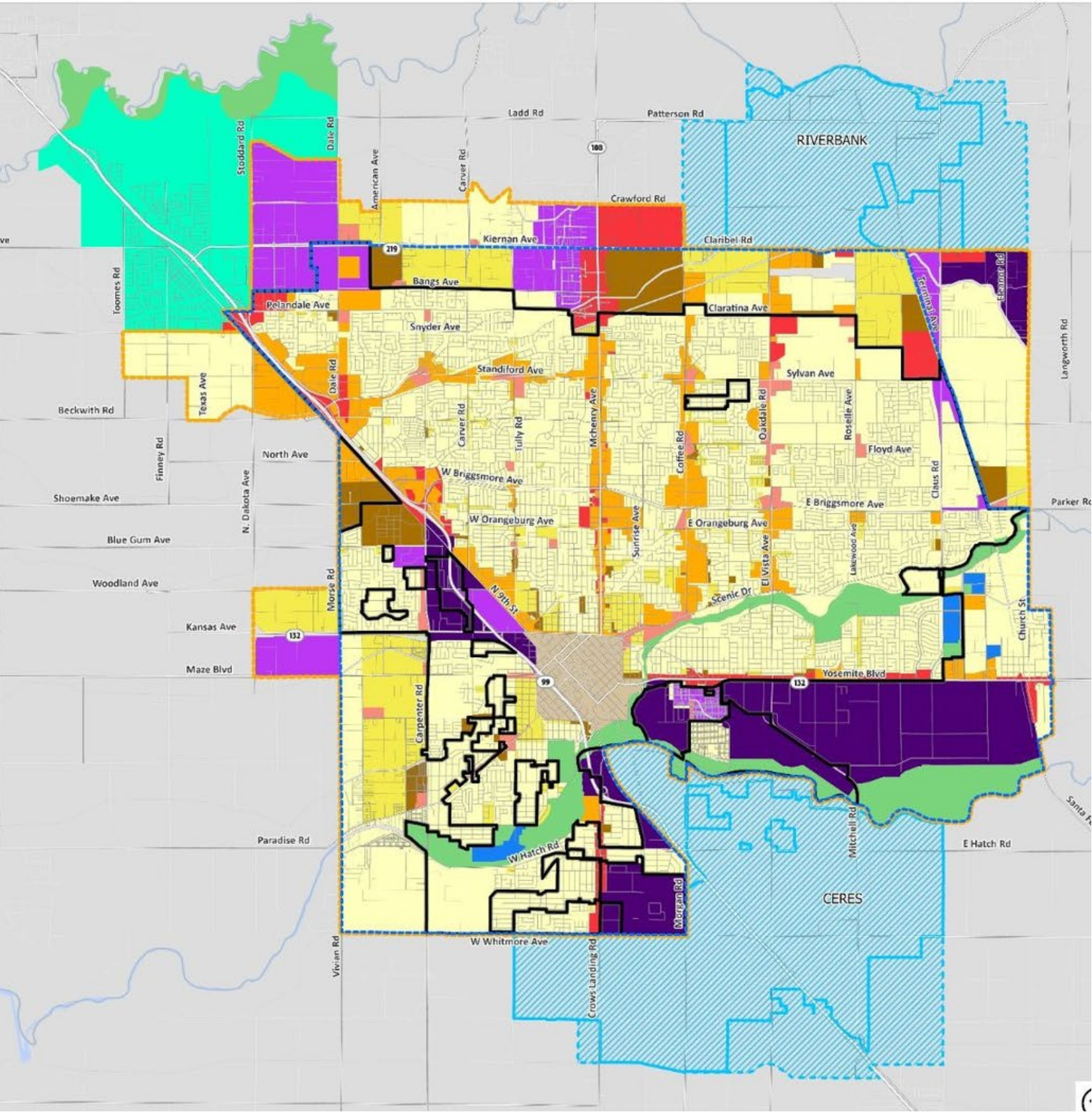
Acres that would be added to SOI = 13,860



Emerging Economic Opportunity Map



Minimal Economic Opportunity Map



Acres that would be added to SOI = 9,330



MODESTO 2050
Our City. Our Future.

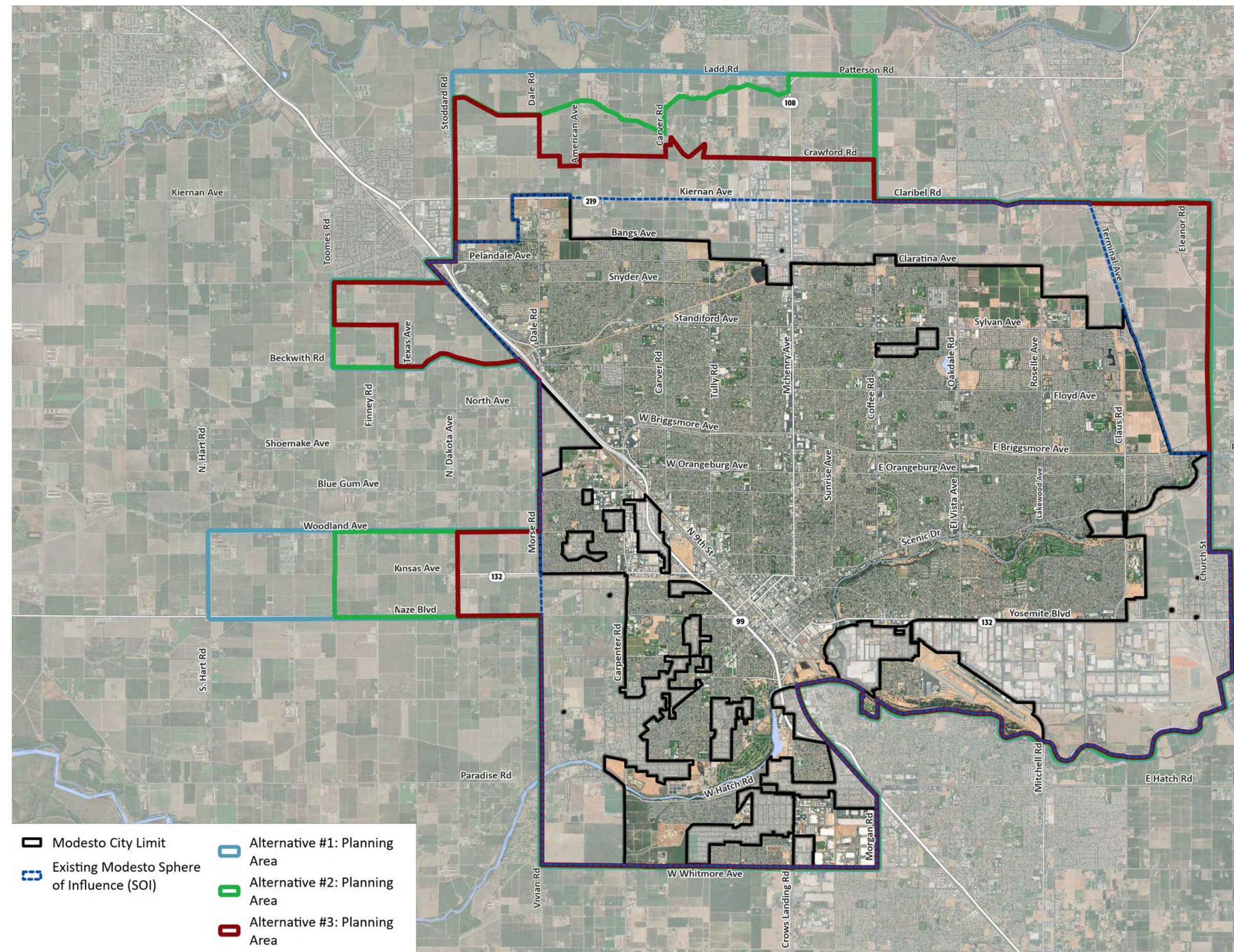
Modesto 2050 General Plan Update

Overview of Growth Alternatives

Alternative 1: Competitive Regional Opportunity

Alternative 2: Emerging Economic Opportunity

Alternative 3: Minimal Economic Opportunity



Growth Alternatives - Financial Impact

- The City consultant reviewed the three land use alternatives and determined the potential financial revenue each alternative could bring, as well as the potential increased expenses.
- The following revenue categories were analyzed:
 - Property Tax
 - Vehicle License Fee
 - Sales Tax
 - Business License Tax
 - Transient Occupancy Tax
 - Utility User Tax
 - Franchise Fees
- Increased expenses were analyzed by looking at what Departments within the City would need to grow in order to serve the new population that the land use alternatives would provide

	Alternative #1	Alternative #2	Alternative #3
Annual General Fund Revenues	\$137,083,474	\$147,099,118	\$140,307,960
Annual General Fund Expenditures	\$102,481,315	\$116,112,591	\$112,164,076
<u>Net Annual Fiscal Impact</u>	<u>\$34,602,159</u>	<u>\$30,986,527</u>	<u>\$28,143,885</u>





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.



MODESTO 2050
Our City. Our Future.

Modesto 2050 General Plan Update



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.

School

Prior to the approval of any development involving housing, the City coordinates with the appropriate school district for comments/conditions.

General Plan Policies

After the selection of the Preferred Alternative, the City will engage the public to review the policies of the General Plan. The Policies shape the implementation to the General Plan and ensure at the City considers all parts of a complete City and what does Modesto envision in the implementation of the Land Use Alternatives.

We are proposing the General Plan Update to encompass the following nine policy topics are split into sections:

General Plan Section	Types of Content
Introduction	Informational, Contextual, Background
Economic Development	Growth Strategies, Economic Development
Land Use	Land Use, Implementation of Growth Strategies
Housing	RHNA, Affordability, Density
Transportation	Infrastructure, Traffic, Transit, VMT, Pedestrians, Cyclists
Environmental Justice	Environmental Justice, Air Quality, Noise
Health and Safety	Police, Fire
Community Facilities and Services	Water, Wastewater, Storm Drainage, Parks, Schools
Open Space and Conservation	Open Space uses and needs within areas

General Plan Policies

The General Plan Policies implement the Community Vision Statement and General Plan Goals as well as establish a vision for the city's future, providing a framework for decision-making on land use, infrastructure, housing, and public services.

The policies support the development of complete neighborhoods, which integrate parks and open space, consider access to amenities and provide alternative transportation options.

We will be holding two community workshops and one focus group April 1st, 2nd, and 8th.



Planning Modesto's *future* with our community in mind!

You're invited to join us for upcoming General Plan Community Policy Workshops.

APRIL 1 5:30 -7:30 PM
The Veteran's Foundation of Stanislaus
3500 Coffee Road in Modesto, 95355

APRIL 2 5:30 -7:30 PM
Harvest Hall
3800 Cornucopia Way in Modesto, 95358

The City will also be hosting a Focus Group to discuss Environmental Justice issues in our neighborhoods.

APRIL 8 5:30 -7:30 PM
Harvest Hall
3800 Cornucopia Way in Modesto, 95358

 **MODESTO 2050**
Our City. Our Future. gp2050.modestogov.com

Feedback

- The City held three workshops with a total of 108 attendees, and two special workshops for the Wood Colony and Salida MACs'
- The City received 54 emailed comments and held nine follow-up meetings for those who had additional questions.
- Major Themes from comments are below:
 - Support for Infill Development and Mixed-Use
 - Support for Incentivizing Development, especially Affordable Housing and Workforce Housing
 - Preservation of Agricultural Land
 - More clearly delineate public facilities, schools, and existing parks to showcase complete neighborhoods
 - Opposition to Residential Development west of Highway 99
 - Opposition to Sphere Expansion into Wood Colony
 - Consider renaming the Alternatives to avoid bias
 - Look at a potential conservation easement on a parcel in the West along 132
 - Need to address Traffic Impacts through adequate Public Infrastructure along 99
- Four Letters of Support were received focused on Alternative 1 to promote growth of the Sphere of Influence and growth of business in Modesto.

Next Steps

- Following feedback today, this item will be taken to Council to choose the preferred Land Use Alternative
- Once the preferred Land Use Alternative is selected by Council, the consultant will start the CEQA process with the preparation of the Environmental Impact Report (EIR). The EIR will include additional public outreach
 - The EIR process reviews the environmental impacts of the chosen alternative including traffic, greenhouse gas emission and conversion of agricultural land and other topics required by CEQA
 - Feasible mitigation measures are determined to reduce impacts
 - Other scenarios are explored and compared to the proposed plan to identify environmental options
- As the EIR work is being completed, staff and the Consultant will work on the General Plan Policies
- Review should take approximately 15 months and the draft General Plan will then be brought to Council for approval.
- Following Council approval, the General Plan and Sphere of Influence Amendment will be taken to LAFCO for approval.

Next Steps

- At this workshop we will give the opportunity for the Planning Commission and City Council to ask questions of staff
- Following the questions, we will have the opportunity for public comment regarding the item.
- After public comment, the Commission and the Council will have the opportunity to comment regarding the three Land Use Alternatives. They can speak to:
 - Which Alternative they like and why
 - Any further research they would like staff to do
 - Any suggestions to changes to the maps
- No formal recommendation or vote will take place

Questions?

