



GENERAL PLAN VISION STATEMENT

In 2035, Ceres has a continued connection to its agricultural heritage, a balance of housing and retail choices, ample job opportunities, an attractive Downtown, rich cultural and community events and an abundance of recreational opportunities. Ceres is a place where families want to raise their children and businesses want to locate and flourish. In Ceres, people enjoy a safe and healthy city with first-rate community amenities and a clean and sustainable environment.

GENERAL PLAN GUIDING PRINCIPLES

- **Neighborly Character.** Knowing that “Together We Achieve,” continue to cultivate a friendly, small town feel, inclusive, and civically engaged community as the population grows and changes.
- **Safe, Family-Friendly Hometown.** Promote Ceres strong and high performing school system, and support the City’s safe neighborhoods and youth activities so that Ceres continues to be a desirable place for families.
- **Agricultural Identity.** Celebrate Ceres agricultural history, support the continued success of the agricultural industry, and consider how to balance the protection of prime agricultural lands with growth and economic development objectives.
- **Health and Sustainability.** Provide well-maintained and accessible parks, street trees and landscaping, and healthy food options; and prioritize clean air, clean water, and resource conservation to help keep the community—both the people and the environment—healthy.
- **Complete Community.** Support the development of a complete and balanced community where needs can be met locally, with new commercial options, industrial growth, and a diversity of housing options that attracts new business, industry and associated professionals.
- **Strong Downtown.** Encourage and direct public and private investment in Downtown Ceres to restore it as the physical and cultural center of the city. Enhance Downtown so it becomes vibrant, active and a place for people to assemble, dine, and socialize in a mixed-use environment.
- **Attractive Destination.** Cultivate Ceres as a unique destination in the Central Valley and for travelers on Highway 99. To the extent possible, ensure that new development visible from Highway 99 offers attractive and unique views from that travel way.
- **Economic Development.** Strengthen job opportunities with industrial and commercial growth and promote education and job training. Continue to balance provision of streamlined services and entitlements with fiscal responsibility to support the future needs of the City.
- **Revitalization.** Encourage infill development and investment within existing neighborhoods and commercial corridors in order to revitalize areas within the city limits.
- **Balanced Circulation Network.** Make it safe and convenient for residents and workers to get where they need to go and for businesses to transport goods by providing well-maintained sidewalks, connected bicycle networks, efficient connections to major transportation corridors, and regional transit connections.