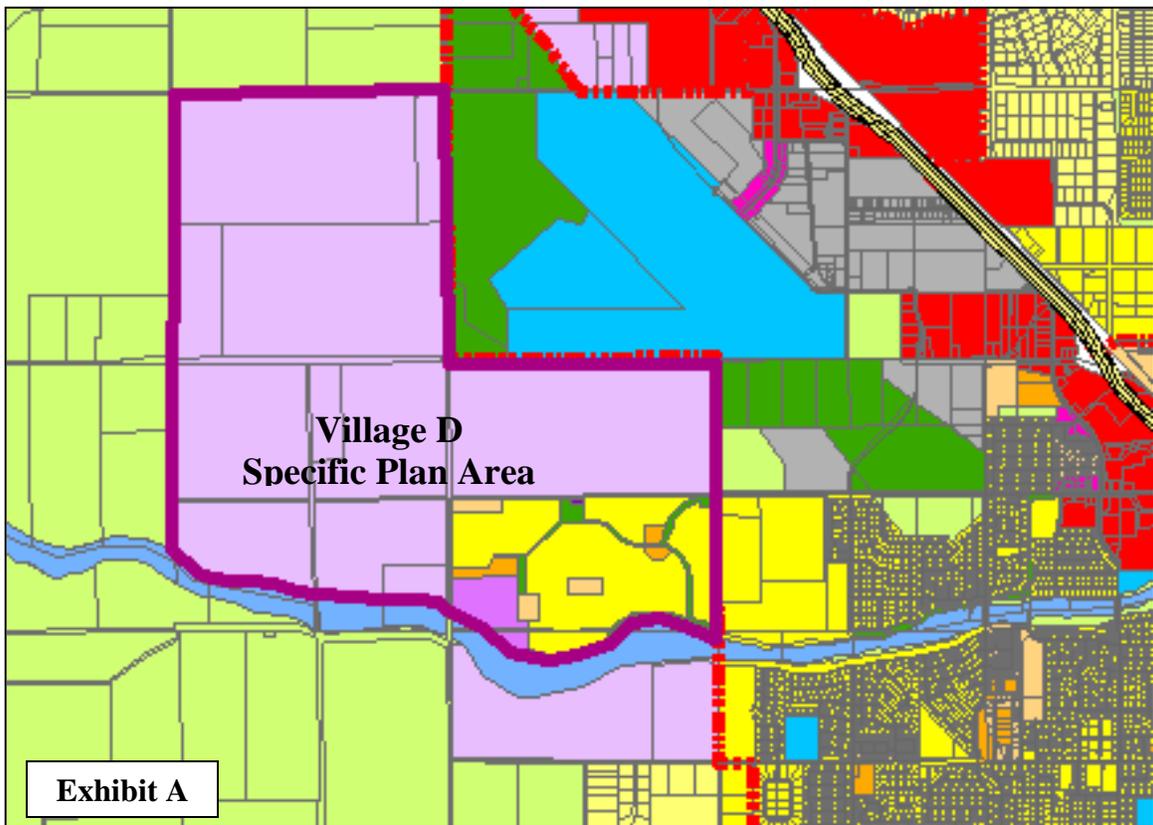


Project Location

The City of Madera is located in the central San Joaquin Valley region of California, approximately 25 miles north of the largest city within the region, Fresno. Madera is bisected by SR 99 and the Union Pacific Railroad along a north south axis as well as the Fresno River along the east west axis. Madera is the county seat of Madera County, and is the principal city of the Madera–Chowchilla Metropolitan Statistical Area.

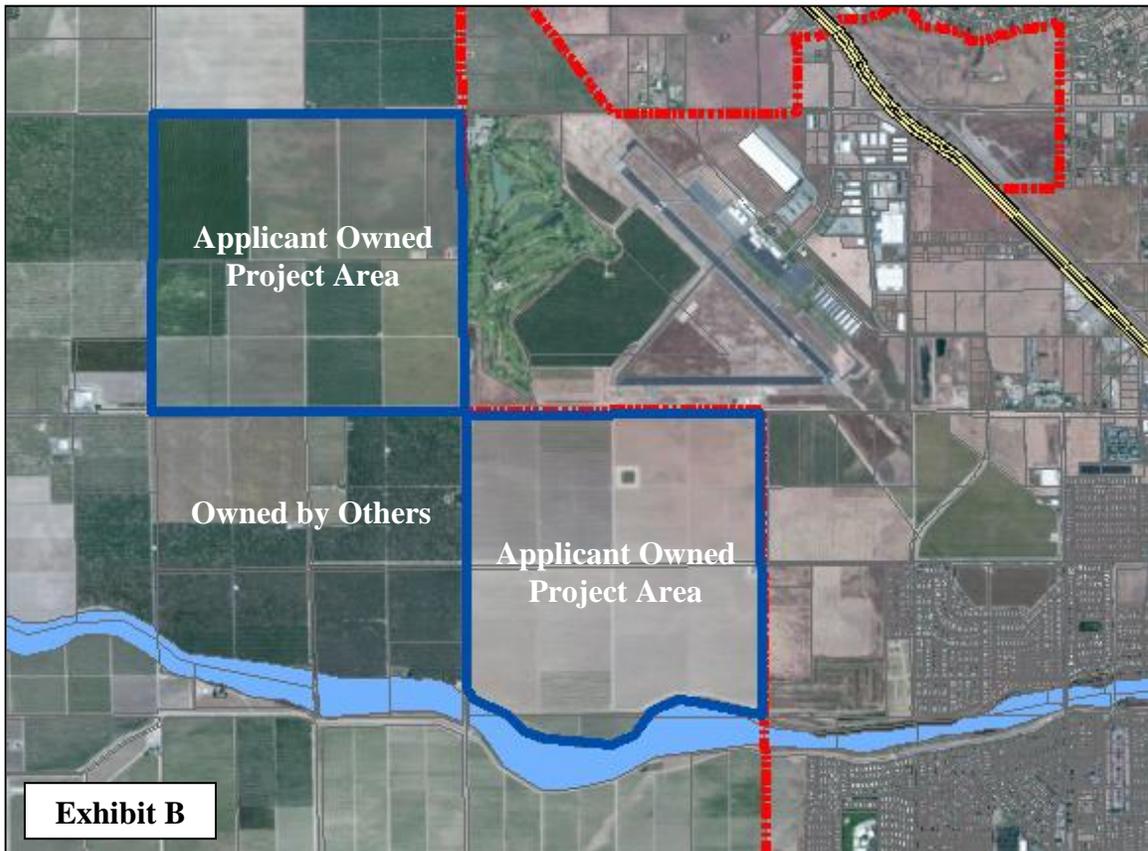
The proposed Village D development project, hereafter referred to as the proposed Project, is located immediately west of and adjacent to the Madera city limits within the County of Madera. The Project site is entirely within the Urban Growth Boundary of the City. The Project site is not currently within the Sphere of Influence of the City. The City of Madera is currently in the process of amending the Sphere of Influence to include the Project site.

The Project site is entirely within General Plan Village D. Village D is inside of the City’s Urban Growth Boundary, within the City’s Planning Area, generally west and south of Madera Airport. Most of this Village is undeveloped, and it represents an opportunity to implement the City’s “Building Blocks” policies by master-planning the area. About one-third of the 2,763 acres in Village D is in the current city limits; the balance is just outside the City’s current Sphere of Influence. The approximately 1880 acres located outside of the current city limits will require the preparation of a Specific Plan. Although the applicant controls sixty-seven (67%) percent of the Specific Plan area, all Village D lands identified below will need to be addressed within the required Specific Plan.



A successful strategy to collaborate with affected property owners will be a necessary component of the Project. Certain component of the project will be not only applicable to applicant-owned Project areas but to lands owned by others as well. It should be anticipated that the General Plan Amendment, Prezoning, Specific Plan and Public Facilities Financing Plan will address all of the lands identified within Exhibit A.

The component of the Project owned by the Project applicant encompasses approximately 1270 acres, or approximately forty-five (45%) percent of the overall area within Village D and sixty-seven (67%) percent of the area to be addressed within a Specific Plan. Please review Exhibit B below. The applicant-owned Project lands are divided between two areas, a northern and a southern quadrant. The northern quadrant encompasses approximately 650 acres and southern quadrant encompasses approximately 620 acres.



Existing Site Description

The Project area is predominately characterized by active agriculture operations, with a mix of irrigated crops. There are no land conservation contracts (Williamson Act Contract) within the Plan Area. The Plan Area has a few existing residential and agricultural support structures. The Fresno River abuts the southern portion of the Project area. Multiple irrigation canals traverse through the Project site. The terrain is relatively flat, with few inclines aside from the Fresno River, and MID canals. In the southern quadrant Canal 24.2-14.2 is adjacent and parallel to the River. Canal 24.2-13.2 is along the north side of Avenue 16/Kennedy Avenue alignment abutting both the southern and northern quadrants. The Airport Canal is located along the Road 23 alignment adjacent to the western edge of the northern quadrant. Pipeline Airport 1.0 is

located along the Avenue 17 alignment adjacent to the northern edge of the northern quadrant. The northern quadrant is in the AO (1') Zone and the southern quadrant is in the X-Unshaded Zone.

Surrounding Uses

The applicant-owned northern quadrant is at the western edge of the City's Urban Growth Boundary, abutting the City limits along its eastern boundary. The land use to the west and north is agriculture and planned to remain so. The land to the immediate south, although in current agricultural production, is part of the Village D area and is anticipated to be urbanized consistent with the General Plan. To the east, the Madera Municipal Golf Course and Madera Airport are existing land uses within the City limits of Madera.

The applicant-owned southern quadrant is located at the western edge of the city, abutting to the City limits along its northern and eastern boundary. Within the city, the lands south of Cleveland Avenue are planned to be developed in residential uses, consistent with the existing land use pattern along Westberry Boulevard. The area north of Cleveland Avenue is limited in intensity of use by the Airport Land Use Plan and is planned for light industrial development and open space. The land to the immediate west, although in current agricultural production, is part of the Village D area and is anticipated to be urbanized consistent with the General Plan. The Fresno River corridor is located along the southern boundary of the Project site.

General Plan Land Use

The General Plan identifies the Project site as located entirely within Village D: Northwest Madera. Per the General Plan, most of this Village is undeveloped, and it represents an opportunity to implement the City's 'Building Blocks' policies by master-planning the area. About one-third of this Village is in the city limits; the balance is just outside the City's Sphere of Influence.

Area of this Village in the City Limits: 882 acres

Area of this Village in the Sphere of Influence: 4 acres

Area of this Village in the Planning Area only: 1,878 acres

Total Area 2,763 Acres

In the applicant-owned southern quadrant, a village core is planned along the Fresno River, which forms the Village's southern boundary. This village layout is intended to create opportunities for commercial development integrated with park and open space amenities fronting along the river. There are three existing bridge crossings on the river at Schnoor Avenue, Granada Avenue, and Road 23, with a future bridge crossing identified at Westberry Boulevard.

The Madera Airport is located to the northeast of this Village and represents a significant factor in the determining the feasibility of various land uses throughout the village. The entire village lies within the planning area for the airport as defined in the Airport Land Use Compatibility Plan (ALUCP). Portions of the village are subject to significant restrictions relative to allowable uses, densities, and development standards.

Project Principles

The Project aspires to the following principles, which implement the essentials envisioned with the General Plan.

Extending the City's Fabric

Creating a community plan that extends the existing urban fabric of the City of Madera, and enhances livability through added amenities.

Compact Mixed-Use Community

Mixing retail, employment, residential, and civic uses is crucial to the strength and economic viability of the new community. Creating compact centers with a human-scaled mix of uses fronting walkable streets, will further enhance its pedestrian-friendly success.

Diversity of Residential Building Types

Providing a variety of housing options that allows for a diverse mix of household sizes, lifestyles, and incomes is key to a well-balanced community.

Walkable, Bikeable Streets

A variety of interconnected streets will provide multiple access routes to civic and commercial uses, ensuring low-traffic walking and on-street bicycling. Streets featuring sidewalks, planting strips, on-street parking, and homes w/ front porches will invite walkability.

Open Space Integration

A network of parks, open spaces and trails will serve as focal points, gathering places, recreational uses, and green connectivity. The Fresno River serves as the main open space amenity with a riverfront park, urban gardens and a trail system connection for residents and visitors to enjoy.

Village D: Specific General Plan Policies

The following policies are intended to identify some of the unique issues for this area which will need to be addressed, and to guide development, as the area transitions to urban use.

- All future development in this Village shall conform to the Building Blocks principles as described in this General Plan.
- In conjunction with village and neighborhood planning, a mechanism shall be established which creates a permanent agricultural buffer where the westerly edge of the Village abuts the Growth Boundary. This buffer shall average at least 400' in depth, with a minimum depth of 250', and must run continuously along westerly edge of the Village. No habitable structures are to be located within this buffer, although passive recreational opportunities (such as trails and community gardens) may be allowed. Alternative methods and designs to establish the buffer may be proposed, and including placing the buffer on either side of the Growth Boundary. Physical maintenance of the buffer shall be provided consistent with the design and function of the space.

- The Village core area shall provide for an integrated mix of uses, including park and open space uses, along the river.
- Future development along the Fresno River should be designed to take advantage of the river frontage, including orienting development to front the river where not otherwise prohibited by site conditions.
- Village and neighborhood planning shall provide for the alignment of the designated arterial which runs through the Village east and west (Cleveland Avenue), to bend to the south to provide circulation to the proposed village core located along the Fresno River.
- All development proposals within Village D shall comply with the provisions of the Airport Land Use Master Plan. The establishment of land use designations at the village and neighborhood levels, as well as the layouts of individual projects, shall reflect the allowable uses and densities in the Airport Land Use Master Plan.

Project Summary

The Project envisions the development of Village D, consistent with the principle, goals and policies of the General Plan, as a sustainable, walkable, livable multiple-neighborhood village community anchored by a village core at Road 23 along the Fresno River corridor. The village concepts implemented within the Project are intended to create opportunities for commercial development integrated with park and open space amenities that connect to compact walkable, mixed-density residential neighborhoods. The project applicant will collaborate with other owners within the Project area in order to facilitate the development of the Project overall.

Project Components

The application components necessary for the development of the Project are as follows:

General Plan Amendment

A General Plan Amendment application will be required to change the General Plan land use designations from the current VR (Village Reserve) to land use designations consistent with the proposed Specific Plan and rezoning for the Project site.

Specific Plan

Consistent with the General Plan amendment, a Specific Plan shall further refine land use and development standards applicable to the village and its individual neighborhoods. The Specific Plan might provide for detailed neighborhood planning, identifying not only land use patterns and densities, but also providing for open space planning and parks, neighborhood branding via landscaping, lighting, street furniture, defining entryways, and neighborhood designs for streets, pedestrian trails, and community walls and fences.

Rezoning

Rezoning is a prerequisite to an application for annexation to the Local Agency Formation Commission (LAFCO). Rezoning shall provide for the zoning of the property consistent with the required General Plan amendment and Specific Plan.

Public Facilities Financing Plan (PFFP)

A PFFP shall be prepared consistent with General Plan Land Use Policy LU-14, which states: All proposals to annex property into the City limits for the purpose of new development shall prepare a Public Facilities Financing Plan (PFFP) that articulates infrastructure and public facilities requirements, their costs, financing mechanisms, and the feasibility of the financial burden. The PFFP shall analyze backbone infrastructure and public service needs and funding capacity at the Village level, as defined in Figure LU-3 of the Land Use Element of this General Plan. (The Planning Process required for Village Reserve Areas in Policy LU-34 shall be sufficient to meet this requirement.) The cost of preparing the PFFP shall be shared proportionately among property owners in each Village, with the shares of any non-participating owner collected at the time of development and reimbursed to owner(s) who prepared the PFFP through a reimbursement agreement.

Tentative Subdivision Map(s)

Mapping instruments to begin the overall subdivision of lands within the Project area, sufficient to confirm the subdivision of property and creation of lots consistent with the Specific Plan, Rezoning and General Plan for the Project site.

Precise Plans

For each PD (Planned Development) Zone District subdivision, an approved precise plan will be required in advance of construction activities.

Cumulatively, these applications shall satisfy the requirements of General Plan Land Use Policy LU-34, which states: All planning for areas designated on the Land Use Map as “Village Reserve” shall implement the 3-step planning process described below:

- Step 1: Comprehensive Land Use and Implementation Planning
- Step 2: Detailed Neighborhood Plans
- Step 3: Development Proposals

This planning process is intended to provide progressively more detailed plans for Village Reserve areas, Neighborhoods, and individual development projects. The following general rules apply to this planning process:

- Each step in the planning process may be initiated by the City of Madera or by another private or public sector applicant(s).
- Each step in the planning process must be completed as a prerequisite for the next step. However, multiple steps (1+2 or 1+2+3 or 2+3) may be undertaken simultaneously. As a general rule, the City would expect that a private applicant would submit a Comprehensive Land Use and Implementation Plan and its components (Step 1), together with a Neighborhood Plan (Step 2) for at least one neighborhood, as the initial submittal.
- At the Comprehensive Land Use and Implementation Plan and Neighborhood Plan level, the participation of all affected property owners is encouraged, but not required. A private sector applicant submitting either type of plan must include a list of all affected owners and their property(ies) and must show how their participation was sought.
- In some Village areas (as mapped and defined in this Land Use Element), the Village Reserve designation applies only to a portion of the Village. In this case,

the process outlined below is required **only** for the Village Reserve areas, not to the entire Village. However, submitting plans that cover the entire Village is permitted.

In some Village Reserve areas, a Village Center is not required. See the detailed policies for the affected Village area (later in this Land Use Element) for further information.

In addition to the required plans, maps, reports, etc., the City may at its discretion require other items as needed to address issues in any particular Village. These may include additional environmental analysis, traffic studies, biological studies, noise studies, etc.

Environmental Analysis - EIR

Under the California Environmental Quality Act (CEQA), when discretionary projects are undertaken by public agencies, an Environmental Impact Report (EIR) is required if the Lead Agency determines that the project may cause a significant environmental impact. The purpose of an EIR is to provide full disclosure of the potentially significant environmental effects of the Project to the public and the decision-makers and explore the means to mitigate (i.e., reduce, avoid, or eliminate) those impacts through special mitigation measures or alternatives to the Project. CEQA intends that preparation of an EIR shall be a public process that provides meaningful opportunities for public input with regard to environmental effects. Section 15123 of the CEQA Guidelines requires that an EIR contain a brief summary of the proposed action and its consequences. This Executive Summary is required to identify the following: 1) each significant effect with proposed mitigation measures and alternatives that would reduce or avoid that effect; 2) areas of controversy known to the Lead Agency including issues raised by agencies and the public; and 3) issues to be resolved including the choice among alternatives and whether or how to mitigate the significant effects. The City of Madera is the Lead Agency for the preparation of this Project EIR for the Village D project and related actions collectively referred to herein as the Project.

Annexation

An application for annexation will be required to be submitted to LAFCO upon completion of the processes as outlined above.