City of McFarland

2040 General Plan (Final)

Adopted August 26, 2021

This page intentionally left blank

ACKNOWLEDGEMENTS

The project team would like to acknowledge the people, leadership, and staff of the City of McFarland for the many varied ways they have contributed to the completion of this project. We would like to specially recognize the following:

City Council Members

Sally Gonzalez, *Mayor*

Maria T. Perez, *Mayor Pro-Tem*

Eric Rodriguez, *Councilmember*

Saul Ayon, *Councilmember*

Ricardo Cano, *Councilmember*

Planning Commission

Jose Hernandez, *Chairman*

Rudy Nuñez, *Vice Chairman*

Marco Martinez, *Commissioner*

Jimmie White, *Commissioner*

Jose L. Hernandez, *Commissioner*

City Staff

Maria Lara, *City Manager*

Ron Brummett, *Planning Consultant*

Larry Ronk, *Acting Community Development Director*

Brianahi De Leon, *City Planner*

This report was initially produced for the City of McFarland, California
as part of the McFarland General Plan Update project
by the 2019-2020 Community and Regional Planning Studio class
of the Master of City & Regional Planning Program at California Polytechnic State University
in San Luis Obispo, California.

Consultants

De Lapide & Associated, Inc.

delapide@outlook.com

This page intentionally left blank

Table of Contents

List of Maps

List of Figures

List of Tables

This page intentionally left blank

GENERAL PLAN OVERVIEW

Introduction

This document is a comprehensive update of the General Plan for the City of McFarland, California. State law requires cities and counties to prepare and adopt a General Plan to serve as a guiding document for land use and development decisions. The General Plan is developed with public input as well as demographic and planning research. It is typically prepared looking over a 15- to 20-year timeline, and must be periodically updated according to State law, with the Housing Element requiring more frequent updates.

The General Plan is separated into thematic elements. All elements must be consistent with each other. Seven elements are required for all General Plans in California, with two further elements required for communities meeting certain criteria that exist in McFarland. Optional elements may also be included and they carry the same legal force and status as the required elements. This General Plan includes five optional elements. The fourteen elements include:

- **Required:** Land Use, Circulation, Housing, Safety, Conservation, Open Space, and Noise
- **Required in San Joaquin Valley Air Pollution Control District:** Air Quality
- **Required in Disadvantaged Communities:** Environmental Justice
- **Optional:** Economic Development, Health, Community Design, Public Facilities, and Sustainable Agriculture

Planning Process

This General Plan was produced with significant input from residents and stakeholders in the City of McFarland, including many members of the public, the Planning Commission, and City staff. The planning team consisted of second year graduate students pursuing master's degrees in City & Regional Planning under the guidance of Dr. Cornelius Nuworsoo, all from California Polytechnic State University (Cal Poly) in San Luis Obispo, California. The planning team worked closely with the City of McFarland on this update of the City's General Plan, which had last been updated in 1991.

In the fall of 2019, the planning team gathered input, including likes, dislikes, and wishes from the citizens of McFarland and City leadership and staff through two public meetings and an online survey as well as a complete land use inventory to generate a Background Report that describes the existing conditions in the City. The Background Report provides supplemental information for the General Plan and was used to inform goal development and land use and circulation decisions. The Background Report provides an overview of the existing conditions taking into consideration existing policies, plans, regulations, infrastructure, resources, and services within the City and the surrounding area. The Background Report further guided the formulation of development alternatives in this subsequent General Plan document.

Using additional community input received in a third community meeting in February 2020, the planning team developed the Preferred Growth Alternative in February and March 2020. Three different methods were utilized to gather information to inform the planning process on existing conditions and to identify emerging directions, which in turn guided the development of goals, objectives, policies, and programs and the Preferred Growth Alternative of the General Plan. These methods include:

- Primary data collection in the form of four public meetings and an online survey on preferences for future development in McFarland.
- Field work in the form of a land use inventory, which provided an up-to-date map of the land uses, intensities, and conditions on all parcels within the City boundaries in October 2019.
- Secondary research to identify existing plans, policies, and contextual information related to each element.

Demographics

McFarland's 2015 population was 13,020. The median age in the City in 2015 was 26 years old. The median household income of $35,069 was 69% of Kern County's median and 52% of California's median. 89% of the population of McFarland identify as white, and 96% identify as Hispanic or Latino. 36% of residents fall below the poverty level. The 2017 unemployment rate in McFarland was 14.2%.

2040 Population and Housing Projections

McFarland's population is projected to grow from 13,020 in 2015 to 23,690 by 2040 under baseline conditions. However, the Preferred Growth attempts to accommodate the most aggressive plausible growth to 33,220 people. The age distribution is projected to change, as birth rates decline, and the average age of the population increases.

McFarland's 2017 housing stock consisted of 3,080 housing units, 3% of which were vacant. To accommodate future population growth, the City would need 4,500 more housing units under baseline conditions as population increases and as more young people start their own households. Nearly half of the new housing units should be affordable to specific income groups based on the percentage of households overburdened by housing costs in 2017. The Preferred Growth accommodates a target of 10,630 total housing units instead of a baseline total of 7,580. The increase is due to additional housing need to be generated by an aggressive jobs target of 17,195 jobs by 2040.

Plan Elements and Existing Conditions

Land Use

The Land Use Element is required and provides a guide for future development and growth for planners, developers, decision-makers, and the public. In doing so, the Land Use Element designates the location, distribution, and intensity of housing, commercial, industrial, open space, and educational uses, public facilities and buildings, recreational facilities, and waste

management facilities. In correlating all land use issues into one set of clear development policies, the Land Use Element is the most representative of the General Plan and establishes the framework for all other elements.

The 2019 land use inventory of McFarland identified 6% of the acreage within the City (76.98 acres) as vacant, offering potential for a variety of development opportunities. The distribution of uses on the remaining acreage in the City was as follows:

- 36% residential
- 29% institutional
- 24% agriculture
- 3% parks
- 2% commercial
- 1% industrial

Community feedback collected during the drafting stages of the General Plan indicated a desire for a well-balanced and diverse mix of residential, open space, commercial, and industrial uses while maintaining McFarland's small-town feel. The Land Use Element sets goals and objectives that reflect these values.

Circulation

The Circulation Element is required and focuses on the movement of people and goods. To fulfill this, the element focuses on transportation and is related to the Land Use, Housing, Open Space, Noise, and Safety Elements. McFarland contains numerous commercial corridors with automobile traffic and is bisected by Highway 99, where travelers pass through McFarland's city limits destined for other locales in the State. The downtown is largely walkable with wide sidewalks, but in the residential neighborhoods there are some parcels and blocks with limited sidewalk facilities. Bicycle facilities are limited to two bicycle lanes located on the southern boundary of the City. Residents primarily use personal automobiles to make trips outside of McFarland for work and shopping purposes. Access to regional transportation terminals, including airports and train stations, requires travel to neighboring cities including Wasco, Delano, and Bakersfield. During community meetings, residents expressed the desire for expanded public transportation options, raised crosswalks, and bicycle facilities to connect to various City parks.

The Circulation Element addresses SB 743 requirements with proposals to further help reduce vehicle miles traveled and related impacts of driving. The Goals of Circulation relate to safety, efficiency, sustainability, and equity in transportation options and network to maintain a small-town feel while preparing for the future.

Housing

The Housing Element is mandatory according to State law. This Element analyzes the housing stock and conditions based on information gathered from the 2019 land use inventory and the

U.S. Census. The housing stock in the City of McFarland consisted of 3,080 total housing units in 2017. 86% of these units were single-family homes. The vacancy rate was 2%. Like the rest of the State of California, the City of McFarland has continued to grapple with high housing costs. In 2016, 48% of residents were burdened with overpayment for housing. Renters are disproportionally more financially burdened with housing costs than owners. This burden impacts future housing development within the City.

The Housing Element includes goals, objectives, policies, and programs which address state legislative housing requirements and reflect the housing needs and desires of McFarland residents. Community feedback collected during the planning process showed community interest in maintaining affordability within the City's housing stock, increasing mixed-use residential development downtown, and developing more of a variety of housing options for residents. The goals and objectives within the Housing Element prioritize these factors.

Economic Development

The Economic Development Element is optional. Economic development is the process by which the economic well-being and quality of life of a local community is improved. The Economic Development Element guides the community in expanding, attracting, and retaining businesses to support diverse and vibrant commercial areas.

In 2015, McFarland's median household income was $35,069, which was 70% of Kern County's and 52% of California's median household incomes. McFarland's unemployment rate was 14.2%, much higher than Kern County's 10.7% and California's 7.7%. Jobs in McFarland largely depended on workers from outside the City while McFarland's resident workforce was primarily employed outside the City. McFarland's industrial makeup is predominantly agriculturally based.

The land use plan uses infill and mixed-use redevelopment to revitalize the downtown area, bringing commercial activity and jobs. The land allocated for highway commercial use along Famoso Road is to capture revenue from pass-through traffic and events at the Famoso Raceway. The large amounts of land dedicated to industrial and commercial use can make McFarland an inviting destination for economic development.

The policies and programs delineated in the Economic Development Element are designed to leverage the land use plan and develop McFarland's economic resources by expanding and diversifying area businesses, expanding the tax base, and providing services to assist jobseekers, entrepreneurs, and regional businesses.

Safety

The Safety Element is required in a General Plan. The Safety Element addresses the protection of life and property from natural and man-made hazards. Under California Government Code 65302(g) the following hazards must be addressed: seismic, geologic, fire, flood, and climate change. The Safety Element for McFarland goes beyond minimum requirements to address hazardous materials, drought, and emergency preparedness.

The greatest risk to McFarland is extreme weather which can lead to flooding issues, particularly in areas within the 100-year flood plain. The Safety Element provides goals, objectives, policies, and programs to help prevent loss of life or damage to property. This is done throughout the element by focusing on emergency preparation and hazard evaluation to establish mitigation measures to reduce impact on property, health, and safety of the community.

The Safety Element requires safe building practices which can greatly reduce the community's vulnerability to natural and man-made hazards. Among other measures, new residential development is to be located outside the 100-year floodplain or must be appropriately mitigated. The Safety Element also specifies emergency preparedness measures to respond to and recover from hazards.

Conservation

The Conservation Element is required and addresses the management and conservation of an area's natural resources while allowing for economic growth. The goal of this element is to minimize negative impacts on natural resources while allowing the City to grow. Additionally, this element addresses federal and state mandates for environmental regulation, soil and mineral resources, biological resources, water resources, air quality, and wildlife. Given the strong agricultural base of McFarland, soil and water conservation are high priorities in the community.

The Conservation Element identifies goals, objectives, policies, and programs to guide the City into the future while minimizing impacts on natural resources. Under the Preferred Growth Alternative, the City is to concentrate future residential and economic growth. Future growth is likely to increase water demand, but also can provide opportunities to improve on water and energy conservation and reduce the per-user cost of necessary infrastructure projects for residents and businesses. The Conservation Element includes policies on energy, water, and habitat that correspond with regional planning goals.

Open Space

The Open Space Element is required to address agricultural lands, parks, and recreational space. McFarland is host to many agricultural fields and Williamson Act parcels with high quality soils both within City limits and in the surrounding area. Since Agriculture is a mainstay of the local economy, a separate optional Sustainable Agriculture Element is added to this General Plan update.

Within City limits, recreational parks include McFarland Park, Ritchey Park, Arturo J. Munoz Park, Blanco Park, and Browning Road Park. Other outdoor recreational spaces include Kaboom Playground, the grass field by the local public library, and Villa Del Caribe Park, which was under development at the time of this report. The distribution of these parks favors the southwestern neighborhoods in McFarland.

The goals, objectives, policies, and programs of the Open Space Element seek to preserve existing open spaces and agriculturally productive land while allowing for responsible conversion of land for physical development. The Preferred Growth Alternative seeks to provide specific control at the planning level to both add needed open space as the community growths while also preventing unwarranted conversion of green fields.

Air Quality

McFarland is located within the San Joaquin Valley Air Basin, which is not in attainment with Federal regulatory standards including the Clean Air Act and National Ambient Air Quality Standards, and State regulations including the California Clean Air Act and the California Ambient Air Quality Standards. As a result, residents in McFarland are disproportionately pollution-burdened and suffer negative health effects. This situation makes the Air Quality Element mandatory for McFarland.

Most air pollution in the San Joaquin Valley stems from locally generated pollutants, primarily from agricultural activities; other contributors include vehicular emissions, construction emissions, and fugitive dust and odors. The San Joaquin Valley is also disproportionately affected by greenhouse gas emissions which contribute to local air pollution and endanger human health. Per Kern County's Greenhouse Gas Inventory, emissions of greenhouse gases in the region are mostly attributed to industry and energy consumption. The goals, objectives, policies, and programs of the Air Quality Element include strategy to keep air pollutants and emissions low to protect the health and safety of residents.

Health

The Health Element is optional in this General Plan update. It promotes a healthy lifestyle by introducing land uses that facilitate active transportation. In addition, this element aims to increase access to adequate health services, expand education about preventative and primary care, and to establish policies that increase access to affordable local, fresh, and healthy foods.

McFarland residents are at a higher risk for asthma, heart disease, obesity, various cancers, teen pregnancy, and sexually transmitted infections when compared to other regions in California. There are two clinics in the City, which compels residents to seek much medical attention outside, mostly in neighboring cities.

The goals, objectives, policies, and programs of the Health Element address the health issues and challenges of the City. To provide a comprehensive attention to health, the Health Element incorporates aspects of such other related elements as Circulation, Open Space and Environmental Justice.

Environmental Justice

The City of McFarland is required by law to have an Environmental Justice Element due to its status as a disadvantaged community. The purpose of the Environmental Justice Element is to identify objectives and policies to reduce compounded health risks including pollution exposure, food insecurity, and insufficient physical activity. The element also requires

jurisdictions to promote public participation in the decision-making process and prioritize the needs of disadvantaged groups.

The California Environmental Protection Agency's standards for environmental justice indicate that the City is impacted by pollution burdens. As early as 1984, a cluster of childhood cancers was identified in McFarland linked to pesticide use.

The goals, objectives, policies, and programs of the Environmental Justice Element focus on making McFarland sustainable, inclusive, and resilient. The policy framework requires that transportation facilitates safe, efficient, pollution-free mobility for all its residents with future expansions to McFarland's bikeway network as described further in the Circulation Element. This is to attain a more multimodal city marked by healthy, affordable, and integrated mobility. Sidewalk improvements would also promote physical activity through active transportation.

Noise

The Noise Element is mandatory in the General Plan. This element identifies noise sources, quantifies noise levels, maps noisy areas, and outlines policies and methods to mitigate excessive noise generation and exposure. The Noise Element influences land use decisions, as excessive noise exposure is detrimental to human health in various ways and some land uses are particularly sensitive to noise.

The primary sources of noise in McFarland are Highway 99 and the railroad. The Noise Element includes goals, objectives, policies, and programs intended to protect sensitive receptors from noisy areas, minimize noise generation within the City, and plan noisy land uses for appropriate areas such as the Highway 99 corridor. It also seeks to explore the potential for sound barriers or sound walls to be built to reduce noise exposure for existing sensitive receptors near Highway 99 and the railroad.

Community Design

Community design and sense of place refer to the unique character and features of the built environment and natural landscape of a community. The Community Design Element of the General Plan is optional. Its roles are to identify existing conditions of McFarland's built environment and to suggest ways to preserve or enhance desirable community attributes through a set of goals, policies, and actions. The Community Design Element also provides the basis for aesthetic regulation of all development and offers specific guidelines to enhance the sense of place and quality of life for McFarland residents. These guidelines bring together the principles of other elements in an overall set of policies to guide the form and appearance of McFarland's neighborhoods, streetscapes, and buildings.

Hitherto, McFarland has had limited ability to attract visitors and travelers. The downtown corridor has the potential to serve visitors and residents but is mostly underdeveloped and the absence of area design guidelines has led to non-pedestrian scale streets and building facades with little cohesion. This element provides additional direction for the prescriptions ascribed to uses in the Land Use, Circulation, and Housing Elements as determined by the Preferred Growth

Alternative. This additional direction includes not only the identification of McFarland's development pattern, form, and structure, but also the unique characteristics of the City that together form its sense of place. The Preferred Growth Alternative emphasizes infill development, complete streets, and safety enhancements throughout the City. Implementation of community design policies can help the City attain future goals and create an inviting and attractive atmosphere with a distinguished identity. The goals, objectives, policies, and programs outlined in this element aim to entice people to actively participate in community events and feel a sense of pride in being part of the City.

Public Facilities

The Public Facilities Element is optional. It describes the facilities and services provided by the City of McFarland to residents and businesses and identifies areas that may need improvement to accommodate growth. It does this by providing a policy basis to enable the City to meet infrastructure, service, and resource needs. Topics examined in this chapter include water supply, stormwater, wastewater, recycling and solid waste, police and fire services, school facilities, and library facilities.

The goals, objectives, policies, and programs in the Public Facilities Element seek additional development where there is existing capacity to support it. Development east of Highway 99 is limited due to the sewage capacity and flooding risk, and this is not anticipated to change. Stormwater projects are anticipated in the west to reduce flooding issues. Anticipated population growth would require expanded school facilities to accommodate more students, especially at the high school level. There is also an identified need for senior and medical care facilities. Police services for the City lack desired levels of staffing and as a result the desired level of service is not currently met. Water quality should continue to be monitored and reported as groundwater levels lower and contaminants become higher.

Sustainable Agriculture

The Sustainable Agriculture Element is optional and addresses managed production and conservation of agricultural lands to sustain the role of Agriculture as a mainstay of the local economy while it contributes to the State economy. McFarland is host to many agricultural fields and Williamson Act parcels with high quality soils both within City limits and in the surrounding area. Since Agriculture is by far the largest industrial sector in the area, a separate optional Sustainable Agriculture Element is added to this General Plan update.

The abundant productive agricultural lands can hamper outward expansion via annexation. As McFarland continues to expand, the conversion of agricultural lands into residential and commercial uses and complimentary park space will become a large part of accommodating the City's projected growth. The Preferred Growth Alternative seeks to provide specific control at the planning level to both allow needed housing and commercial growth while also preventing "leap-frog" or unnecessary greenfield development. The goals, objectives, policies, and programs of the Sustainable Agriculture Element seek to preserve existing open spaces and

agriculturally productive land while allowing for responsible conversion of land for needed housing and commercial development.

Future Development Alternatives

Business as Usual

The Business as Usual Alternative is based on historic growth patterns and land use trends. The Business as Usual Alternative includes the expansion of the City and its Sphere of Influence (SOI) to the south including unrestricted conversion of agricultural land to various types of development. This alternative envisions primarily commercial and industrial development along Highway 99. Residential, institutional, and other development continues to the west and to the east of the Highway 99 corridor. Transportation systems remain automobile-oriented with some improvements for pedestrian connectivity and comfort. Extensive development, including residential development, occurs in 100-year and 500-year floodplains, presenting risks to life and property. Utilities must expand and improve to provide adequate capacity, especially wastewater and stormwater on the east side of the City.

Redevelopment and Moderate Growth

The Moderate Growth and Redevelopment Alternative advocates focusing growth on underutilized and vacant parcels to concentrate growth within walkable, bikeable, or bus-ride distances to retail and services. This alternative identifies 5 areas of proposed growth:

- Downtown Core
    - Mixed-use commercial and residential development close to shops, amenities, and public spaces.
- North and West Neighborhoods
    - Commercial infill, high density housing, and improved connectivity to activity hubs in the City.
- Southern Highway Commercial
    - New commercial area south of the City along Highway 99 to create opportunities for such businesses as grocery stores and retail centers that require large space.
- East Neighborhood
    - Mixed-use office buildings along the highway corridor, ADUs throughout the neighborhood, and improved connectivity to the west side of the City.

The Moderate Growth and Redevelopment Alternative prioritizes mixed-use designations and infill development to create growth within the City while reducing sprawl and improving residential transport connectivity. This alternative also offers diverse transportation options that address walkability and bike-ability between regions of the City and the expansion of existing bus transit service.

Smart Growth

The Smart Growth Alternative accounts for the most aggressive population growth for the City of McFarland, maximizing infill within the City and new development outside of the existing

City boundary to accommodate the maximum projected population, housing, and job growth. This alternative identifies three key areas for growth of housing and jobs across the City:

- Downtown Infill
    - The entire downtown core is to be designated for mixed-use development which would allow buildings to host commercial or office on the first floor and residential units on the upper floors. This increase in density has the potential to offer density bonus opportunities for affordable housing developers.
- Westside Expansion
    - A range of low-to-high density residential developments to accommodate projected population growth. High-density residential development is proposed along the westside's main arterial roadway, Garzoli Avenue, while medium and low-density housing is proposed on slower moving residential streets.
- Highway 99 Improvements
    - This area promotes highway-serving commercial uses such as gas stations and hotels, as well as industrial uses such as manufacturing along Highway 99.

The Smart Growth Alternative focuses its aggressive growth in three key areas to serve the needs of neighborhoods, the region, and travelers on Highway 99. To avoid locating new residential development in hazard areas, the Smart Growth Alternative increases the density of housing typologies, particularly in the Downtown Infill and Westside expansion key growth areas. Additionally, new mixed-use and commercial development are prioritized in the Downtown Infill to support a vibrant downtown core and at key intersections within the Westside Expansion key growth area (Garzoli Avenue at Perkins, Sherwood, and Taylor Avenues). Commercial development is also prioritized along Highway 99 to encourage highway travelers to stop for services in McFarland.

Preferred Growth Alternative

The Preferred Growth Alternative is the vision for development changes in McFarland by the year 2040. This Alternative includes a combination of the community's preferred concepts, derived from the previous three alternatives. The Preferred Growth Alternative influences future land use designations, housing allocation, and circulation improvements needed to meet the population growth projections and targets for job growth.

The main features of this alternative include medium and high density mixed-use downtown and along major arterials west of downtown as well as the establishment of neighborhood retail centers. This provides the opportunity to integrate housing and commercial uses, making services readily accessible to large segments of the population. In addition to mixed use commercial, this alternative includes commercial uses along Highway 99 to cater for pass-through traffic and industrial uses to the south to boost the availability of jobs. The Preferred Alternative therefore includes the following variety of changes to land use:

- Infill development for housing and commercial growth on the west side of the City.

- A neighborhood commercial corridor along Kern Avenue to serve the east side of the City.
- Downtown mixed-use redevelopment to create a vibrant atmosphere in the center of the City.
- Commercial and industrial development along Highway 99.
- Additional Accessory Dwelling Units in the Central McFarland neighborhoods.

Circulation for this alternative, includes a network of complete streets, a pedestrian and bike network, new transit stops for internal transit service and at major commercial centers along Highway 99, and safer pedestrian crossings between the east and west sides of the City. These new circulation connections are to expand multi-modal transportation throughout the City.

The alternative concentrates development in key growth areas to target McFarland's most optimal locations for development: Downtown, Western McFarland, and the Highway 99 Corridor. Growth areas are designed to accommodate maximum growth while aligning with McFarland's desires to remain an agriculture-based City. Even with the many changes, McFarland's small-town community character is envisioned to remain. The full description of the Preferred Growth Alternative (Chapter 5) includes the identification of further implications for each of the General Plan elements.

Element Goals

Land Use

Goal LU 1. A well-balanced mix of uses.
Goal LU 2. Compact urban form.
Goal LU 3. Compatible land uses.

Circulation

Goal CIR 1. A safe, comfortable, and aesthetically pleasing transportation system.
Goal CIR 2. An integrated, multimodal transportation system.
Goal CIR 3. A sustainable transportation system.
Goal CIR 4. An equitable transportation system.

Housing

Goal HO 1. High quality residential neighborhoods.
Goal HO 2. Equal housing opportunities for all community members.
Goal HO 3. Enough housing opportunities for all income groups.

Economic Development

Goal ED 1. A resilient local economy.
Goal ED 2. An appealing place to live and work.
Goal ED 3. A supportive, business friendly, and business ready environment.

Safety

Goal SAF 1. A safe and steadfast community.

Goal SAF 2. A community resilient against natural hazards.

Goal SAF 3. A community protected from human-made hazards.

Goal SAF 4. A community responsive to and resilient against emergencies.

Conservation

Goal CON 1. Resilience to flooding.

Goal CON 2. Efficient use of water and energy.

Goal CON 3. Protecting and respecting rare and endangered wildlife.

Open Space

Goal OS 1. Attractive, accessible, and comprehensive open spaces.

Goal OS 2. An engaged, active, and proud community.

Air Quality

Goal AQ 1. Clean air for McFarland.

Goal AQ 2. A climate-adapting community.

Goal AQ 3. A well-informed community.

Health

Goal HTH 1. Equitable access to healthcare.

Goal HTH 2. A physically active community with decreased rates of obesity.

Goal HTH 3. A variety of affordable healthy food options.

Environmental Justice

Goal EJ 1. A clean community.

Goal EJ 2. A quiet community.

Goal EJ 3. Accessible community programs and facilities for all residents.

Goal EJ 4. A healthy community.

Goal EJ 5. An active and involved citizenry in decision-making processes.

Noise

Goal NOI 1. Quiet residential streets, schools, churches, and healthcare facilities.

Goal NOI 2. Protection of existing noise-sensitive receptors.

Goal NOI 3. A built environment that minimizes noise generation.

Goal NOI 4. New economic and commercial activity in noise-appropriate areas.

Community Design

Goal CD 1. An attractive and uniform city.

Goal CD 2. A thriving central town core.

Goal CD 3. An accessible and safe community.

Public Facilities

Goal PF 1. A city with high-quality and efficient public utilities.

Goal PF 2. A city that addresses solid waste efficiently.

Goal PF 3. A safe and peaceful community.

Goal PF 4. A high-quality education system.

Goal PF 5. A community with a healthy youth and political environment.
Goal PF 6. Safe and accessible facilities citywide.

Sustainable Agriculture

Goal AG 1. Protected agricultural resources.
Goal AG 2. Sustainable development practices.
Goal AG 3. A robust agricultural economy that coexists with urban development.
Goal AG 4. Authentic, healthy, and sustainable food production for healthy people and planet.
Goal AG 5: A healthy and competitive agricultural industry
Goal AG 6: Stable agricultural uses at the edges and beyond McFarland's urban service area
Goal AG 7: Freedom to manage agricultural operations in an efficient, economic manner with minimal conflict with non-agricultural uses
Goal AG 8: Convenient and accessible co-location of agriculture-related support uses in agricultural production areas
Goal AG 9: Adequate supply of farm worker and farm family housing
Goal AG 10: Available alternative resources for agricultural production
Goal AG 11: Rapid and efficient agricultural permit processing procedures

This page intentionally left blank

1. INTRODUCTION

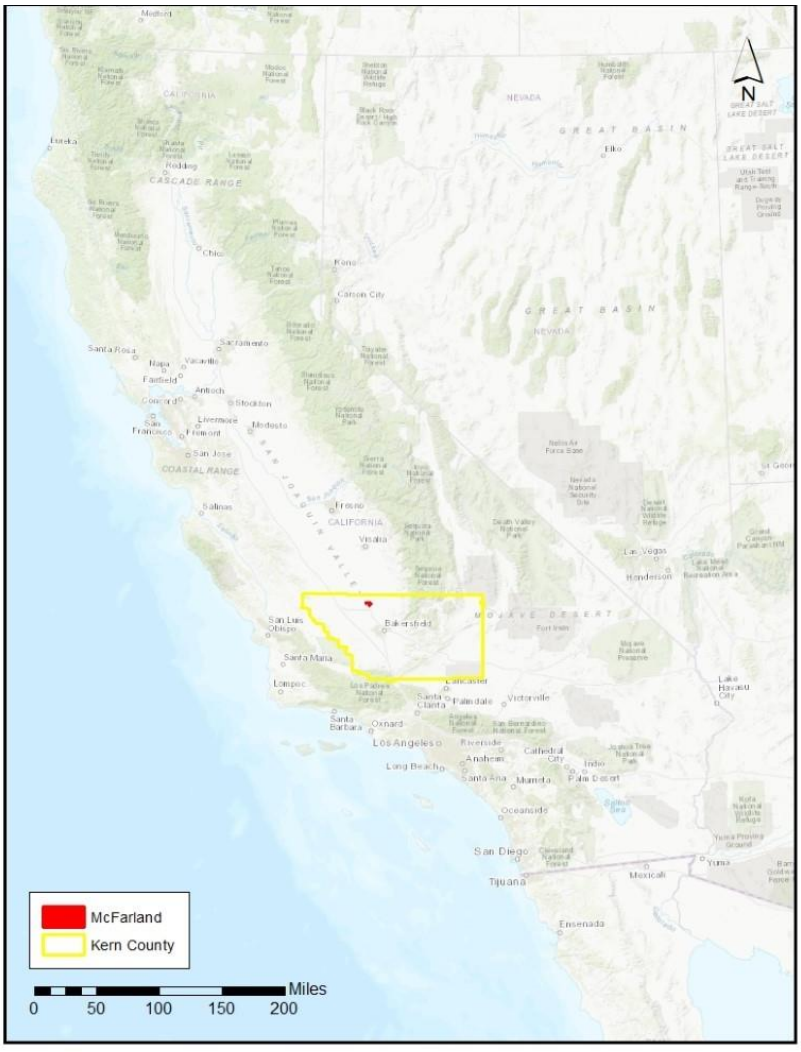
1.1 The Community and Planning Area

1.1.1 Setting

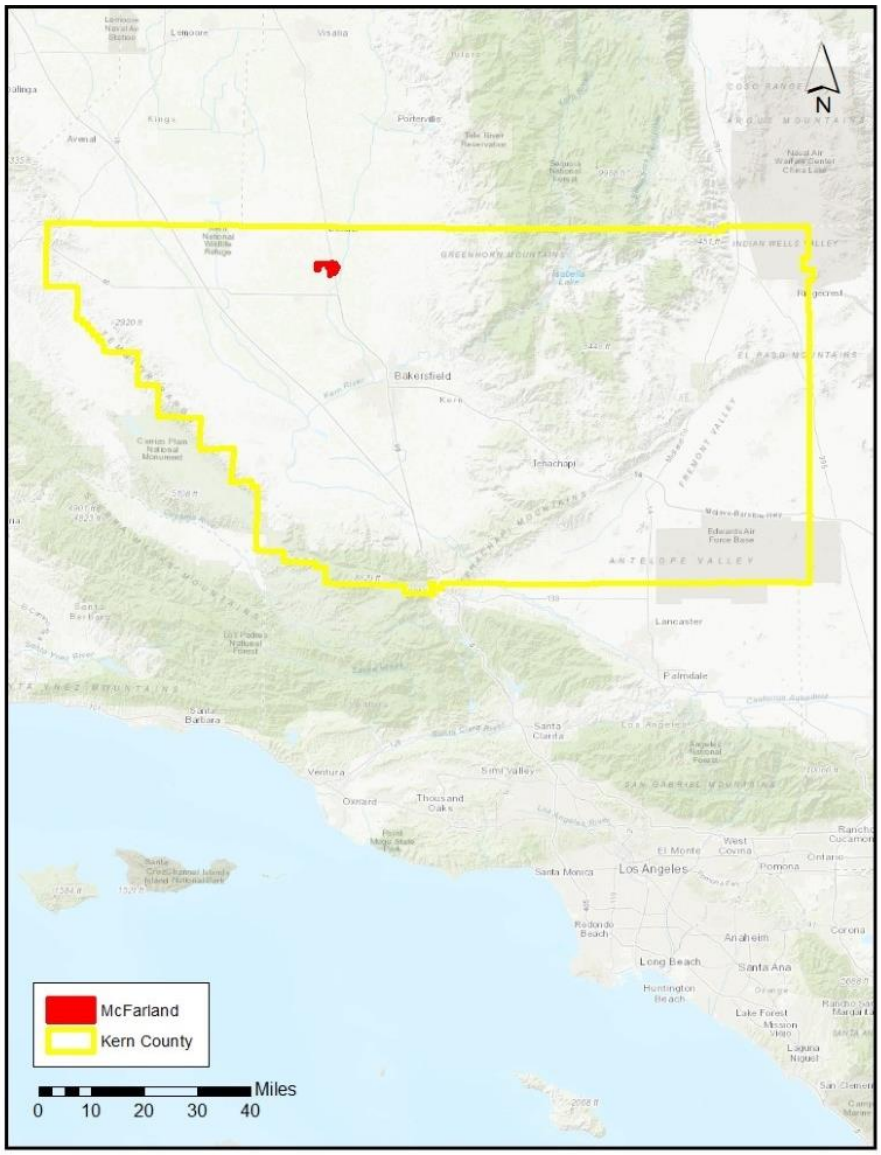
The City of McFarland sits in the northern section of Kern County within California's Central Valley. Map 1-1 displays the location of McFarland in relation to the State of California. Map 1-2 displays the location of McFarland within Kern County. The City is located along Highway 99, approximately 25 miles north of Bakersfield and approximately seven miles south of Delano. McFarland's boundaries encompass approximately three-square miles of land consisting of mostly residential, institutional, and agricultural uses. McFarland's Sphere of Influence and the surrounding area are primarily agricultural.

McFarland's climate consists of hot and dry summers and cool winters. Annual rainfall averages seven inches and average snowfall is zero inches. McFarland experiences sunny days for 274 days per year on average.

Map 1-1: Location of McFarland within the State of California.



Map 1-2: Location of McFarland within Kern County



1.1.2 Demographics

McFarland's population as of 2017 was 13,930. The distribution depicts a high concentration of younger individuals as shown in Figure 1-1. The median age in McFarland was 26 years old. McFarland had higher percentages of young children and teenagers and lower percentages of older working adults and seniors than Kern County and California as shown in Table 1-1. McFarland's population was predominantly white alone as shown in Table 1-2. It was also 96% Hispanic or Latino as shown in Table 1-3. Most of McFarland's residents identified as white in terms of race and Hispanic or Latino in terms of ethnicity, as categorized by the US Census.

McFarland's median household income was $35,069, or 69% of Kern County's and 52% of California's as shown in Table 1-4. The poverty rate in 2017 was 36%, much higher than in Kern County or California as shown in Table 1-5. The unemployment rate in McFarland was also higher than the surrounding area at 14.2% as shown in Table 1-6.

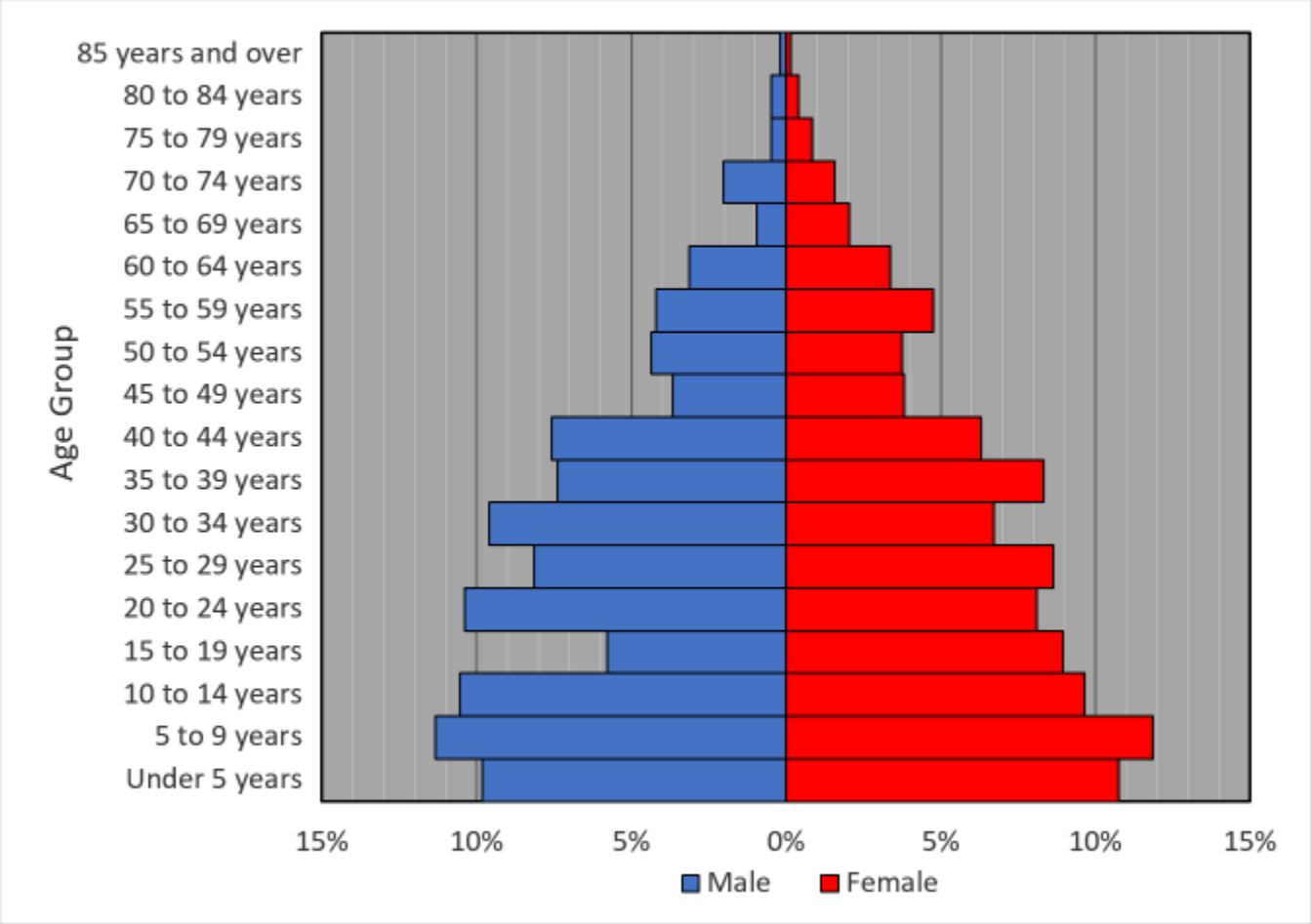


Figure 1-1: Population pyramid for McFarland in 2017.

Table 1-1: Age Distribution, 2017

Age	McFarland		Kern County		California	
	Population	Percent	Population	Percent	Population	Percent
Under 5	1,425	10	71,850	8	2,493,545	6
5-17	3,662	26	185,802	21	6,621,175	17
18-24	1,669	12	94,806	11	3,917,309	10
25-44	4,383	31	243,625	28	11,002,942	28
45-64	2,162	16	193,434	22	9,799428	25
65+	629	5	89,227	10	5,148,448	13

Source: U.S. Census Bureau; 2017 American Community Survey Table S0101 5-Year Estimates

Table 1-2: Racial Composition as a Percentage of Total Population, 2017			
	McFarland	Kern County	California
White alone	88.5	75.1	60.6
Black / African American alone	0.9	5.5	5.8
American Indian / Alaska Native alone	0.2	1.1	0.7
Asian or Pacific Islander alone	0.2	4.9	14.5
Some Other Race alone	8.8	10.1	13.7
Two or More Races	1.4	3.4	4.7
Source: U.S. Census Bureau; 2017 American Community Survey Table B02001 5-Year Estimates			

Table 1-3: Hispanic or Latino Ethnicity as a Percentage of Total Population, 2017			
	McFarland	Kern County	California
Hispanic or Latino (of any race)	95.6	52.2	38.8
Not Hispanic or Latino (of any race)	4.4	47.8	61.2
Source: U.S. Census Bureau; 2017 American Community Survey Table B03001 5-Year Estimates			

Table 1-4: Median Income, 2017			
Age	McFarland	Kern County	California
Median Family Income	$34,840	$55,176	$76,965
Median Household Income	$35,069	$50,826	$67,169
Source: U.S. Census Bureau; 2017 American Community Survey Table S1901 5-Year Estimates			

Table 1-5: Percent of Residents Below Poverty Level, 2017			
	McFarland	Kern County	California
Percent of residents below poverty level	35.9%	22.6%	15.1%
Source: U.S. Census Bureau; 2017 American Community Survey Table S1701 5-Year Estimates			

Table 1-6: Unemployment Rate, 2017			
	McFarland	Kern County	California
Unemployment rate	14.2%	10.7%	7.0%
Source: U.S. Census Bureau; 2017 American Community Survey Table S2301 5-Year Estimates			

1.1.3 History

The City of McFarland was founded in 1909 by an educator named James Boyd McFarland, who moved to California from Ohio and purchased 50 acres of land in what is now McFarland. His purchase was based on his observations that the land had the potential to become prime agricultural land in the pristine San Joaquin Valley. As the burgeoning agricultural industry expanded in the valley, the City of McFarland grew.

McFarland experienced significant growth in the 1930s during the Great Depression as people moved westward from the drought-impacted mid-western states. Growth in the City was in part spurred by the City's location with freight rail lines operated by the Union Pacific Railroad bisecting the City in the north-south direction.

In 1950, Highway 99 was constructed and served as a major corridor connecting many Central Valley cities. Highway 99 connected McFarland to the wider region causing the area to experience population growth throughout the 1950s, leading to its incorporation in the summer of 1957. The highway construction also separated the City into two distinct sides that characterize McFarland's form today.

For the remainder of the 20th century, McFarland continued to experience various periods of growth as the farming community became a full-service city within Kern County. In the 1980s, McFarland High School's cross-country team, with guidance from their coach, Jim White, won nine state titles. The events that brought McFarland great amounts of positive press were dramatized in the 2015 Disney-produced film "McFarland, USA" which centers on the award-winning cross-country team and their impact on the City of McFarland.

1.1.4 Planning Area and Sphere of Influence

Prior to 2020, the planning area for the City of McFarland encompassed approximately 12.12 square miles (7,760 acres), located south of the City of Delano and north of the City of Bakersfield. The area included both the east side and west side developments situated around the north-south Highway 99 and Union Pacific railroad rights-of-way. The Sphere of Influence (SOI) created by the Local Area Formation Commission (LAFCO) is defined as the planning boundary outside of the City's legal boundary that designates McFarland's probable future boundary and service area. The planning area is defined as the area to which this document refers, which is compiled from the boundaries of existing and potential future extents of the City and its sphere of influence. This document details the future development of the City. The City's SOI is slated to be expanded in 2020 with inclusion of the land along Highway 99 south toward the intersection with Highway 46. This proposed expanded Sphere of Influence is to encompass approximately 18.37 square miles (11,760 acres) and stretches south toward State Route 46 and the Famoso interchange. Since a Sustainable Agriculture Element is included in this General Plan update and agricultural lands surround the City and its SOI, the "study area" extends slightly beyond the proposed SOI to cover an area of approximately 23 square miles or 14,760 acres.

1.2 Purpose, Intent, & Legal Authority

1.2.1 Long Range Planning

California State law requires all cities and counties to prepare a comprehensive General Plan. The General Plan is to guide future development in the jurisdiction and is the foundation upon which all land use decisions are based. It includes goals for the future of the jurisdiction and outlines policies and programs to achieve those goals.

This General Plan update became necessary as McFarland's existing General Plan approached 30 years of age. The update was a collaborative effort between the City of McFarland and a class of 16 second year graduate students in the Master of City & Regional Planning program at California Polytechnic State University (Cal Poly) at San Luis Obispo under faculty supervision.

1.2.2 Regional Coordination

The City of McFarland is located within Kern County in the Central Valley of California. McFarland, Kern County, and ten other cities make up the Kern Council of Governments (Kern COG or KCOG), a Metropolitan Planning Organization (MPO), which aids in regional planning and coordination efforts and focuses primarily on transportation, though it is also involved with air quality, housing, and other issues.

1.3 General Plan Components

1.3.1 Elements of the General Plan

Seven elements are required for all General Plans in California, with two further elements required for communities meeting criteria. Optional elements may also be included, and they carry the same legal force and status as the rest of the Plan. In this General Plan update, five optional elements are included.

- **Required:** Land Use, Circulation, Housing, Safety, Conservation, Open Space, and Noise
- **Required in San Joaquin Valley Air Pollution Control District:** Air Quality
- **Required in Disadvantaged Communities:** Environmental Justice
- **Optional:** Economic Development, Health, Community Design, Public Facilities, and Sustainable Agriculture

Land Use

The Land Use Element is required and designates the location, type, and concentration of land use in a city and ensures that neighboring land uses complement one another. The main land use categories include residential, institutional, commercial, industrial, and open space.

Circulation

The Circulation Element is required in a General Plana and it focuses on the movement of people and goods. To fulfill this, the Circulation Element centers on transportation circulation. It is closely related to the Land Use, Housing, Open Space, Noise, and Safety elements.

Housing

The Housing Element is required and it must meet legal requirements from the State Housing Element Law. The Housing Element examines housing and household characteristics, such as housing for vulnerable populations, affordability, and long-term housing needs that provide access to people from all economic backgrounds.

Economic Development

Economic development refers to the process by which the economic well-being and quality of life of a local community is improved. The optional Economic Development Element is to guide the community in expanding, attracting, and retaining businesses to support vibrant and diverse economic activities.

Safety

The Safety Element is required in the General Plan. It describes and coordinates the municipal and civilian response to natural and man-made hazards including flood, fire, drought, seismic, geologic, and climate hazards. The Safety Element coordinates existing information on hazardous conditions in combination with the predicted change in natural conditions.

Conservation

The Conservation Element is required in the General Plan and addresses the conservation, development, and utilization of natural resources including water, forests, soils, wildlife, and minerals. The Conservation Element sets goals and policies for the preservation and development of land and agriculture.

Open Space

The Open Space Element is required in the General Plan and defines comprehensive, long-range goals and objectives involving preservation of open space and recreational space. In particular, the element is to present information on three uses for open space within a city: agricultural production, natural resource management, and reasonable access to open spaces for public health and safety. As a mainstay of the City's economic base, the subject of agriculture is covered in a separate Sustainable Agriculture Element.

Air Quality

The Air Quality Element addresses the quality of air in the community and establishes methods of improving air quality. The Governor's Office of Planning and Research (OPR) mandates that communities develop an Air Quality Element if they are within the jurisdiction of the San Joaquin Valley Air Pollution Control District.

Health

The optional Health Element categorizes, labels, and articulates different health needs impacting the mental and physical well-being of citizens. A health-oriented community has access to healthcare, healthy food options, recreational opportunities, active and mass transportation modes, and a clean environment.

Environmental Justice

The City of McFarland is required by law to have an Environmental Justice Element due to its designation as a disadvantaged community. The purpose of the Environmental Justice Element

is to identify objectives and policies to reduce compounded health risks including pollution exposure, food insecurity, and insufficient physical activity. The element also requires jurisdictions to promote public participation in the decision-making process and prioritize the needs of disadvantaged communities.

Noise

The Noise Element is required in the General Plan and identifies noise sources and noise sensitive land uses and contains goals, policies, and programs to mitigate noise impacts. The Noise Element helps guide the Land Use Element and land use decisions to minimize excessive exposure to noise.

Community Design

Community design refers to the unique character and features of a city's built and natural environment. The purpose of this optional element is to help establish a sense of place by highlighting the positive aesthetic and functional qualities of a city. These qualities can be classified under a wide variety of features including streetscapes, parking lots, architecture, landscaping, signage, commercial development, and residential development. Formalizing these characteristics into a Community Design Element helps define a location and improves quality of life for residents and visitors.

Public Facilities

The Public Facilities Element is optional and details the existing conditions and standards of the services, infrastructure, and utilities that are provided by the City. The element covers such infrastructure as water systems, utilities, waste management, safety services, schools, parks, and public buildings. These systems are important to maintain a high quality of life in the community.

Sustainable Agriculture

The Sustainable Agriculture Element is optional and addresses managed production and conservation of agricultural lands to sustain the role of Agriculture as a mainstay of the local economy while it contributes to the State economy. The policies under the Sustainable Agriculture Element seek to preserve existing open spaces and agriculturally productive land while allowing for responsible conversion of land for needed housing and commercial development.

1.3.2 Contents of Elements

During this General Plan update, the planning team researched the existing conditions in the City of McFarland. This information was collected from community members during public meetings and community outreach, as well as through field research, reviews of planning documents and development patterns, and other relevant sources. Goals, objectives, policies, and programs were developed based on the information found by the planning team,

combined with input from the community. The format for these goals, objectives, policies, and programs are as follows:

Goal
A goal is a general direction-setter. It is an idealized vision of the future with respect to public health, safety, or general welfare. A goal is a general expression of community values that may be abstract. Thus, a goal is generally not quantifiable or time dependent.

Objective
An objective is a specified end, condition, or state that is an intermediate step toward attaining a goal. It is often specific, measurable, achievable, realistic, and time dependent. An objective may relate to one specific aspect of a goal, or it may be one of several successive steps towards achieving a goal. Thus, there may be more than one objective for each goal.

Policy
A policy is a specific statement that guides decision-making. It indicates a commitment of a local legislative body to a particular course of action. A policy is based on, and helps implement, the objectives and goals of the General Plan.

Program
A program implements a General Plan policy. Jurisdictions draft programs to be specific to implement policies, meet objectives, and ultimately work towards goals.

1.4 References

U.S. Census Bureau; 2017 Census of Population and Housing, *Age and Sex*; McFarland, Kern County, and California; American Community Survey 5 Year Estimates, Table S0101; Retrieved October 11, 2019 from https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

U.S. Census Bureau; 2017 Census of Population and Housing, *Employment Status*; McFarland & Kern County, California; American Community Survey 5 Year Estimates, Table S2301; Retrieved October 11, 2019 from https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

U.S. Census Bureau; 2017 Census of Population and Housing, *Hispanic or Latino by Specific Origin*; McFarland, Kern County, and California; American Community Survey 5 Year Estimates, Table B03001; Retrieved October 11, 2019 from https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

U.S. Census Bureau; 2017 Census of Population and Housing, *Income in the past 12 Months (In 2017 Inflation-Adjusted Dollars)*; McFarland & Kern County, California; American Community Survey 5 Year Estimates, Table S1901; Retrieved October 11, 2019 from https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

U.S. Census Bureau; 2017 Census of Population and Housing, *Poverty Status in the Past 12 Months*; McFarland & Kern County, California; American Community Survey 5 Year Estimates, Table S1701; Retrieved November 4, 2019 from https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

U.S. Census Bureau; 2017 Census of Population and Housing, *Race*; McFarland, Kern County, and California; American Community Survey 5 Year Estimates, Table B02001; Retrieved October 11, 2019 from https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

2. PLANNING PROCESS

2.1 The Planning Team

The Planning Team for the McFarland General Plan update consisted of sixteen second year graduate students from California Polytechnic State University, San Luis Obispo in the Master of City and Regional Planning Program under the supervision of faculty. The team worked closely with the City of McFarland and dedicated stakeholders over the course of six months to complete an initial, comprehensive update to the City's General Plan. First a Background Report was produced as a culmination of background research and community input, developed to serve as the foundation for the development of goals, objectives, and policies in the General Plan update. This report includes the regulatory setting, overview of existing conditions, community feedback, and emerging directions related to each Element of the General Plan.

2.2 Community Planning Process

The planning process refers to the path taken to research, analyze, and integrate community input in the development of the written plan document. Figure 2-1 outlines the timeline of the three essential phases of the General Plan Process, which included the collection of information, analyzing of that information, and comparing growth alternatives.

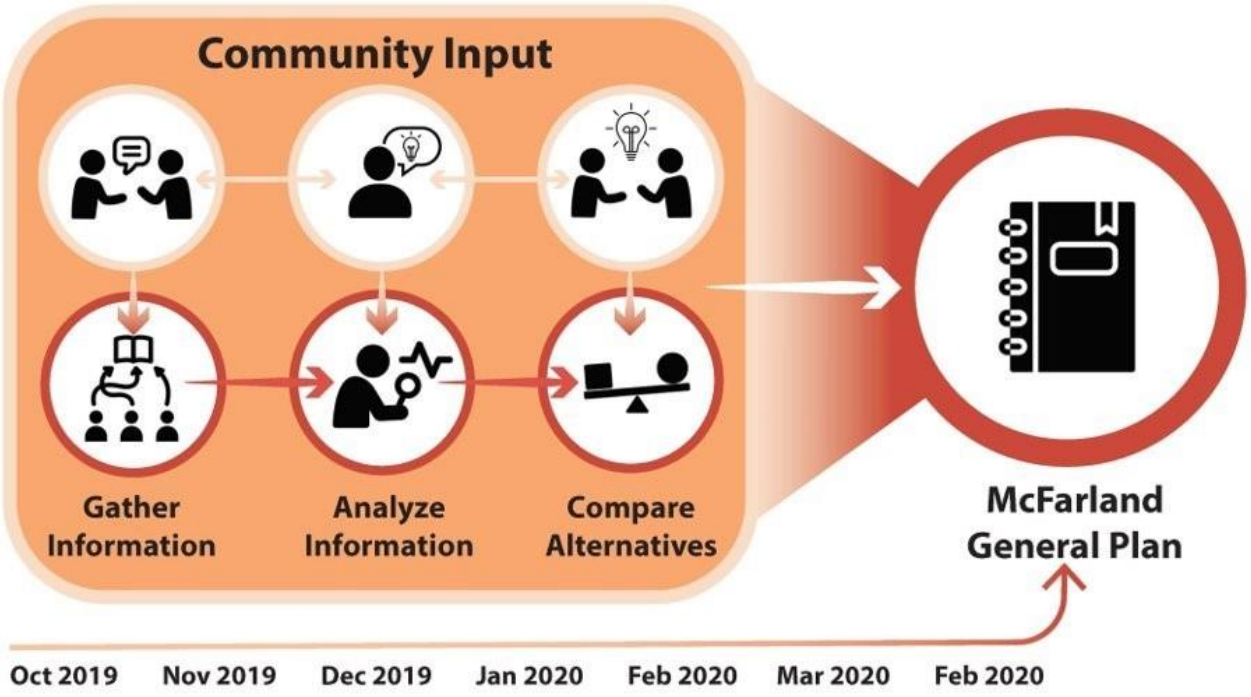


Figure 2-1: General Plan process diagram.

The planning process began in September 2019. The planning team began reviewing local and regional planning documents containing relevant codes and regulations in the region, while attaining an understanding of the demographics and history of McFarland. On October 24,

2019, the planning team hosted a community focus group meeting and requested input on the strengths, barriers, and wishes of McFarland residents. Following that meeting, the planning team analyzed community feedback and used it to guide the creation of questions for the community visioning meeting, which occurred on November 14, 2019. The second public meeting provided an opportunity for community members to communicate their preferences regarding specific components of the General Plan elements.

During the community visioning meeting, the planning team established a platform for community preferences to be identified through an interactive exercise affiliated with each of the General Plan elements. Information from both community meetings was analyzed and compiled into the Background report.

Community feedback is an important component of the planning process, and two more community meetings took place in February and March of 2020. These meetings nurtured a space for residents to share their perspectives on alternative growth approaches. The planning team then used this information to identify which growth development plan was right for McFarland and most desired by its residents. Once completed, the draft General Plan was submitted to the City of McFarland for further review.

The General Plan has information regarding all the elements and identifies needs for future growth and development in McFarland. Following review of the draft Plan, the revised document was submitted to the City of McFarland for further action toward potential adoption.

2.2.1 Phase 1 Gathering Information

Initiated in September 2019, phase one was concerned with the collection of primary and secondary information. The planning team reviewed secondary data sources for the General Plan, including federal, state, county, and local documents. The planning team reviewed existing demographic data and historical information on McFarland. The team collected primary data through the community feedback meetings and from a comprehensive land use inventory. During the public meetings, primary data was collected about existing strengths, weaknesses, and desires of the residents, along with an identification of the priorities for the future of McFarland. The land use inventory involved data collection by members of the planning team on existing land uses, sidewalk conditions, and building conditions in McFarland.

2.2.2 Phase 2 Analyzing Information

Phase two began in November 2019 and consisted of an analysis of the information collected during Phase 1. The planning team used information related to community-defined strengths, barriers, and wishes to identify themes affiliated with each of the General Plan elements. This analysis remained in progress, as the planning team continued to collect community input and attain community knowledge from citizens, community leaders, and local government staff.

2.2.3 Phase 3 Comparing Alternatives

The third phase of the planning process was the formation and comparison of alternative growth strategies. Questions answered by the community during preference exercises contributed to the development of alternative growth strategies, which commenced in January 2020.

The review of existing documents and collection of community input from residents, officials and stakeholders enabled the creation of a General Plan document that frames the future development of McFarland. The planning team continued to collect community input throughout the duration of the process to create a comprehensive document that reflects the aspirations of the community.

2.2.4 The McFarland General Plan

This is a comprehensive update and expansion of McFarland's General Plan based on extensive research and analysis of existing information sources. The previous General Plan was prepared in 1988 with sporadic updates to certain sections in 2011 and later years. The planning team worked with the people of McFarland to develop an updated General Plan that represents the needs identified by the community in late 2019 and early 2020. This plan is developed to be vertically consistent with State regulations and reflective of McFarland's community needs. The Plan includes two essential volumes of planning documents for McFarland: The Background Report and the Draft General Plan.

2.3 Research Methods

Information for the background report was collected from September through November of 2019. Three main research methods were used during this process:

1. Two public meetings were held to connect with residents and engage them in the planning process to gain feedback on community aspirations.
2. Field work was conducted to develop a land use inventory of existing conditions within McFarland.
3. Secondary research was done to identify appropriate standards, policies, and programs related to each General Plan element.

2.3.1 Primary Research

Primary research is defined as original research, conducted to find answers to specific issues or questions. The process can involve questionnaires, surveys, or interviews with small groups or individuals. As part of the primary research methods, the planning team organized two community meetings. The initial meeting identified community views related to strengths, barriers, and wishes for McFarland. The second meeting centered on the community's preferences for the future of McFarland. The other main primary method used was the land use inventory.

2.3.1.1 Focus Group Community Meeting

Meeting 1, the Focus Group Community Meeting, was held on October 24, 2019 from 5 PM to 7 PM at the McFarland Community Center. The meeting included a presentation about requirements and elements of the General Plan and goals for the project. Then followed group discussion with community members about the strengths, barriers, and wishes for McFarland.

Meeting 1 provided a brief explanation of what a General Plan is, its purpose, information and elements included, and what it works towards. Then community members formed smaller focus groups to partake in discussions. The focus groups were asked the following three questions:

- What are the strengths of your community?
- What does your community lack?
- What would make your community better?

The meeting participants were provided with a few minutes to answer questions on colored sheets provided to them by the planning team. This was followed by short discussions with other participants to share ideas and voice thoughts. Planning team members acted as facilitators to guide the conversation and recorded all ideas shared at each table. Once all the questions had been answered, each focus group nominated a community member to share their thoughts with all meeting participants.

The information and discussion from the meeting were provided in both English and Spanish. Approximately 25 community members were in attendance. Following the meeting, planning team members went to a community cook-off event on November 3, 2019 to share similar information about the General Plan update.

2.3.1.2 Community Preferences Meeting

The second meeting, the Community Preferences Meeting, was held on November 24, 2019 from 5 PM to 7 PM at the McFarland Community Center. The meeting included a presentation and three breakout sessions with 15-minute interactive preference activities.

The meeting provided a brief definition of each element in the General Plan, the status of each element in McFarland, the community strengths, barriers, and wishes as they relate to each element, and emerging directions that were compiled from the information collected from the first community meeting and other research activities. The elements were presented in groups of four, followed by breakout sessions led by the planning team. The three 15-minute breakout sessions looked for community preferences related to each element presented. The members of the community in attendance were given stickers to answer question boards based on their individual preferences. The participants were also given the opportunity to place more than one sticker in response if they had strong feelings about certain options on the board. The results of the preferences were collected and summarized for the community members.

The information and discussion from the meeting were provided in both English and Spanish. Around 20 people were in attendance. Following this meeting, additional information was collected using an online survey to collect more data on the community preferences.

2.3.1.3 Land Use Inventory

The land use inventory was a primary data collection effort composed of data collected about the community. The planning team completed a site visit to McFarland and walked throughout the planning area. The community was divided into seven neighborhoods for observation. The planning team worked in two-person teams to collect the data for the inventory to attain an understanding of the existing land uses, building conditions, and sidewalk availability and conditions per parcel. The assessed information was obtained from the site visit conducted on October 14 to capture these criteria:

- Active land use(s)
- Number of structures on parcel
- Number of stories for each structure on parcel
- Mixture of uses on each parcel
- Number of units per structure
- Condition of the structures
- Presence of sidewalks
- Vacancy in structures

The planning team entered characteristics for each parcel into iPads installed with HanDBase database software. This software allowed the planning team to organize, export, and merge data from the fieldwork onto the computer for further analysis using Excel and GIS software. The data from the land use inventory is compiled into GIS and an existing land use map in the Background Report.

2.3.2 Secondary Research

Secondary research methods included the summary, collation, and merger of existing research documents. This research method is used to understand the background of McFarland and regulations that apply to the City, along with all existing documents concerned with the City. The planning team had used government documents, US Census data, historical documents, planning documents, and other related documents to develop a comprehensive understanding of McFarland. The information compiled was used to compile the Background Report.

2.3.3 Themes in Community Feedback

Themes from the community feedback collected from the meetings can be found in this section. In multiple instances, themes are repeated within the summary to capture shared themes across the different elements.

2.3.3.1 Community Meeting 1: Focus Groups

Date: Thursday, October 24, 2019

Land Use

In the initial community meeting, residents shared their strengths, barriers, and wishes for the City as it relates to land use. Strengths for land use largely pertain to the location of parks within the City and the new residential development that is located on the western edge of the City. In addition, residents stated that sidewalk improvements in downtown enhanced the atmosphere within the City. Community barriers related to land use were limited housing options, a lack of medical care facilities, and minimal development on the east side of the City. Community wishes included more industrial development, affordable housing options, and expanded retail options, including restaurants and car dealerships.

Circulation

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to circulation. Strengths were related to the presence of Highway 99 and numerous resurfaced roads within the City. Also, the downtown beautification was praised for improving the sidewalks. The listed barriers included limited connections between the east and west sides of the City; lack of regional connections between Delano, Wasco, and Bakersfield when using public transportation; and outdated crossing infrastructure.

Housing

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to housing. Their strengths included the newer residential developments in the City. Barriers included limited housing options and affordable housing choices. Wishes for McFarland included better housing stock on the east side, affordable housing options, and an incentive program for public employees to become homeowners.

Economic Development

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to economic development. The strengths included mobile vendors, the proximity to the highway that allows for retail opportunities, and the centralized downtown that has opportunities to expand into a robust commercial center. Community-identified barriers included a low number of businesses on the east side of the City, a distinct lack of local businesses, and a lack of career training opportunities for residents. Other barriers were related to the lack of big-box retailers and other related commercial establishments. Wishes collected from the community input were to expand revenue-generating commercial uses in the City, organize summer events to generate income for local commerce, and expand hotel lodging options.

Safety

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to safety. The results from the initial meeting showed pronounced interest in safety as it related to natural hazards. No strengths that related to safety were mentioned in the meeting. Barriers included a lack of evacuation plan, missing drainage and flood control infrastructure, and a lack of emergency drills to train residents how to respond to emergencies. No community wishes as they related to safety were identified in the meeting.

Conservation

In the first community meeting, no information on barriers or wishes were collected from the community members. The strength was related to the City's ability to utilize resources with efficiency.

Open Space

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to open space. Strengths include the good quality of the parks, well organized youth sport organizations, and a youth population interested in sport-related activities.

Air Quality

In the first community meeting, residents shared their concerns pertaining to the surrounding local air quality. Strengths and barriers related to air quality were not shared in the meeting, but a single wish was shared that asked for better air quality. The single comment also noted that air quality was affected by the presence of agriculture in the region surrounding the City.

Health

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to health. Comments included lack of access to medical care facilities, rehabilitation centers, and activities for the City's senior community members. Information was not forthcoming about strengths. Barriers included a lack of healthcare facilities for physical and mental health, along with a lack of activities for senior citizens. Wishes for the community were gathered and related to a need for medical facilities in the City. In addition, a distinct wish for mental health care facilities was noted. Another wish of note was a comment on expanded daycare options for parents with younger children.

Environmental Justice

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to environmental justice. Strengths included the presence of sidewalks on many City blocks, with a note for more sidewalks in sections of the City lacking in sidewalks. Barriers included missing connections between the two sides of McFarland and contrasting quality of infrastructure between the east and west side, with lower-quality infrastructure on the east side. Wishes included expanded public service programs related to the City's senior

center and for improved air quality, as the agricultural industry impacts McFarland's air conditions.

Noise

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to noise. The information collected revealed that residents found noise produced by the railroad as a barrier and an issue they wished to be fixed. A comment tangentially related to noise was a desire expressed by community members to have some nightlife and clubs or bars within downtown McFarland.

Community Design

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to community design. Strengths included the City's tight-knit neighborhoods that create a unique community spirit. This spirit is emulated by local building styles with multiple churches providing community centers. Some residents considered the small-town character and atmosphere as a barrier. Wishes included an incentive program to provide beautification for buildings within the City and improved crossings over Highway 99.

Public Facilities

In the first community meeting, residents shared their strengths, barriers, and wishes as they related to public facilities. Residents in attendance expressed their satisfaction with the quality of the parks within the City, the school programming that provided activities for youth, and clean facilities located throughout the City. Barriers included a lack of lighting in some areas of the City and a distinct lack of sidewalks, lighting, and infrastructure on the east side of the City.

Sustainable Agriculture

In the first community meeting, residents shared comments related to agriculture. They considered the scenic setting that agriculture fields provide as a strength, but the air quality impacts of agricultural operations a barrier. Residents wish for a farmer's market where they can purchase fresh foods.

2.3.3.2 Community Meeting 1: Strengths

In summary, residents identified the following strengths in the City of McFarland:

- Strong sense of community, identity, and pride.
- Great churches and faith services.
- Strong support for veterans.
- Sense of safety, peace, and stability in McFarland.
- Family-friendly community.
- Beautification has begun through recent infrastructural improvements.
- Many clubs, organizations, and recreational opportunities are available to residents.
- Schools always have many activities going on.

- Good communication between the City and the community.

2.3.3.3 Community Meeting 1: Barriers

In summary, residents identified the following as barriers challenging the City of McFarland:

- Limited pet-friendly areas
- Lack of equality in businesses, services, and beautification efforts across the City
- Limited lighting in public areas
- Much infrastructure is outdated
- Limited athletic events
- Speed limits were not enforced
- Highway did not draw people into McFarland
- Poor connections between the east and west sides of the City
- Lack of regional connections to surrounding communities
- There was no emergency evacuation plan
- Lack of gas stations
- Lack of major businesses
- Limited health care opportunities
- Unemployment was high in the winter
- Missing recreational facilities
- Limited affordable housing opportunities
- Lack of local businesses
- Lack of safety and police services

2.3.3.4 Community Meeting 1: Wishes

In summary, residents wished for the following:

- Incentives for City beautification
- Crossing improvements for Highway 99
- Increase in local businesses and economic development
- Improved highway entrances and traffic control
- Integration of trade programs within educational opportunities.
- Further engagement with new technologies
- More opportunities for restaurants, retail, and entertainment
- Opportunities for daycare and senior services
- More variety and affordability in housing stock
- Programs for art and recreation for youth
- New City Hall or government centers
- Implementation of mental health services and education
- Increase in community and cultural events
- Better interaction between government and citizens

- Tertiary water treatment for more usable water

2.3.3.5 Community Meeting 2: Preferences

Date: Thursday, November 14, 2020

Land Use

In the second community meeting, the resident's preferences on land use decisions were the central focus. The community members were asked to select from a set of options for questions and to indicate their top choices by placing sticker on posters. The questions were created from feedback analyzed from the first meeting. When residents were asked where they would like to see development concentrated, most community members wanted eastern McFarland and the potential southern annexation area south of the 2019 City limits.

Circulation

In the second community meeting, community members were given a set of questions to encourage them to share their preferences on various improvements to McFarland as they related to circulation. Residents noted a preference for public transportation options and raised crosswalks. Respondents stated a preference for travelling to Bakersfield using public transit. Residents also noted that they would prefer to visit parks in McFarland using bicycles and to visit commercial businesses within the using public transit City.

Housing

In the second community meeting, residents were given a set of questions that focused on housing preferences. Residents were given a series of questions related to the future of housing development and improvements that they would prefer. Most residents preferred to maintain the single-family residential style developments that were abundant in the City. There were some responses that showed an interest in mixed-use residential development. Apartments were the most preferred type of affordable housing choice with a focus on low-income residents. In addition, community members noted that building maintenance was the most pressing issue in their neighborhoods.

Economic Development

The second community meeting allowed community members to answer a set of questions and asked for their preferences on each option presented to them. When McFarland residents were asked what types of industry there would want in their city, they noted a preference for distribution centers and manufacturing facilities. Residents also noted that they would like to see food service commercial in the City, and strip mall-oriented commercial development. Respondents also noted a desire for post-secondary education in mechanical, electrical, and healthcare fields.

Safety

In the second community meeting, residents were given a series of questions that related to safety concerns and potential improvements. Most residents in attendance noted that flood and drought were their most pressing concerns. Climate change was also noted as a potential threat to the community. Most residents stated that flooding occurred on the east side of McFarland.

Conservation

The second community meeting gave residents the space to choose their preferences related to conservation within McFarland. Most residents noted that they were concerned with water efficiency, with some votes indicating concern with energy efficiency. Residents also stated that they would prefer to see enhanced habitat space in vacant space within the City, in addition some votes indicated a preference for habitat space to be allocated in the streetscape and City parks. Residents in attendance also preferred renewable energy as an energy-saving option. The question about which water-saving strategy appealed to them indicated a preference for drought-tolerant plants to be implemented within the City.

Open Space

At the second community meeting, residents were given a set of questions related to open space concerns and improvements for the City. Residents in attendance noted their preference for water-wise landscaping in City parks. Residents also noted a preference for new sports facilities, dog parks, and upgraded facilities were also noted as preferred choices. Residents stated their preference for Mediterranean style landscaping for their yards, and that they preferred to walk or use their car to travel to parks. In addition, residents noted that the park they use the most was Jim White “Blanco” Park with McFarland Park also noted as a close second preferred recreational space.

Air Quality

At the second community meeting, community members responses solidified their concern with air quality within the City. Residents noted that they preferred both to limit industrial air pollutants and promote alternatives to driving to reduce air pollution within McFarland. Residents also noted a strong preference to plant more trees within the City as a strategy to reduce air pollution.

Health

At the second community meeting, residents had the chance to indicate their preferred methods to improve health within McFarland. Residents in attendance noted that they would like to see farmers’ markets in the City to increase access to fresh produce. Residents also noted that sporting events would be beneficial to improving social interactions within McFarland. In addition, community members noted their preference for primary care facilities,

clinics, and family planning medical facilities in the City. Residents also indicated a preference for mental health clinics as a medical service for the City.

Environmental Justice

In the second community meeting, residents indicated a preference for more community activities to encourage physical activity amongst community members. Residents also noted that they were most concerned with air pollution caused by dust generated by agricultural uses. In addition, transportation-generated air pollution was a major cause of air pollution. Community members indicated a preference for access to farmer's markets and more grocery stores that stock fresh produce to promote healthy food choices for residents. Residents noted a preference for youth sports and recreation programs to promote a sense of community within McFarland.

Noise

In the second community meeting, residents were asked to give their opinions in relation to noise concerns within the City. Community members noted that Highway 99 and the railroad were sources of noise-related annoyance that bothered residents. A few community members stated that noise bothered them daily, but there was a wide range of responses including multiple community members who said noise never or almost never bothered them. When residents were asked what sections of McFarland were most affected by noise, residents noted that the areas closer to Highway 99 and the railroad were locations where noise annoyed them.

Community Design

The second community meeting gave those in attendance a set of questions so they could share their preferences on various community design related preferences to improve McFarland. Questions covered topics that included streetscape improvements, architectural styles that appealed to residents, and improvements to downtown. Residents noted a preference for improved pedestrian access on streets. A preference for modern or contemporary architecture for building construction was also noted. Community members in attendance also stated that trash cans, lighting, and increased landscaping were desired improvements for commercial areas within the City. For improvements to downtown, residents indicated that public spaces, plazas, pocket parks, and complete streets would be ideal to enhance community design.

Public Facilities

In the second community meeting, community members were given a set of questions so they could share their preferences and issues related to public facilities within McFarland. When residents were asked which public services or facilities they wanted to see improved, community members noted that they wanted police services to see improvement. After-school programs for kids and senior centers and activities were noted as the preferred choice for improvements to community services within the City. Infrastructure needs noted more streetlights, better maintained streets, and improved sidewalks within the City. When residents

were asked questions related to personal safety, community members noted they felt safest in the southwestern section of McFarland. In contrast, residents felt the least safe in the eastern section of McFarland.

Sustainable Agriculture

During the second community meeting, residents noted that they were most concerned with air pollution caused by dust generated by agricultural uses. Community members also indicated a preference for access to farmer's markets.

2.3.3.6 Community Meeting 3: Future Alternatives

Date: Thursday, February 19, 2020

At the third community meeting, the planning team presented three growth alternatives. These alternatives were designed with contrasting visions of the future to facilitate discussion with stakeholders. The three alternatives included Business as Usual, Moderate Growth and Redevelopment, and Smart Growth.

Each alternative provided a conceptual land use map, proposed circulation options, representative photos, and three-dimensional building massing models. This information was presented in a before/after format to showcase the potential physical impacts of each growth alternative.

The alternatives were presented with the following growth assumptions:

Business as Usual

- Auto-oriented development
- Low-density residential as the dominant housing type
- Commercial along Highway 99
- Light and heavy industrial uses

Moderate Growth and Redevelopment

- Residential infill development
- Accessory dwelling units as a residential option
- Expanded bus services
- Complete streets
- Increased commercial and full-service grocery stores
- 3-story height limit to maintain McFarland's small-town character

Smart Growth

- Maximizing housing, retail, mixed use, and industrial growth to match the highest jobs to labor force ratio recorded for McFarland
- Residential development focused in Downtown and on the Westside

- Land use distribution that provides mixed-use commercial for service jobs, light industrial to accommodate office and studio uses, heavy industrial to provide high paying manufacturing jobs, and highway commercial to create sales tax-generating services along Highway 99
- Expanding public transit with a new internal circulatory transit network to link with the existing regional transit system; developing bicycle and pedestrian infrastructure to link homes, schools, and parks; improving non-motorized crossings to provide better transition and connection between East and West sides of the City.

The following section outlines the results from the survey completed by community member at the February 19th meeting:

For the Business as Usual Alternative, community feedback indicated that:

- 95.8% of participants liked low-density residential uses in McFarland
- 65.2% of participants liked auto-oriented uses
- 100.0% of participants liked commercial development along Highway 99
- 54.2% of participants liked light and heavy industry uses in the City
- 54.2% of participants liked loss of open space and agriculture
- 83.3% of participants disliked development in the floodplains
- 57.7% of participants liked residential development near industrial uses
- 88.0% of participants disliked limited walkability and connectivity

For the Moderate Growth and Redevelopment Alternative, community feedback indicated that:

- 83.3% of participants liked mixed density housing
- 87.5% of participants liked mixed-use development for commercial and housing
- 72.0% of participants liked accessory dwelling units for residential infill
- 95.8% of participants liked highway commercial development
- 100.0% of participants liked improved sidewalk and bicycle connections
- 95.7 of participants liked expanded bus connections within the City
- 83.3% of participants liked infill development on vacant and underutilized land
- 87.0% of participants liked increased density
- 95.2% of participants liked downtown redevelopment
- 72.7% of participants liked more affordable housing options
- 94.7% of participants liked improved connectivity
- 90.0% of participants liked more public transportation options

For the Smart Growth Alternative, community feedback indicated that:

- 93.1% of participants liked downtown infill development
- 90.0% of participants liked westside residential expansion

- 96.7% of participants liked development along Highway 99
- 86.2% of participants liked gateways to the City using signs
- 100.0% of participants liked walkable corridors with widened sidewalks, benches, and landscaping
- 82.8% of participants liked separated bike lanes
- 89.7% of participants liked extended pedestrian and bike barriers along highway crossings
- 82.1% of participants liked intra-city bus service
- 92.9% of participants liked additional bus stops for Kern Transit route
- 70.4% of participants liked increased housing density
- 100.0% of participants liked increased job opportunities along Highway 99
- 92.9% of participants liked a vibrant downtown
- 70.4% of participants liked mixed-use in downtown
- 77.8% of participants liked identified gateways
- 96.4% of participants liked safe streets for all road users

In summary, attendees at the third meeting expressed a desire for McFarland to continue evolving with more active transportation infrastructure, more housing, and more commercial development along Highway 99. Residents were accepting of infill development on vacant land, and accessory dwelling units were welcomed as an opportunity to build more affordable housing. Residents accepted mixed-use structures in downtown but little desire for continuation of auto-oriented development.

2.3.3.7 Community Meeting 4: Presentation of Preferred Growth Alternative

Date: Wednesday, March 11, 2020

On March 11, 2020, the fourth community meeting was held to review and verify that the Preferred Growth Alternative captured the preferences of the community. The meeting consisted of a presentation on the Preferred Growth Alternative, a plan for future development created through the combination of feedback from the previous three community meetings and the most preferred features of the three development alternatives presented in Meeting 3. The presentation was followed by a feedback session and activity to check whether the Preferred Alternative adequately captured the vision and aspirations of McFarland residents. Participants viewed posters that gave them information about the concepts presented while they engaged in the verification process.

Feedback

The community provided feedback by filling out worksheets to confirm whether the planning team correctly captured their likes and dislikes regarding City-wide, Land Use, and Circulation features of the Preferred Growth Alternative. Results were largely positive, confirming that the Preferred Growth Alternative largely captured the community aspirations and preferences for the future.

For the community-wide features of the Preferred Growth Alternative, community feedback indicated that:

- 100.0% of participants liked concentrating development to the west to avoid flood areas
- 85.7% of participants liked to preserve open space and agricultural land
- 100.0% of participants liked City gateways with signs, landscaping, and iconic features
- 92.9% of participants liked to prioritize infill development for housing
- 92.9% of participants liked to redevelop downtown
- 92.9% of participants liked a vibrant downtown
- 100.0% of participants liked mixed-use in downtown and commercial corridors
- 100.0% of participants liked increased job opportunities along Highway 99

For the Land Use features of the Preferred Alternative, community feedback indicated that:

- 100.0% of participants liked a revitalized downtown with mixed-use on vacant and underutilized land
- 100.0% of participants liked North & West Expansion for clustered low, medium, & high-density housing
- 92.3% of participants liked Whisler Road Expansion for mixed-density residential development with connection to commercial uses
- 100.0% of participants liked Southern Commercial Corridor with widened sidewalks, crosswalks & commercial uses
- 92.3% of participants liked Famoso industrial & Commercial Center for the creation of light and heavy industrial & highway commercial centers
- 100.0% of participants liked Southern Neighborhood Commercial for the creation of retail center for the Eastern Neighborhood

For the Circulation features of the Preferred Alternative, community feedback indicated that:

- 100.0% of participants liked inner city bus service
- 100.0% of participants liked new bus stops for Kern Transit at major centers along Highway 99
- 100.0% of participants liked expanded sidewalks along major pedestrian corridors
- 100.0% of participants liked marked bike lanes along major arterials for complete streets
- 100.0% of participants liked improved pedestrian & bike corridor connecting West
- 91.7% of participants liked extended pedestrian & bicyclist barriers for safety on Highway 99 crossings
- 100.0% of participants liked safe streets for all road users

3. CONDITIONS AND FACTORS FOR GROWTH

3.1 Introduction

This chapter addresses the conditions and factors that influence future growth in the City of McFarland. Background research for this chapter consisted of fieldwork, data analysis, and community input. This chapter also presents projections for population growth, job targets, and related housing needs. These projections inform the three development alternatives and the Preferred Growth Alternative.

3.2 Existing Strengths & Challenges

3.2.1 Community Strengths

History and Culture

McFarland residents possess great pride in their history and culture, as reflected in public art and murals. McFarland has a particularly robust youth sports culture, as the City is known for its high school cross-country team's state championships.

Connections

McFarland has multiple entry and exit ramps connecting to Highway 99, a major north-south route linking McFarland to other Central Valley cities, including Bakersfield, Fresno, and Sacramento. A major north-south railroad traverses McFarland, and Burlington Northern Santa Fe (BNSF) Railroad has made inquiries about constructing a new terminal in McFarland that would be an opportunity to enhance local economic growth.

Parks

There are 35 acres of parks available to McFarland residents within City limits. While the ratio of parks to residents could be improved, McFarland's ratio is higher than the national parks-to-residents average and higher than the ratios of some of the other San Joaquin Valley cities.

Small-Town Feel

The relatively small population, low-density housing, and agricultural context create a rural character for McFarland. Residents support each other and relish the small-town feel. McFarland’s downtown is small and walkable, and the area surrounding the City is almost entirely agricultural fields, adding to the City’s quiet, rural atmosphere.

Quantity of Land

McFarland’s recent annexation and proposed Sphere of Influence provide enough land to accommodate the City’s projected population growth and aspirations for economic expansion.

Farmland

Much of the land in McFarland’s Sphere of Influence is prime agricultural land.

3.2.2 Community Challenges

Jobs & Economic Diversity

McFarland's jobs are predominantly agricultural and predominantly low-paying, with a significant amount of local jobs being seasonal. McFarland's median household income is 70% that of Kern County and just 52% of California's. Additionally, McFarland's 2017 unemployment rate of 14.2% was significantly higher than Kern County's 10.7% and California's 7%.

Housing

Almost half of McFarland residents were overburdened by housing costs, spending more than 30% of their incomes on housing.

Goods and Services

McFarland possesses limited outlets for goods and services, such as grocery stores and convenience stores, particularly on the eastern side. As a result, residents often travel to Delano or Bakersfield to access needed supplies and services.

Medical Services

Feedback from the community identified a need for more comprehensive medical services within McFarland. McFarland's medical services are limited to two clinics operating in the City and no emergency room.

Police

The existing ratio of 11 police officers to 15,000 residents is below the recommended ratio for community policing. Feedback from community meetings has indicated difficulties in funding adequate police services.

Pollution

The San Joaquin Valley Air Basin, which McFarland is a part of, is one of the most polluted air basins in California and is not in attainment for both federal and state regulatory standards for particulate matter and ozone. As a result, asthma rates in McFarland are in the 67th percentile in California.

Flooding

Significant portions of McFarland, particularly eastern McFarland, are in a flood plain. Existing mitigation measures are insufficient to prevent roads and buildings from flooding, which is expected to intensify with climate change.

Climate Change

Ongoing climate change places McFarland at risk from drought and extreme heat. Climate change is expected to worsen the effects of these hazards and adversely impact agricultural production and McFarland's population health.

Transportation

Highway 99 creates a significant physical barrier between the east and west sides of McFarland, and the City has limited pedestrian and bicycle facilities. Furthermore, McFarland does not have an intra-city bus service, although there is one stop for the regional bus service at the McFarland Veterans Community Center.

3.3 Growth Projections for 2040

This section describes the population, employment, and housing projections that have informed the development of the McFarland General Plan update. These projections also serve as the basis for all growth alternatives.

3.3.1 Population Projections

McFarland's population is projected to grow 82% from 2015 to 2040. The 2040 population for the City of McFarland was projected using the cohort component method, which applied local birth, death, and migration rates to generate forecasts in five-year increments for each age and sex cohort. Based on these projections, McFarland's total population is estimated to increase to 23,690 people by 2040 under baseline conditions, as shown in Table 3-1.

Table 3-1: Population Projections for McFarland, 2015-2040

Year	Total Population
2015	13,020
2020	14,755
2025	16,661
2030	18,770
2035	21,121
2040	23,690

Source: Cal Poly Planning Team, 2020

In addition to a significant population increase, the 2040 projections also show significant changes to cohort characteristics, as depicted in the 2017 census and projected 2040 population pyramids in Figures 3-1 and 3-2 respectively.

The growth in the upper age cohorts illustrates the expected increase in the City of McFarland's senior population. The cohort data from the 2017 American Community Survey indicates a pyramid shape, with larger percentages of younger residents in McFarland and lower percentages of older residents. In comparison, projections for 2040 show a more cylindrical shape, indicating a more even distribution of age groups within the population in the future.

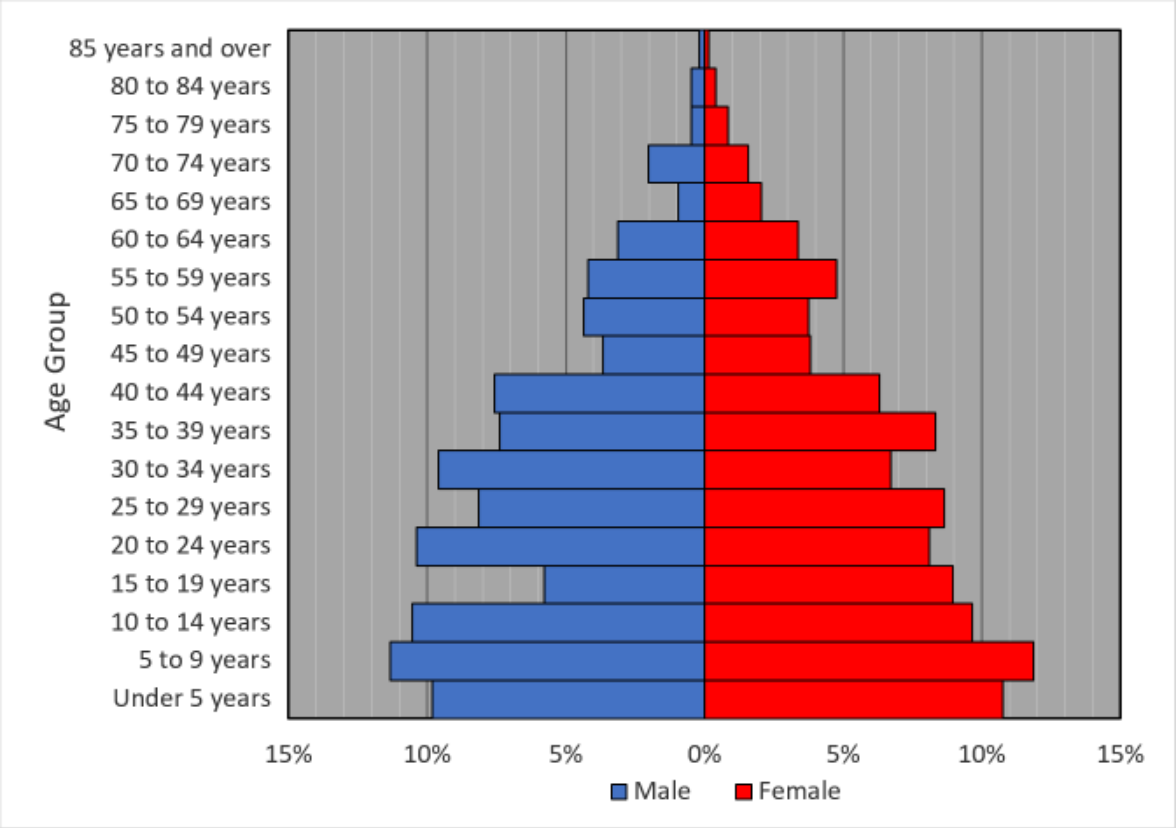


Figure 3-1: 2017 population pyramid for McFarland.

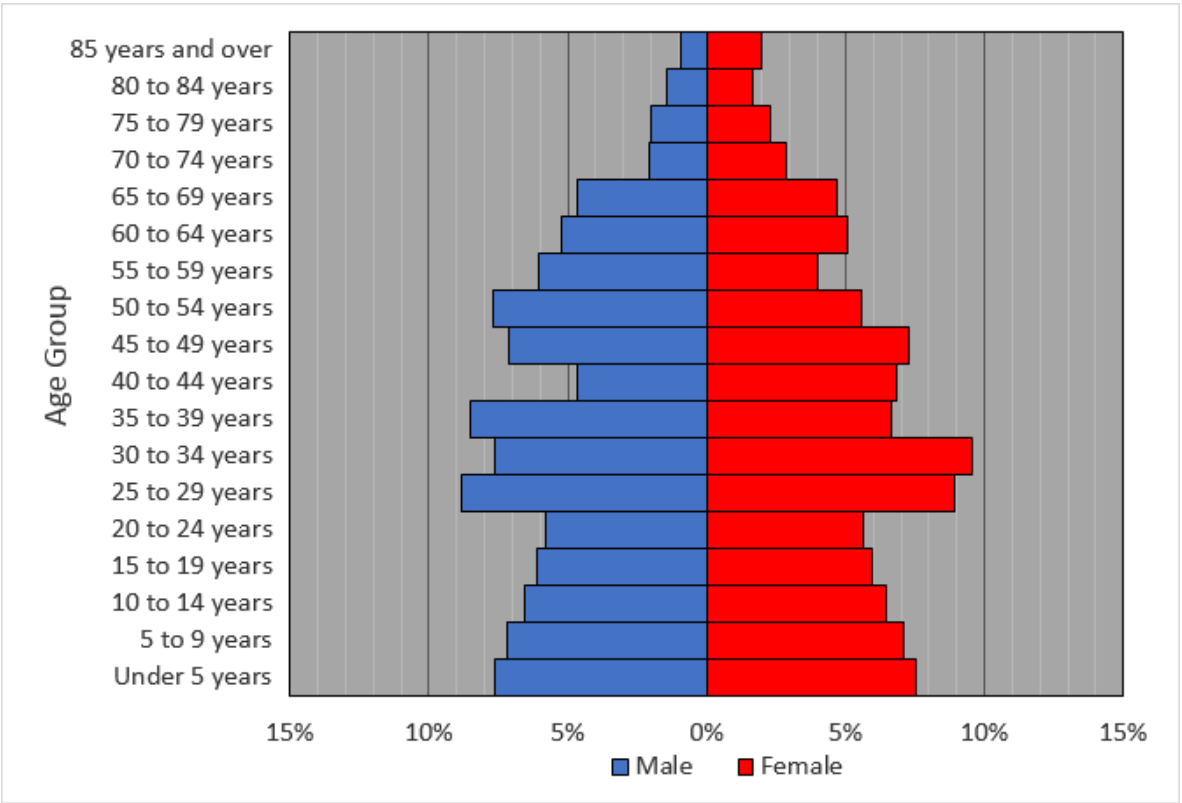


Figure 3-2: 2040 baseline population pyramid for McFarland.

3.3.2 Housing Projections

The City of McFarland's housing stock as of 2017 was 3,080 housing units. By 2040, the City will need an additional 4,500 housing units to accommodate projected population growth for a total housing stock of 7,580 housing units under baseline conditions. This housing need was calculated using the head of household formation method (or headship method). This method calculates the percentages of people who were heads of household within each age cohort in a base year. These percentages are then multiplied by the projected population for respective age cohorts to determine the total number of potential households which converts to number of housing units needed. Table 3-2 shows the distribution of households by age of head of householder and by tenure for the 2017 census data as well as projected households for 2040.

Table 3-2: McFarland Headship Projections for Housing Units Needed, 2017-2040

Age	2017					2040			
	Pop.	Owner Households		Renter Households		Projected Pop.	Households	Owner	Renter
		Number	Percent of Age Group	Number	Percent of Age Group				
15 - 24	2,306	16	1%	85	4%	2,787	122	19	103
25 - 34	2,320	346	15%	451	19%	4,108	1,411	613	799
35 - 44	2,062	296	14%	412	20%	3,150	1,081	452	629
45 - 54	1,090	404	37%	143	13%	3,302	1,657	1,224	433
55 - 64	1,072	343	32%	140	13%	2,430	1,095	778	317
65 - 74	454	246	54%	27	6%	1,677	1,008	909	100
75 - 84	152	75	49%	15	10%	872	516	430	86
85+	23	23	100%	0	0%	330	330	330	0
Total	9,480	1,749	18%	1,273	13%	18,656	7,220	4,755	2,465

Source: U.S. Census Bureau; 2017 American Community Survey Table B25007 5-Year Estimates

To accommodate vacancies, the housing projections assumed 5% of all housing units would remain vacant. About 3% of housing units in McFarland were vacant in 2019, a little lower than the 5% assumption. Factoring in the 5% vacancy rate to the projected 7,220 households, the projected baseline housing need in McFarland is 7,580 total housing units by 2040.

Housing Affordability

Housing is considered affordable when total housing costs are less than 30% of a household's monthly income, according to the U.S. Department of Housing and Urban Development (HUD). As part of the housing projection process, McFarland's affordable housing need for 2040 is projected based on 2017 household income data, which multiplied the projected number of householders in each age cohort (seen in Table 3-2) by the percentage of households paying greater than 30% of their income on housing. Based on these affordable housing projections, the City should plan to develop 2,450 new affordable housing units by 2040 to accommodate projected population growth under baseline conditions.

3.3.3 Economic Projections

In 2017, there were 6,745 jobs in the City of McFarland, the majority of which (about 80%) were agricultural jobs. Based on McFarland's jobs to labor force ratio data from 2013 to 2017, together with 2040 population projections, the City's target for job growth is 5,090 more jobs by 2040, increasing the City's total number of jobs to 11,835. This job growth is reflected in the projections of the Business as Usual Alternative. The jobs to labor force ratios are based on economic data from the United State Census and retrieved from the Longitudinal Employer Household Dynamics (LEHD) database.

The following are descriptions of the industries within each sector according to the Census:

- **Agriculture** - Agriculture, Forestry, Fishing, and Hunting
- **Service** - Administration & Support; Waste Management and Remediation; Educational Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; Accommodation and Food Services; Other Services (excluding Public Administration)
- **Retail** - Wholesale Trade; Retail Trade
- **Office** - Information; Finance and Insurance; Real Estate and Rental and Leasing; Professional, Scientific, and Technical Services; Management of Companies and Enterprises; Public Administration
- **Industrial** - Mining, Quarrying, and Oil and Gas Extraction; Utilities; Construction; Manufacturing; Transportation and Warehousing

Job Targets for Growth Alternatives

The job targets for all growth alternatives were based on historic jobs to labor force ratios from 2013 to 2017 for McFarland. The City's labor force is defined as the population between the ages of 16 and 65. Those younger than 16 were assumed to be too young to work and those who were 65 and above were assumed to be retired. Table 3-3 shows the labor force population, jobs within the City, and associated jobs-to-labor force ratios. The City depicted a low ratio of 0.86, an average of 1.0, and a high of 1.25

Table 3-3: McFarland Jobs to Labor Force Ratios, 2013-2017

Year	Jobs	Labor Force	Ratio (Jobs/Labor Force)
2013	4,662	4,931	0.95
2014	4,441	5,167	0.86
2015	5,296	5,111	1.04
2016	5,514	5,210	1.06
2017	6,743	5,399	1.25
Average			1.03

Source: Cal Poly Planning Team, 2020

Table 3-4 compares the average jobs-to-labor force ratios of the City of McFarland, the neighboring City of Delano, Kern County, and the State of California. This provided context

within which to set realistic job targets for various alternatives. Over the period, MacFarland exhibited a higher average ratio compared to the other jurisdictions. For scenario planning therefore, the Business as Usual Alternative applied the low ratio of 0.9, the Moderate Growth Alternative applied the average of 1.0, and the Smart Growth Alternative applied the high ratio of 1.25.

Table 3-4: Average Job to Labor Force Ratio

Geographic Area	Average Jobs to Labor Force Ratio, 2013-2017
City of McFarland	1.03
City of Delano	0.79
Kern County	0.75
State of California	0.83

Source: Longitudinal Employer Household Dynamics (LEHD) OnTheMap 2013-2017

The Preferred Growth Alternative also used the aggressive jobs-to-labor force ratio of 1.25 for the City of McFarland matching the highest historic ratio that McFarland had in 2017, as shown in Table 3-3. This suggested a target of 17,195 total jobs by 2040.

Using economic base methods of analysis, higher numbers of jobs than those under baseline conditions were converted to additional population and housing needs. Appendix 5 shows comparative details on population, housing, and jobs with associated needs for development space for the various growth scenarios.

3.4 Development Opportunities and Constraints

3.4.1 Boundaries and Limits

The City of McFarland does not border any other cities, but borders agricultural lands on all sides, including Williamson Act lands. These natural obstructions and land use restrictions present barriers to outward growth. In addition, Highway 99 divides McFarland into western and eastern sides, which restricts active transportation movement across the highway. The City's Sphere of Influence (SOI) extends well beyond the City limits in most directions. The Local Agency Formation Commission (LAFCO) is responsible for approving a SOI and the City has been in discussions with LAFCO to expand its SOI. Map 3-1 shows boundaries of the incorporated area, previous SOI, and the proposed SOI to meet the City's aspirations for economic expansion.

3.4.2 Opportunities

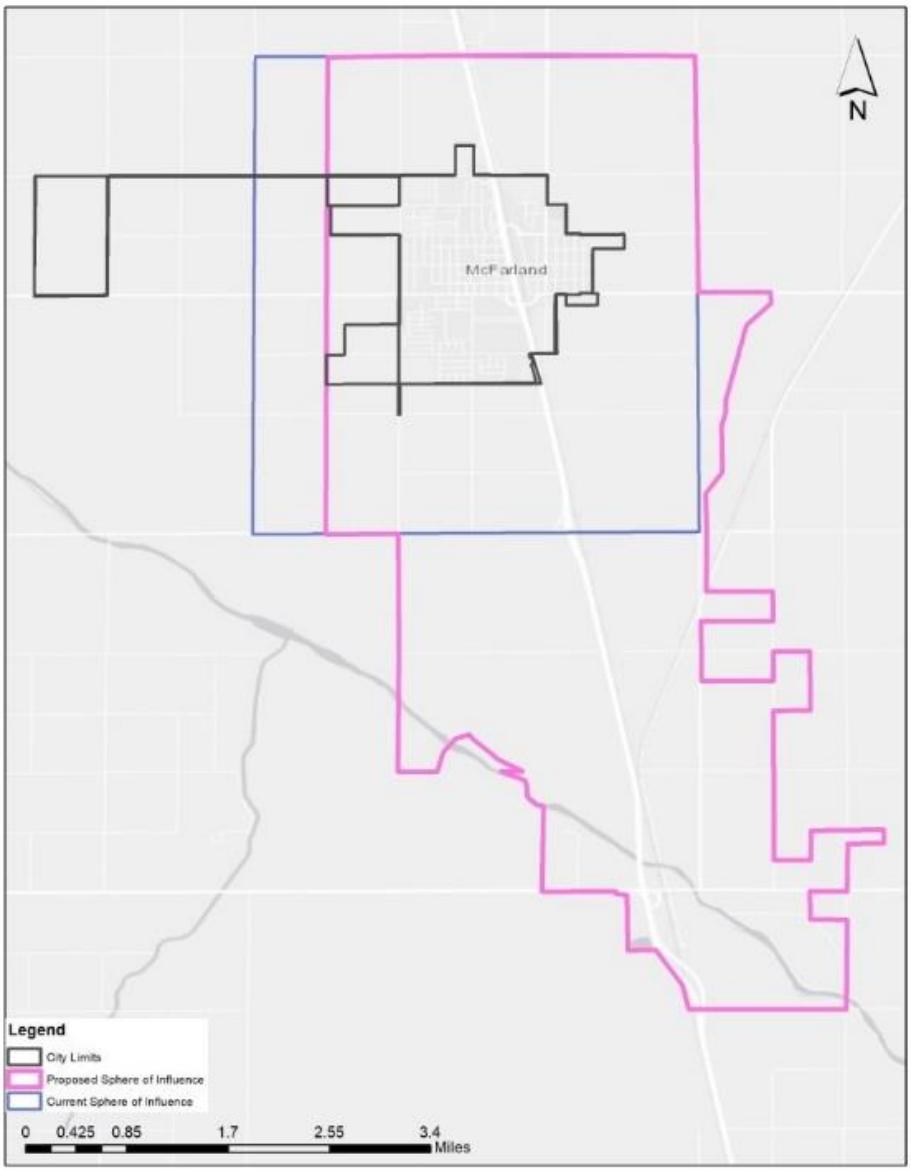
The planning team created an Opportunities map based on building coverage, vacant parcels, and potential for Accessory Dwelling Units (ADUs). This process identified key parcels and areas within the City of McFarland that could accommodate some of the future growth in housing.

The Opportunities map (Map 3-2) shows areas of opportunity within the existing City boundaries. Parcels with opportunity include vacant and underutilized parcels that could accommodate additional development. Vacant parcels are highlighted in bright pink and are concentrated largely in the North & Western part of the City and along the railroad on the east

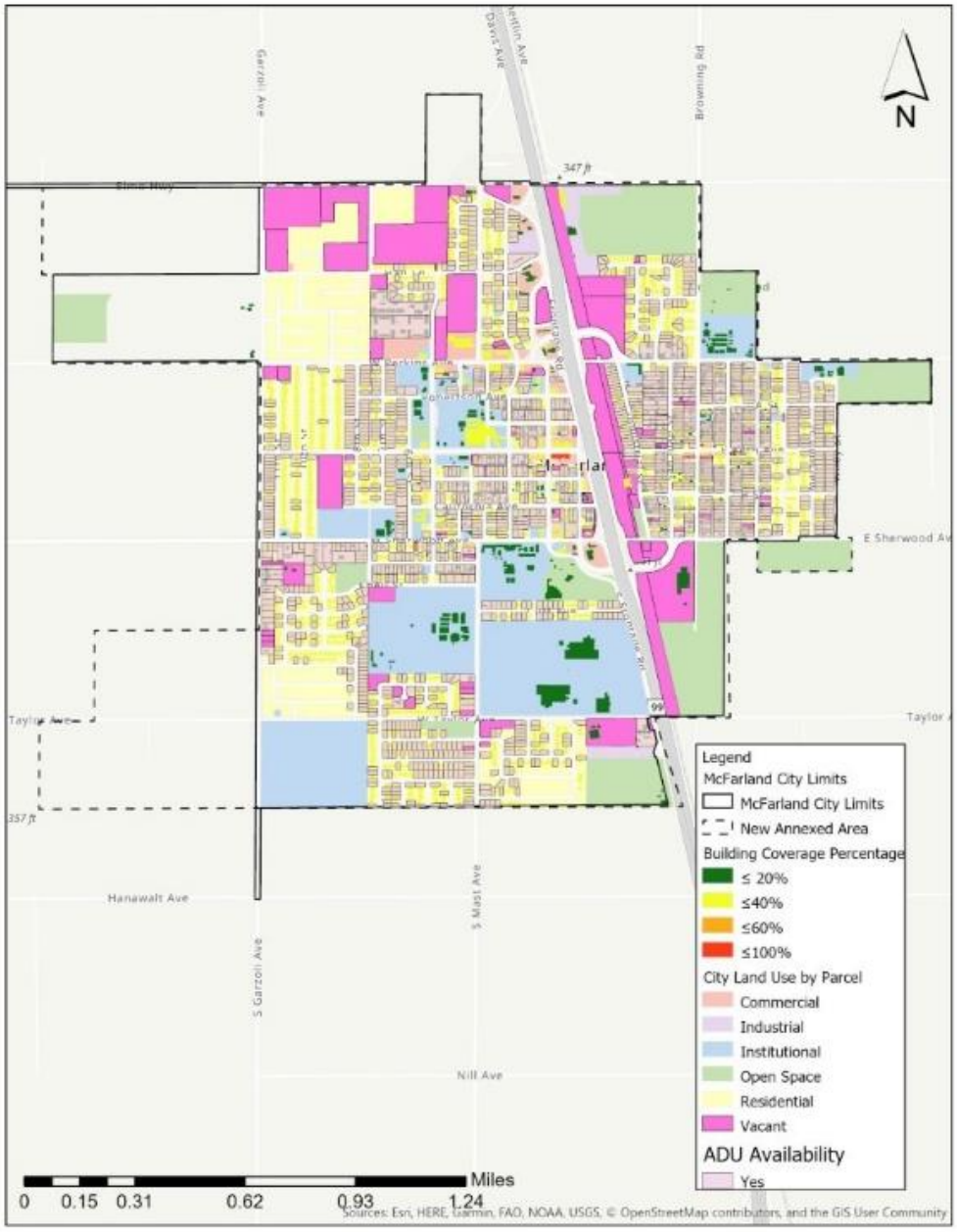
side. The 2019 land use inventory identified 77 vacant parcels within City limits, totaling approximately 77 acres.

This map also shows parcels where ADUs could be built to increase housing supply in the City and create smaller, more affordable units for single people or elderly family members. GIS data of building footprints and parcel sizes was used to calculate how much land was available on each parcel and whether an ADU could fit on the parcel. This analysis revealed the potential for approximately 1,300 ADUs. Much of this data was gathered in October 2019 during the land use inventory before City boundaries were expanded on the west in February 2020.

Map 3-1: McFarland's Sphere of Influence (SOI)



Map 3-2: Opportunities within McFarland

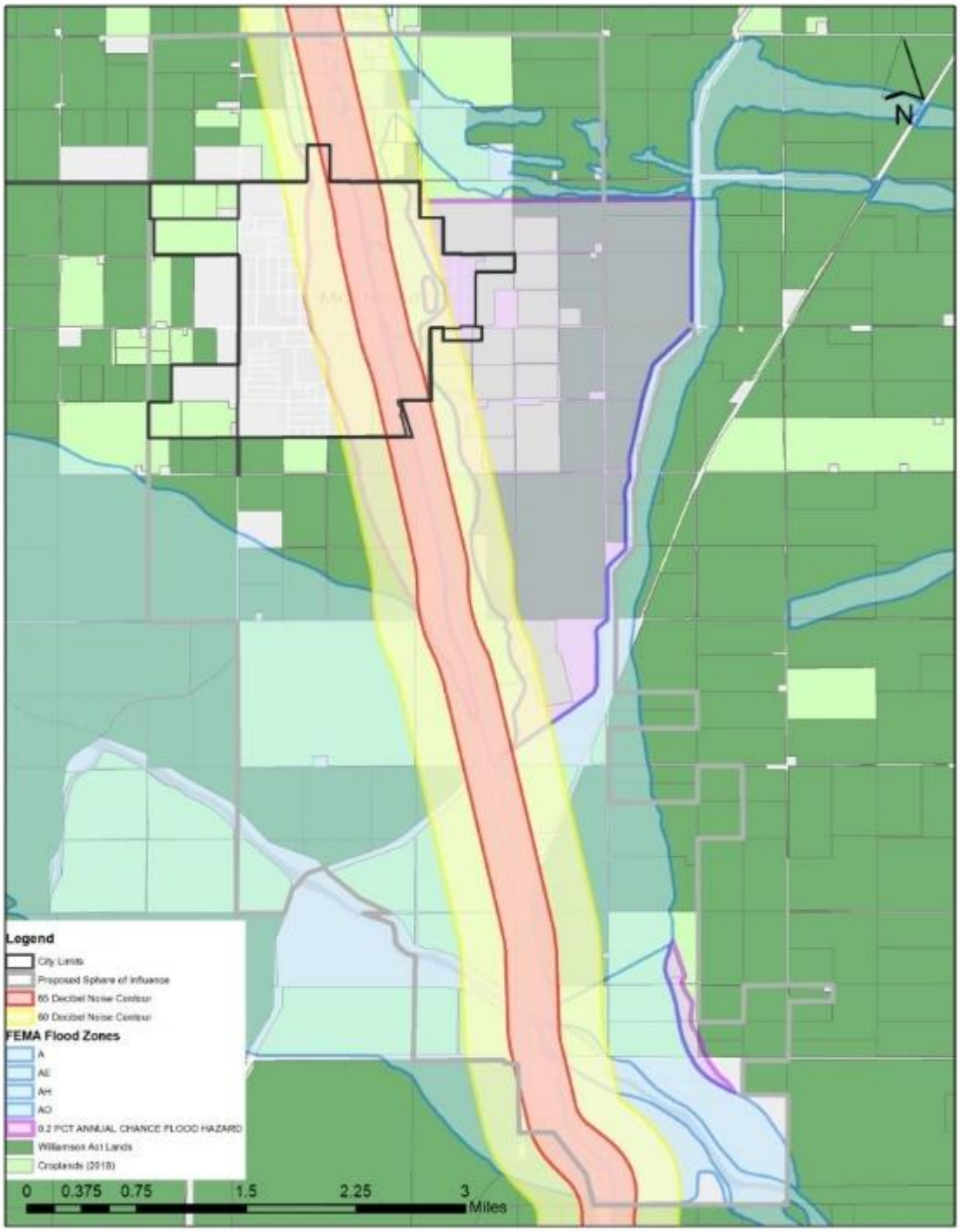


3.4.3 Constraints

Constraints to development include both natural hazards and man-made obstacles. These areas would not be prime candidates for development or redevelopment due to their sensitive environmental or historical nature. Nevertheless, some constraints can be mitigated during development through best management practices.

The planning team created Constraints maps based on environmental resources, natural and manmade hazards, and restricted land uses to identify where future growth could be accommodated. Map 3-3 depicts constraints to future development in McFarland.

Map 3-3: Constraints within and around McFarland



The primary producers of noise in McFarland include Highway 99 and the railroad that runs parallel to the freeway. The 65 dB noise contour along this corridor is unsuitable for sensitive

receptors, such as residential areas and schools, and the 60 dB contour requires mitigation measures to construct development that includes sensitive receptors.

McFarland also contains both 100-year flood plains and 500-year flood plains as designated by the Federal Emergency Management Agency (FEMA). Flood hazards present a risk to life and property and will need to be mitigated in future development.

Additionally, the City is nearly surrounded by croplands and Williamson Act lands, which limit development with the intention of preserving prime farmland. Otherwise, the regional geography poses low fire risk to McFarland, and lacks wetlands, forested areas, or other sensitive habitat that might hinder development.

3.5 References

U.S. Census Bureau; 2017 Census of Population and Housing, Age and Sex; McFarland, Kern County, and California; American Community Survey 5 Year Estimates, Table S0101; Retrieved October 11, 2019 fromhttps://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

U.S. Census Bureau; 2017 Census of Population and Housing, OnTheMap; McFarland, Delano, & Kern County, California; Retrieved October 11, 2019 from https://lehd.ces.census.gov/

U.S. Census Bureau, American Community Survey (ACS). (2017). Table B25007 Tenure by Age of Householder, 5-Year Estimates: McFarland, CA.

4. DEVELOPMENT ALTERNATIVES

4.1 Introduction

This chapter presents three alternatives for accommodating future population, housing, and employment needs in McFarland through 2040. Each alternative varies by development densities, intensities, types, and locations of growth throughout the City to meet three distinct visions and sets of growth assumptions.

The Business as Usual Alternative assumes future growth will continue based on historic trends in land use patterns, housing types and density, and employment opportunities and locations. It includes the expansion of the City and its Sphere of Influence (SOI) to the south. In this alternative, residential development remains primarily low-density with agricultural land converting to new commercial and industrial development along Highway 99. The transportation system remains automobile oriented.

The Moderate Growth and Redevelopment Alternative selects multiple areas to concentrate new growth within the existing City boundary with the option to expand through annexation as needed. The alternative's governing principles include infill development, densification, and repurposing, and it prioritizes improving circulation connections between the areas east and west of Highway 99 and developing complete streets to increase walkability, bike ability, and streetscape beautification. Pedestrian bridge improvements, bus network expansion, and the development of attractive gateways into McFarland are also key features of this alternative.

The Smart Growth Alternative accounts for the most aggressive population growth for the City of McFarland, maximizing infill within the City and new development outside of the existing City boundary to accommodate the maximum projected population, housing, and job growth. This alternative identifies three key areas for growth of housing and jobs across the City:

- Downtown Infill
- Westside Expansion
- Highway 99 Improvements

Future growth of housing is concentrated in the Downtown Infill and Westside Expansion key growth areas. Future growth of jobs is focused along Highway 99, where land is designated for light and heavy industrial uses, as well as highway commercial retail and services to support job growth.

4.2. Business as Usual

4.2.1 Introduction

The Business as Usual Alternative continues the existing development patterns of McFarland, based on historic growth patterns and current land use trends. The Business as Usual Alternative involves the expansion of the City and its Sphere of Influence on the south, converting agricultural land to various types of commercial and industrial developments along

Highway 99. Residential, institutional, and other land uses continue to the west and to the east of the Highway 99 corridor. Transportation systems remain automobile-oriented with some improvements for pedestrian connectivity and comfort. Extensive development, including residential development, occurs in 100 and 500-year floodplains, requiring utilities to expand and improve to provide adequate capacity.

Future population growth is projected using the cohort method, which estimates growth based on recent birth, death, and migration rates in the area. This baseline projection then adjusts to account for job growth targets for each alternative. According to the population projections shown in Table 4-1, the City of McFarland's population is expected to increase by 9,760 people from 2017 to 2040, reaching a total population of 23,690 in 2040 under the Business as Usual Alternative.

Table 4-1: Population for each Growth Alternative

	Business as Usual	Redevelopment	Smart Growth
2017 Population	**13,930**	13,930	13,930
2040 Population Projection	**23,690**	27,854	33,219
2017-2040 Projected Population Growth	**9,760**	13,924	19,289

Source: Cal Poly Planning Team, 2020

The population, employment, and housing projections for the Business as Usual Alternative are based on the job-to-labor force ratio of 0.9 taken from McFarland employment data from 2010 to 2017. As seen in Table 4-2, projections from this ratio show a target job increase of 5,090 jobs from 2017 to 2040, with a total of 11,833 jobs in 2040.

Table 4-2: Jobs for each Growth Alternative

	Business as Usual	Redevelopment	Smart Growth
2017 Jobs	**6,743**	6,743	6,743
2040 Job Targets	**11,833**	14,176	17,194
2017-2040 Job Target Growth	**5,090**	7,433	10,451

Source: Cal Poly Planning Team, 2020

To accommodate increased population and employment in the City of McFarland, new residential development is needed. As seen in Table 4-3, under the Business as Usual Alternative, 4,500 new housing units are needed by 2040, increasing the total housing stock to 7,580 housing units.

Table 4-3: Housing for each Growth Alternative

	Business as Usual	Redevelopment	Smart Growth
2017 Housing Stock	**3,080**	3,080	3,080
2040 Housing Projection	**7,580**	8,910	10,630
2017-2040 Projected Housing Growth	**4,500**	5,830	7,550

Source: Cal Poly Planning Team, 2020

4.2.2 Vision

The Business as Usual Alternative maintains McFarland's small-town feel with mostly low-density housing and neighborhood commercial, while also expanding City boundaries to include economically beneficial highway commercial and industrial development.

4.2.3 Growth Assumptions

The assumptions used in the development of this alternative reflect the current housing, commercial, and transportation patterns in existence, as well as the expansion of the City and its SOI to the south. The most predominant housing type in McFarland is low-density single-family homes; therefore, Business as Usual assumes new housing growth will continue a low-density housing pattern in the City's annexation. New industrial and highway commercial activities are centered along Highway 99 between Taylor Avenue and Highway 46.

Growth Assumptions:

- Expand the City and the SOI to the south
- Improve circulation (including for pedestrians), especially around the highway
- Pursue commercial development, especially around the highway
- Improve McFarland's aesthetics and imageability
- Allow for mixed-use development in appropriate areas
- Low-density housing
- Private automobile use remains the dominant mode of travel

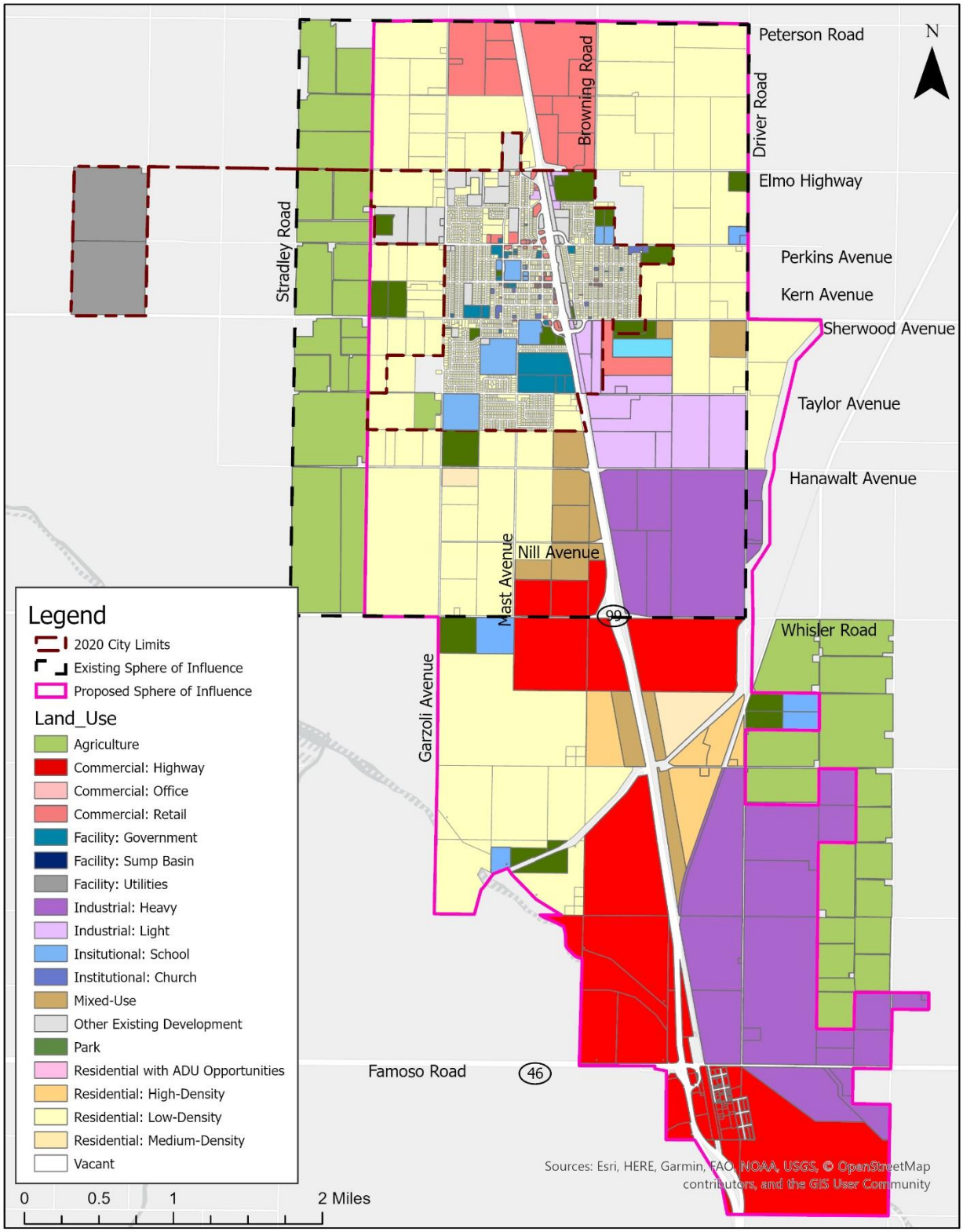
4.2.4 Conceptual Land Use

Under the Business as Usual Alternative, McFarland is projected to need 4,500 new housing units by 2040. Projecting historic growth rates indicates that 810 acres of new residential land and 200 acres of new commercial land are needed by 2040. With the annexation, the City has more land under its control than is needed, making McFarland well-positioned to accommodate future growth, if not overshooting its need just slightly. The spatial distribution of proposed land uses can be seen in Map 4-1.

4.2.5 Residential Land Use

Out of the 810 acres projected for new residential land use, the City is projected to need 770 acres of new single-family development, and 40 acres of new multifamily development. With the new proposed SOI, McFarland will be able to support its projected growth with over 88,000 acres of single family residential, 560 acres of medium density residential, and 9,000 acres of high density residential. Currently, low density makes up most of the housing development in McFarland at 85%, while high density makes up about 15% of residential development. Assuming future housing densities reflect existing density distributions in McFarland, low density will continue to make up the great majority of new housing development, with high density at about 9% and medium density at 1% of new development as Figure 4-1 shows.

Map 4-1: Conceptual Land Use Map for Business as Usual Alternative



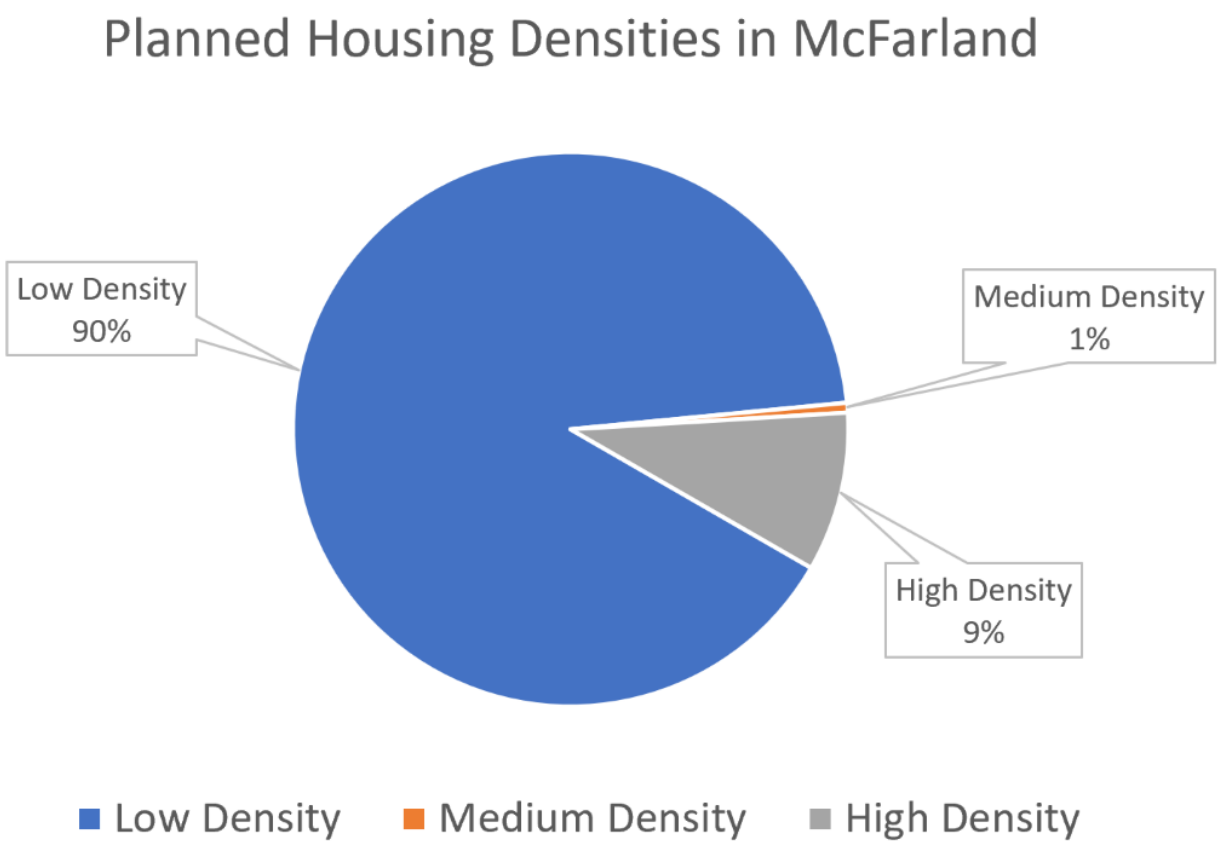


Figure 4-1: Proposed residential densities in Business as Usual Alternative.

4.2.6 Commercial Land Use

As shown in Table 4-4, the total area of commercial and industrial uses within McFarland was 41 acres in 2019, which accounted for the 1,374 jobs in the City. The Business as Usual Alternative projects a need for additional 133 acres for commercial and industrial uses to support 3,551 jobs by 2040.

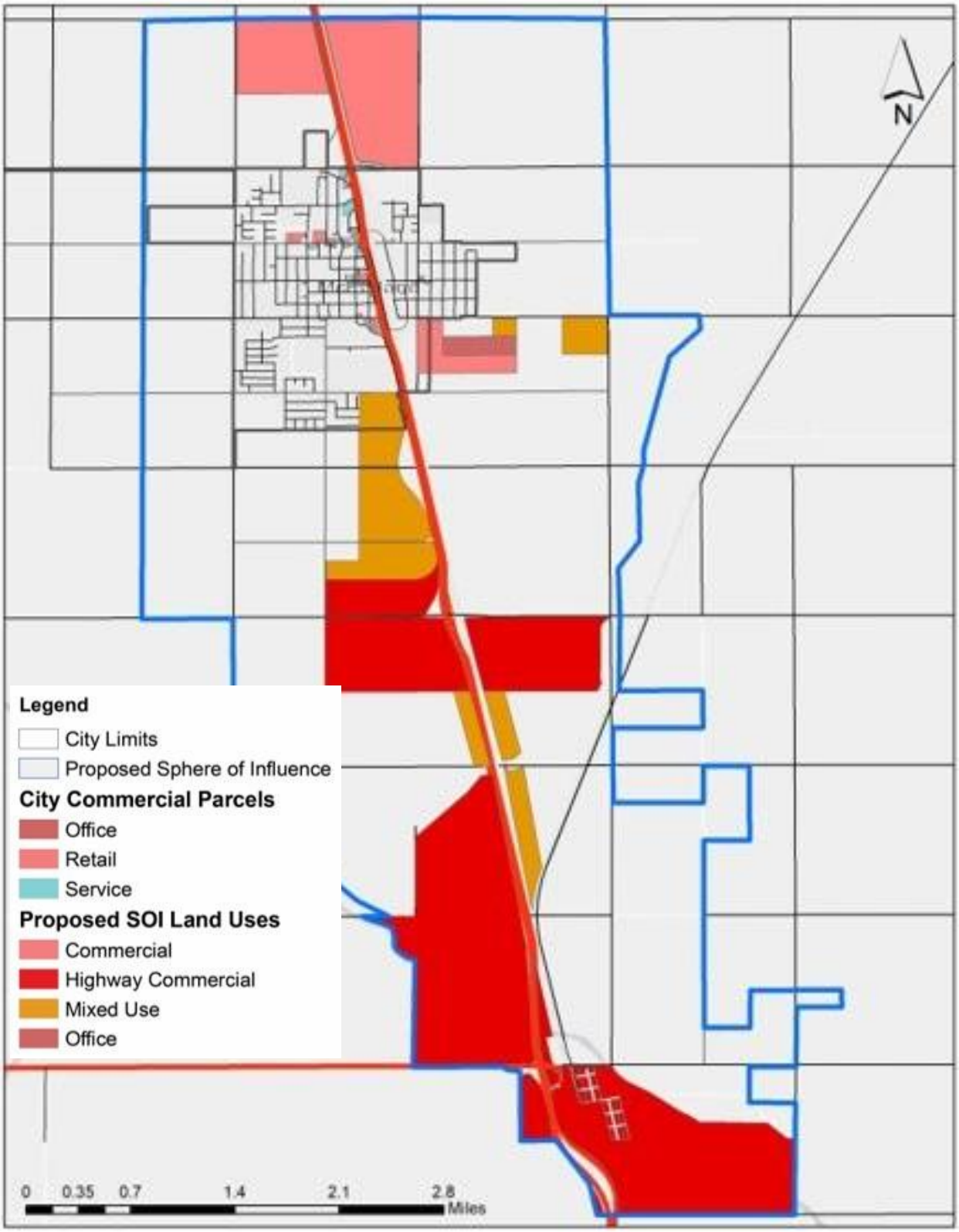
Table 4-4: Commercial Land Use

	2019 Acres	2040 Acres Needed	Available 2040 Acres
Commercial	26	57	2,310
Industrial	15	117	2,520
Total	41	174	4,830

Source: Cal Poly Planning Team, 2020

With McFarland's expansion of its City limits and its Sphere of Influence, the City was projected to have about 2,300 available acres of new commercial land to accommodate future commercial job growth including office, retail, and services. An additional 2,500 acres were designated for industrial uses. Map 4-2 shows the distribution of future commercial land use across the City and its SOI.

Map 4-2: Conceptual Commercial Land Use Map for Business as Usual Alternative



4.2.7 Key Growth Areas

There are four key growth areas in the Business as Usual Alternative:

- Downtown
- East McFarland Extension
- Whisler Road
- Famoso Road

Downtown is the business center of McFarland. East McFarland is primarily residential, and its extension to the south can bring new mixed-use and job opportunities. Whisler Road and Famoso Road transition from agriculture to new commercial and industrial land uses to support job growth and attract new business from Highway 99.

Downtown

Figure 4-2 shows the existing Downtown area, comprised mostly of one- to two-story commercial, institutional, and residential buildings.

Under the Business as Usual Alternative, there are no major changes to the Downtown area in terms of building size, density, or placement. As such, Figure 4-2 represents both the present and the future vision for Downtown. Recent sidewalk improvements, including the new sidewalk project along 2nd Street, and other façade improvements and awning replacements have helped to boost the aesthetics of downtown McFarland. However, additional pedestrian enhancements are still needed to improve safety, particularly around the pedestrian bridge crossing Highway 99.

Figure 4-2: SketchUp model of Downtown McFarland.

East McFarland Extension

Figure 4-3 shows the existing East McFarland Extension area, as viewed from the west. Blanco Park is visible in the center of the image, with Highway 99 and the railroad visible near the bottom. Most of the area is currently used for agriculture.

Figure 4-4 shows the proposed development in the East McFarland Extension area under the Business as Usual Alternative. Significant changes would occur, with agricultural land being converted for industrial use along the highway, new office and commercial to the south of Blanco Park, and mixed-use development to the east of Blanco Park. Additional single-family residential units are prioritized to the north and east of Blanco Park.

Figure 4-3: East McFarland Extension, existing.

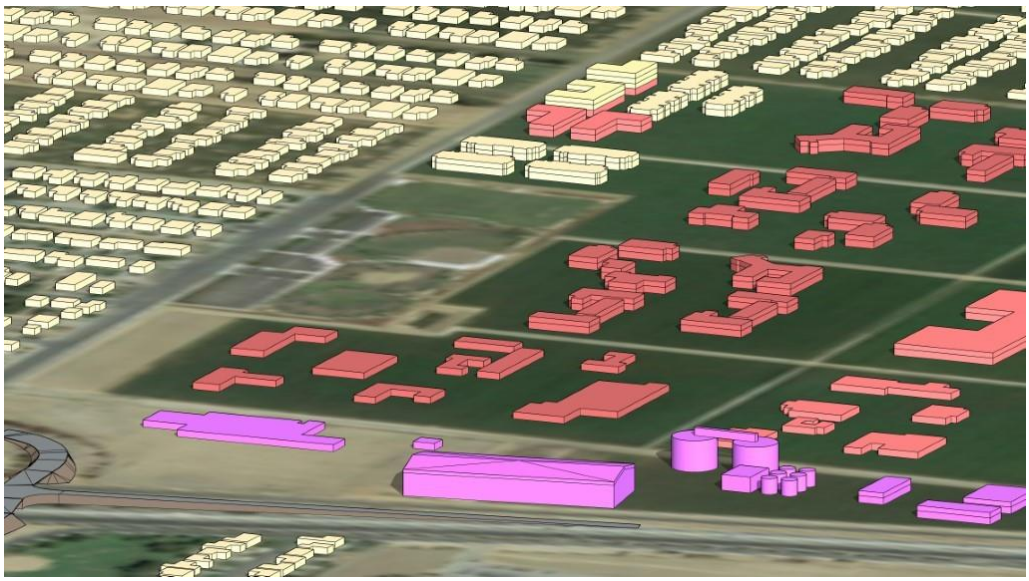


Figure 4-4: East McFarland Extension, proposed vision under Business as Usual.

Whisler Road

Whisler Road represents a new opportunity for McFarland to expand its income from highway commercial activities. Currently, the Wine Group, one of the largest exporters of wine in the country and maker of popular Franzia and Cupcake brands, is located along Whisler Road. The land around Whisler Road is primarily agricultural land. Figure 4-5 shows the existing conditions of the area, which is mostly undeveloped agricultural land.

The Business as Usual Alternative proposes new highway commercial, industrial, and mixed uses. Figure 4-6 depicts the future change in land use intended to draw visitors from Highway 99 into McFarland.

Figure 4-5: Whisler Road, existing.

Figure 4-6: Proposed future Whisler Road development.

Famoso Road

The Famoso Speedway is a prominent regional attraction at the intersection of Famoso Road and Highway 46. Although the new sphere of influence does not include the speedway itself, it is a popular regional destination that the Business as Usual Alternative considers in its future development opportunities.

New highway commercial, shown in Figure 4-8, is proposed to support Famoso Raceway and act as an economic driver for the City, building on the limited existing development shown in Figure 4-7. The proposed highway commercial is to include a hotel as another source of City revenue. Adjacent lands on the eastern side of Highway 99 are to serve new heavy industrial activities to support local job growth, as shown in purple.

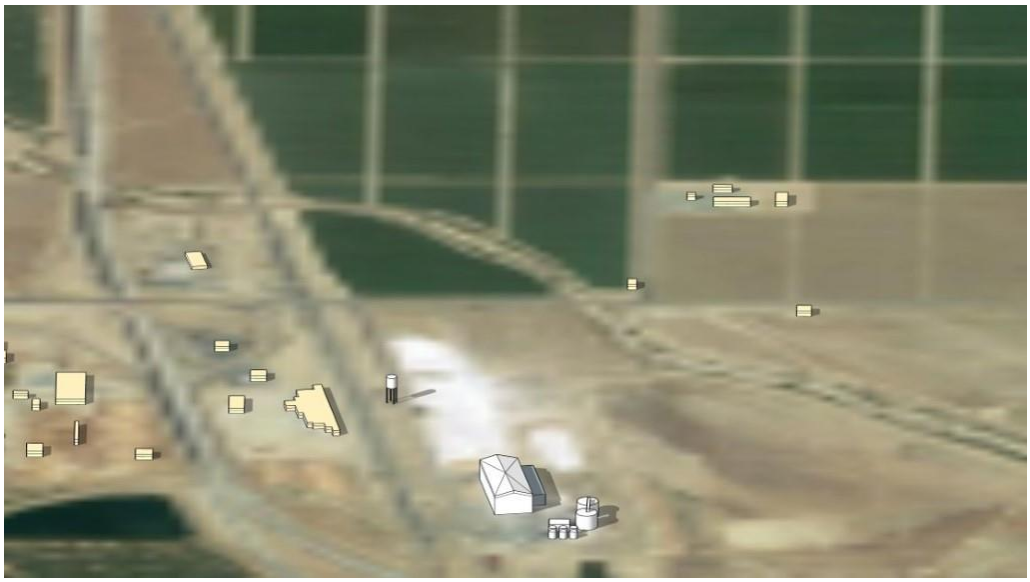


Figure 4-7: Famoso Road area, existing.

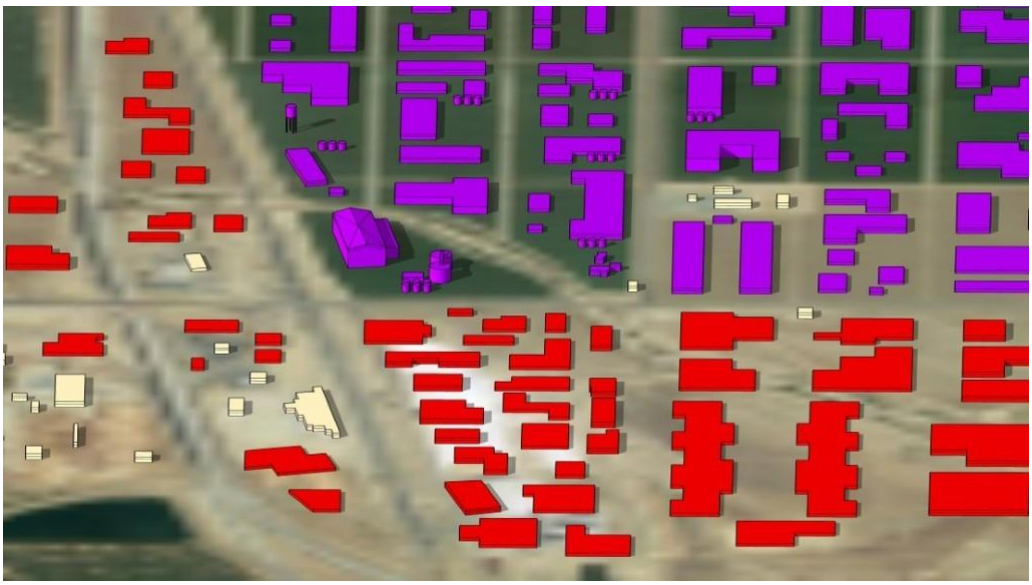


Figure 4-8: Famoso Road, proposed.

4.2.8 Circulation

Since the Business as Usual Alternative follows the present developmental trends of McFarland, there are minimal adjustments to the existing circulation patterns within the City and SOI. This alternative focuses on automobile-oriented transportation and forecasts circulation-related development, accordingly, maintaining the current class of arterial and collector streets and further developing north-south arterial and collector streets including Garzoli Avenue and Mast Avenue. The alternative also proposes new or expanded east-west arterials, including Whisler Road, Philips Road, and McCombs Road to accommodate future development in the southern portion of the proposed SOI.

Map 4-3: Conceptual Circulation Map for Business as Usual Alternative

The Business as Usual Alternative also assumes that there are few changes to public transit or the bicycle and pedestrian network, aside from minor improvements to major corridors and providing safe routes to school. While this alternative does not propose any changes to the alignment of Kern Transit Route 110, it does recommend the addition of one new regional transit stop near the proposed highway commercial area at the intersection of Famoso Road and Highway 46.

4.2.9 Outcomes

Under Business as Usual, significant development would occur on lands that are under agricultural use, impacting open space preservation. Major development would also occur in Federal Emergency Management Agency (FEMA) designated 100- and 500-year flood plains, creating risks to life and property. Residential development would also occur near the highway and heavy industrial areas, presenting air quality and noise issues. Utilities would require major upgrades to provide adequate capacity to serve new development, especially on the east side of the City. Walkability and pedestrian connectivity would also be slightly improved, but still limited.

4.3 Moderate Growth and Redevelopment

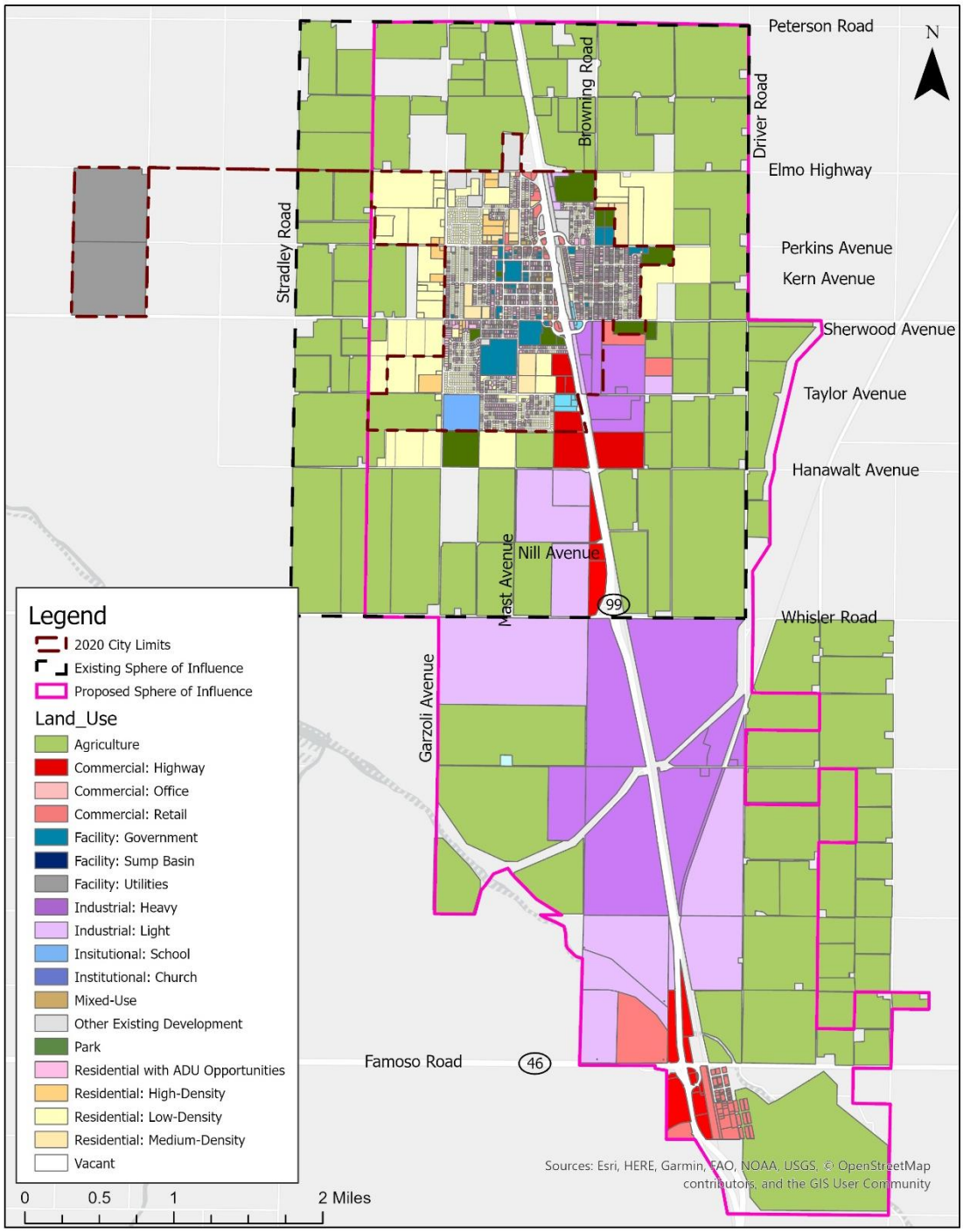
4.3.1 Introduction

The Moderate Growth and Redevelopment Alternative (Redevelopment Alternative) places new construction on sites with pre-existing uses using redevelopment principles such as infill development, densification, and repurposing of land. The Redevelopment Alternative focuses development primarily on underutilized and vacant parcels within the existing City boundary with the option to expand through annexation as needed. Map 4-4 shows the conceptual land use under this scenario.

The Moderate Growth and Redevelopment Alternative envisions maximizing the use of land within City limits and focuses on higher-density compact infill development. The Redevelopment Alternative would increase McFarland's housing and commercial options in four Focus Areas of key growth:

- Downtown along 2nd Street
- Highway 99 corridor
- East side of Highway 99
- Southern Highway Commercial

Map 4-4: Conceptual Land Use Map for Moderate Growth and Redevelopment Alternative



According to the population projections shown in Table 4-5, the City of McFarland's population could increase by 13,924 people from 2017 to 2040 under the Redevelopment Alternative to a total population of 27,854, approximately 4,000 more residents than the Business as Usual Alternative.

Table 4-5: Population for each Growth Alternative			
	Business as Usual	Redevelopment	Smart Growth
2017 Population	13,930	**13,930**	13,930
2040 Population Projection	23,690	**27,854**	33,219
2017-2040 Projected Population Growth	9,760	**13,924**	19,289
Source: Cal Poly Planning Team, 2020			

The population, employment, and housing projections for the Redevelopment Alternative were based on the average job-to-labor force ratio of 1.0 for the City of McFarland from 2010 to 2017. As seen in Table 4-6, projections based on this ratio show a target job increase of 7,433 jobs from 2017 to 2040, resulting in a total of 14,176 jobs.

Table 4-6: Jobs for each Growth Alternative			
	Business as Usual	Redevelopment	Smart Growth
2017 Jobs	6,743	**6,743**	6,743
2040 Job Targets	11,833	**14,176**	17,194
2017-2040 Job Target Growth	5,090	**7,433**	10,451
Source: Cal Poly Planning Team, 2020			

To accommodate increased population and employment in the City of McFarland, new residential development would be needed. As seen in Table 4-7, 5,830 new housing units would be needed by 2040 under the Redevelopment Alternative, increasing the housing stock to a total of 8,910 housing units.

Table 4-7: Housing for each Growth Alternative			
	Business as Usual	Redevelopment	Smart Growth
2017 Housing Stock	3,080	**3,080**	3,080
2040 Housing Projection	7,580	**8,910**	10,630
2017-2040 Projected Housing Growth	4,500	**5,830**	7,550
Source: Cal Poly Planning Team, 2020			

4.3.2 Vision

The Redevelopment Alternative envisions a compact community that maximizes the use of land within City limits. It focuses development primarily on underutilized and vacant parcels to promote access to jobs, retail, services, and recreation. This alternative distinguishes itself from the other two alternatives by focusing on compact development and opportunities for accessory dwelling unit (ADU) within a concentrated area.

4.3.3 Growth Assumptions

The growth assumptions of the Moderate Growth and Redevelopment Alternative involve increasing the housing stock through residential infill development in existing vacant lots and underdeveloped parcels to create low-, medium-, and high-density housing as well as ADUs where applicable. This alternative also recommends implementing circulation improvements

and multi-use paths to create a safe and connected network throughout the City that connects community members to schools, residential areas, and shopping opportunities, including a new full-service grocery store with healthy and affordable food options.

The assumptions for the Downtown, North, and West neighborhoods include the creation of complete streets and expanded bus service that would connect residents to goods and services in the downtown core and throughout McFarland. Another assumption limits new development in McFarland to a maximum building height of 3 stories to maintain the community's small-town character.

4.3.4 Guiding Principles

The Redevelopment Alternative utilizes redevelopment principles that place new construction on sites with pre-existing uses, such as infill, densification, and repurposing. The focus of this alternative is prioritizing development on under-utilized and vacant parcels.

Residential Development

- Capitalize on existing vacant lots and under-developed parcels for residential infill and accessory dwelling units (ADUs)
- Increase multi-family housing density and affordable housing

Mixed Use

- Redevelopment in under-developed parcels in the downtown areas for residential and retail or commercial uses
- Capitalize on existing vacant lots and under-developed parcels for residential infill and accessory dwelling units (ADUs)

Circulation

- Creation of complete streets and multi-use pathways that improve access to schools and neighborhoods
- Connect regions in the City through expanded bus service

Light Industrial

- Redevelopment concentrated in areas southeast along Highway 99
- Development of industrial space that improves economic development and provides diverse job opportunities

4.3.5 Conceptual Land Use

The Redevelopment Alternative proposes changes in land use to increase walkability and accessibility to retail, jobs, services, and recreation. To accomplish this, the alternative identifies opportunities in the follow key growth areas of McFarland:

Downtown Core

The downtown core provides opportunities for mixed-use commercial and residential development through infill. Proposed mixed-use development is focused on 2nd Street between Perkins Avenue and Sherwood Avenue, with the center of development focused on Kern Avenue.

North and West Neighborhoods

There are opportunities in the western and northern portions of McFarland for high density housing and improved connectivity. Most of the new housing development would occur along Garzoli Avenue and West Perkins Avenue.

Southern Highway Commercial

The southern portion of the City has room for larger highway commercial developments and a full-service grocery store. Additionally, there is space for additional industrial and commercial activities to support new job growth to the east of Highway 99 and south of Sherwood Avenue.

East Neighborhood

Based on community input, eastern McFarland would benefit from increased connectivity to the west side. Additionally, there is room for ADUs throughout the neighborhood to increase the availability of affordable housing, and this alternative also proposes mixed-use office buildings along the highway corridor to support job growth.

4.3.6 Residential Land Use

The community needs to accommodate 5,830 new housing units by 2040 to meet a total need of 8,910 housing units. Most of the new development is to comprise infill of vacant parcels for high-density housing and ADUs where appropriate. In the northern part of the City, there is potential for infill development in the form of high-density housing and ADUs within proximity to parks and the downtown core. In the southern area of McFarland, redevelopment opportunities for compact residential development could enable access to new commercial opportunities.

The Redevelopment Alternative promotes higher density residential development and opportunities for potential ADUs to grow the City of McFarland. The alternative's residential pie graph, shown in Figure 4-9, details the distribution of the conceptual residential land use densities in categories of mixed-use, ADU opportunities, and low and high density. Based on proposed development and existing residential growth, residential land uses in 2040 would comprise 69% low density residential, 10% high density residential, 20% ADU opportunities, and 1% mixed-use development.

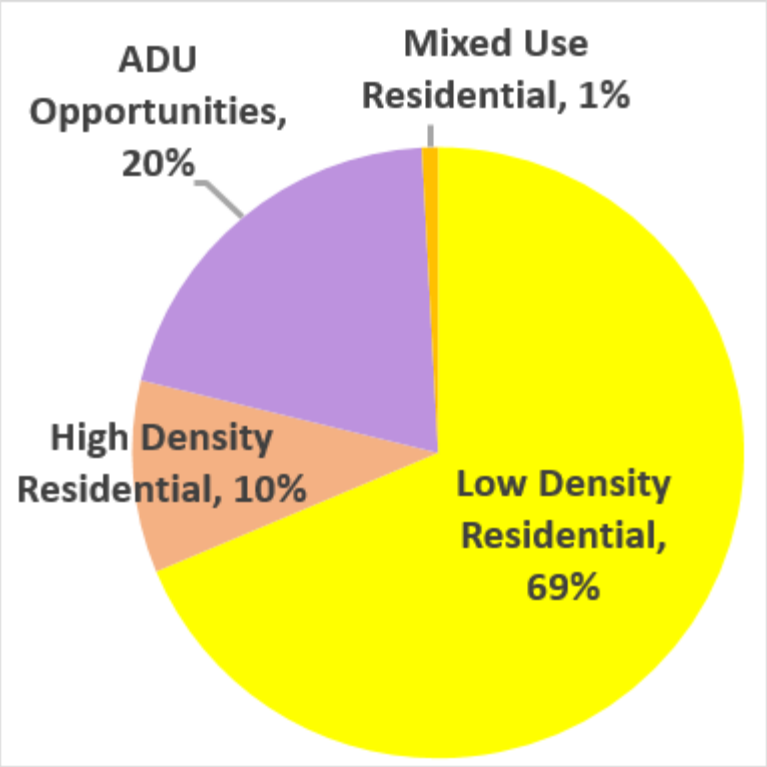


Figure 4-9: Residential densities for Moderate Growth and Redevelopment Alternative.

The low-density residential parcels are to be located on the edges of the City boundary, as well as the repurposed sites of the Central Valley and Golden State Correctional Facilities. The high-density residential parcels are to be located west of Highway 99 in the North, West, and South neighborhoods. ADUs are to be located throughout the City, and mixed-use parcels are to be located near the Downtown Core.

4.3.7 Commercial Land Use

For commercial growth, the Redevelopment Alternative recommends a variety of development types to provide space for businesses for the growing community. This concept has the following features:

- The Downtown Core has space for commercial development and mixed-use in the central core,
- The East Neighborhood can accommodate offices and compact business uses, as well as industrial and commercial uses in the southeast.
- The Southern Highway Commercial has room for a full-service grocery store or similar big-box retail.

Downtown Core

The Downtown Core embraces mixed-use development that offers a combination of commercial services and provides housing close to restaurants, shops, and public spaces.

North and West Neighborhoods

The North and West Neighborhoods integrate new commercial infill opportunities into underutilized areas along Highway 99 in the north and in available parcels west of Downtown.

Southern Highway Commercial

The Southern Highway Commercial area incorporates new commercial space south of the City along Highway 99 for businesses requiring more space, including a grocery store.

East Neighborhood

The East Neighborhood includes additional space for commercial uses near the center of the residential area as well as greater commercial development along Highway 99 in the south.

4.3.8 Key Growth Areas

The Moderate Growth and Redevelopment Alternative identifies four key growth areas of opportunity in McFarland that serve as anchor points of change and development. These opportunities are centered around redevelopment of existing vacant lots to meet the future community needs of McFarland.

Downtown Core

New mixed-use residential and commercial developments built along complete streets can create a distinct walkable downtown with multiple commercial options accessible to residents and visitors. The development of vacant lots with commercial and residential mixed-use can also create a cohesive streetscape along West Kern Avenue. In doing so, the Downtown Core key growth area would become distinct with a multitude of commercial options for residents and visitors by providing economic and housing growth in mixed-use spaces where residents can walk to nearby schools, stores, parks, and services. Figure 4-10 shows the existing downtown area, while Figure 4-11 shows what it might look like under the Redevelopment Alternative.

Figure 4-10: Downtown Core, existing.

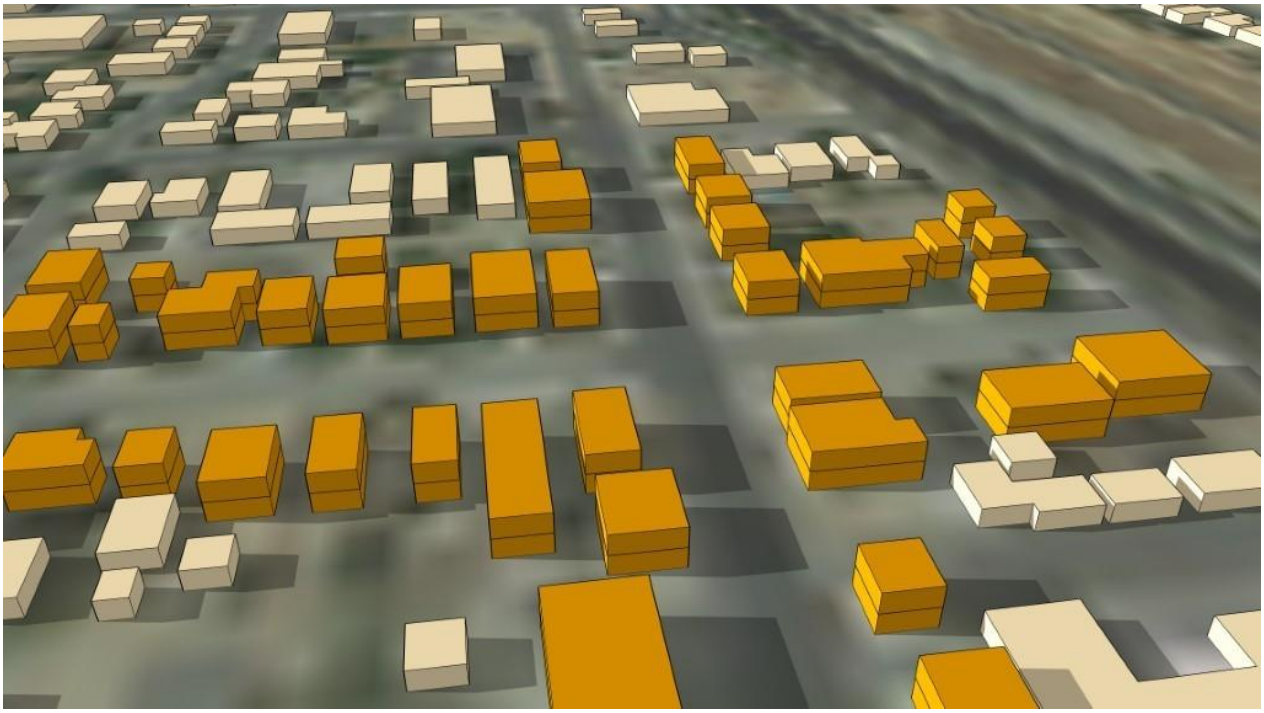


Figure 4-11: Downtown Core, proposed.

North and West Neighborhoods

McFarland's North and West Neighborhoods represent prime opportunities for new residential development. These key growth areas allow for the development of low and high-density housing on existing vacant lots, such as those shown in Figure 4-12, to build homes within walking or biking distance of Downtown. Underutilized parcels also offer space to develop new commercial uses along Highway 99, including high density residential and mixed-use near West Perkins Avenue. Figure 4-13 shows what the North Neighborhood might look like under the Redevelopment Alternative.

Figure 4-12: North Neighborhood, existing.

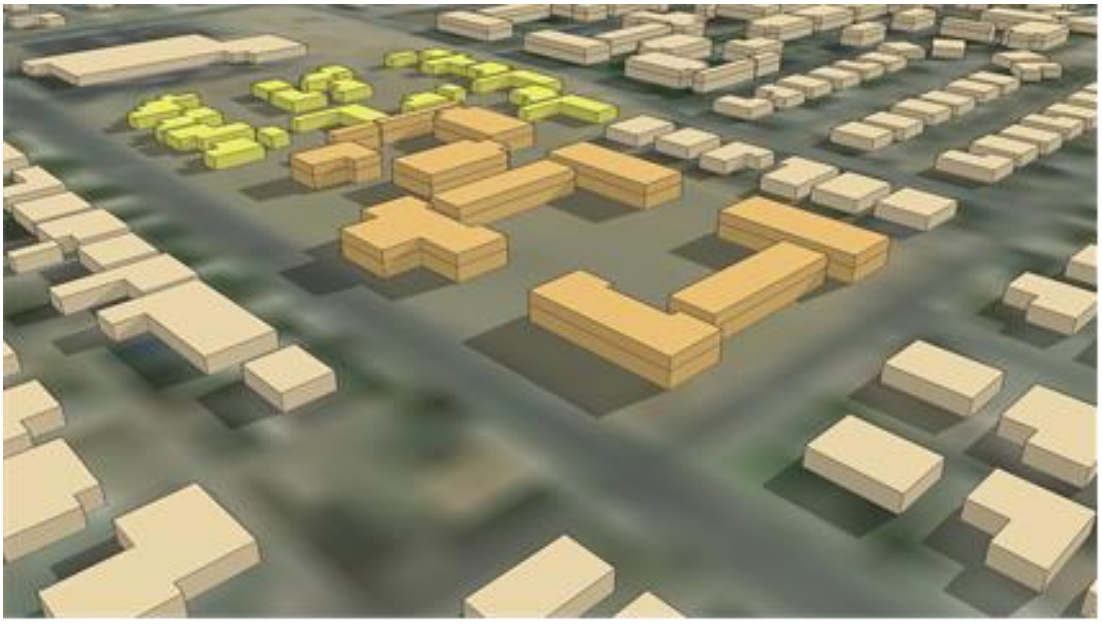


Figure 4-13: North Neighborhood, proposed.

Southern Highway Commercial

The sites of the Central Valley and Golden State Correctional Facilities between Taylor Avenue and Cliff Avenue, shown at the top of Figure 4-14, offer opportunity for new housing and retail development, as envisioned in Figure 4-15, and would be an optimal site for a full-service grocery store. The Southern neighborhood allocates space for low and high-density residential development near McFarland Junior High School and McFarland High School. Vacant lots along the south side of Taylor Avenue near Frontage Road also offer potential for office space to create additional jobs and centers of employment. The Highway 99 corridor south of Hanawalt Avenue is an additional area for commercial development to attract visitors on the highway and increase the City's economic development.

Figure 4-14: Southern Neighborhood, existing.

Figure 4-15: Southern Neighborhood, proposed.

East Neighborhood

The East neighborhood is to accommodate industrial and commercial space south of Taylor Avenue on the east side of Highway 99. Light industrial development can provide opportunities for diverse employment near commercial areas and within the boundaries of McFarland. The underutilized spaces near the Highway 99 overpasses, like those in Figure 4-16, provide opportunity for new infill office buildings to support new jobs and economic development, as represented in Figure 4-17. New low and medium density homes and ADUs also create new housing opportunities in this neighborhood.

Figure 4-16: East Neighborhood, existing.

Figure 4-17: East Neighborhood, proposed.

4.3.9 Circulation

The Redevelopment Alternative strives to improve circulation opportunities through:

- Increased multi-use and dedicated bicycle and pedestrian paths
- Traffic calming measures including crosswalks and signage
- Complete streets with additional bus stops in areas that currently have limited access

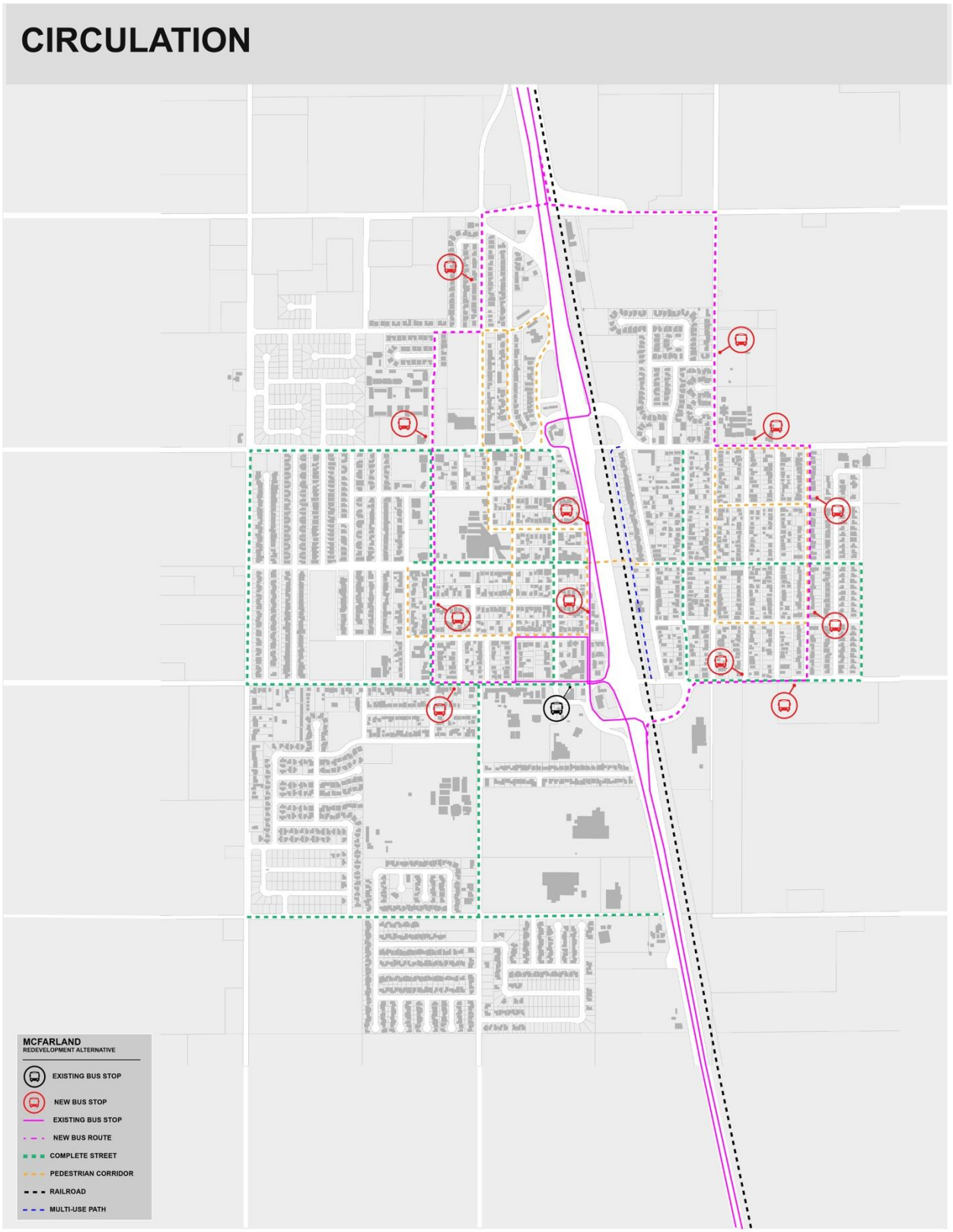
To accommodate additional growth, this alternative includes infrastructure upgrades for roads and increasing the variety of travel modes that can be accommodated by creating complete streets. Implementation of these circulation opportunities can increase connectivity for bicyclists, pedestrians, and vehicles.

Map 4-5 shows the conceptual circulation map for the Moderate Growth Alternative. This alternative proposes a network of complete streets, shown in green, that would connect major streets within the community. In Downtown and East McFarland, there is greater focus on pedestrian corridors (as shown by the dashed-orange lines) that would allow people to walk freely and comfortably. This alternative also incorporates a planned multi-use path (as shown by the dashed-blue line) east of the railroad that connects East Perkins Avenue and East Sherwood Avenue. This proposed trail can take advantage of underutilized space to create a walkable area. Finally, to connect areas of the community, an expanded network of new bus routes and stops is proposed around the East, North, and Downtown neighborhoods.

4.3.10 Outcomes

The Moderate Growth and Redevelopment Alternative focuses most of the new development in key growth areas in the North, Downtown, West, East, and South Neighborhoods. Development consists of new residential, commercial, and industrial expansion. New residential growth in City boundaries are to be largely high-density housing and ADUs on infill and redevelopment parcels. The integration of dense infill commercial and mixed-use redevelopment in the Downtown Core can create opportunities for people to work, live, shop, and interact. The highway commercial corridor can provide services for residents and attract visitors from Highway 99 into the City of McFarland. Although McFarland residents continue to rely on single-occupancy vehicles, improvements to pedestrian, bicycle, and public transportation infrastructure and connectivity can enhance the circulation system and reduce the need for individuals to drive within the community. An effort to develop complete streets with pedestrian safety crossings and traffic calming measures can promote a welcoming environment for pedestrians, bicyclists, and public transportation users in McFarland.

Map 4-5: Conceptual Circulation Map for Moderate Growth and Redevelopment Alternative



4.4 Smart Growth

4.4.1 Introduction

The Smart Growth Alternative accounts for the most aggressive population growth in the City of McFarland, maximizing infill within the City and new development outside of the existing City boundary to accommodate the maximum potential population, housing, and job growth. This alternative identifies three key areas for growth of housing and jobs across the City:

- Downtown Infill
- Westside Expansion
- Highway 99 Improvements

Future growth of housing is concentrated in the Downtown Infill and Westside Expansion key growth areas. Future growth of jobs is focused along Highway 99, where land is designated for light and heavy industrial uses, as well as highway commercial retail and services to support job growth.

According to the population projections shown in Table 4-8, the City of McFarland's population is to increase by 19,289 people from 2017 to 2040 under the Smart Growth Alternative resulting in a total population of 33,219 by 2040.

Table 4-8: Population for each Growth Alternative

	Business as Usual	Redevelopment	Smart Growth
2017 Population	13,930	13,930	**13,930**
2040 Population Projection	23,690	27,854	**33,219**
2017-2040 Projected Population Growth	9,760	13,924	**19,289**

Source: Cal Poly Planning Team, 2020

The population, employment, and housing projections for the Smart Growth Alternative were based on the job-to-labor force ratio of 1.2 taken from McFarland employment data from 2010 to 2017. As seen in Table 4-9, projections from this ratio show a target job increase by10,451 jobs from 2017 to 2040 to reach a total of 17,194 jobs in 2040.

Table 4-9: Jobs for each Growth Alternative

	Business as Usual	Redevelopment	Smart Growth
2017 Jobs	6,743	6,743	**6,743**
2040 Job Targets	11,833	14,176	**17,194**
2017-2040 Job Target Growth	5,090	7,433	**10,451**

Source: Cal Poly Planning Team, 2020

To accommodate increased population and employment in the City of McFarland, new residential development is needed. As seen in Table 4-10, under the Smart Growth Alternative,

7,550 new housing units would be needed by 2040, increasing the total housing stock to 10,630 housing units.

Table 4-10: Housing for each Growth Alternative

	Business as Usual	Redevelopment	Smart Growth
2017 Housing Stock	3,080	3,080	**3,080**
2040 Housing Projection	7,580	8,910	**10,630**
2017-2040 Projected Housing Growth	4,500	5,830	**7,550**

Source: Cal Poly Planning Team, 2020

4.4.2 Vision

As stated by a McFarland resident, the City is the historic "agricultural heartbeat of Kern County." Looking towards the future, McFarland has the potential to become an industrial hub and job-rich community while maintaining its vibrant agricultural industries. The Smart Growth Alternative uses McFarland's highest projections of population and jobs to develop its planning strategy for 2040 and beyond. The key growth areas target McFarland's most optimal locations for development: Downtown, Western McFarland, and the Highway 99 Corridor. Growth areas are designed to accommodate maximum growth while aligning with McFarland's desires to remain an agriculture-based City.

4.4.3 Growth Assumptions

McFarland's most aggressive growth target for 10,451 additional jobs could result in an increase in population by 19,289 people, which would require additional 7,550 housing units to support the projected growth. These forecasts fit well with McFarland's current goals of expanding the City's Sphere of Influence (SOI) and annexing additional land to increase access to resources and revenue. Still, residents desire to maintain McFarland's small-town feel and continue the City's long-standing history of active community members. Therefore, the proposed growth areas considered opportunities for community engagement and connections between growth areas, including providing adequate open space close to newly proposed housing, pedestrian-friendly commercial districts, and placemaking through community design.

4.4.4 Guiding Principles

In the Smart Growth Alternative, the guiding principles come from four main themes that encompass the needs under all 13 elements of a community plan: land management, connectivity, habitation, and public well-being. The following principles were also developed to meet the needs of the community:

- Develop strong commercial districts through mixed-use, highway commercial, and infill commercial development.
- Increase the ease and appeal of access within the City (primarily east to west) as well as into the City.
- Expand the variety of housing options to provide for households of varying income levels.

- Decrease McFarland's reliance on its neighbors by creating and expanding commercial and industrial uses.
- Develop McFarland's sense of place and frame the City as a regional destination.

4.4.5 Conceptual Land Use

The Smart Growth Alternative proposes changes in land use for residential development to take place outside of flood zones, expansion of commercial activities along Highway 99, and the creation of a vibrant downtown core as shown in Map 4-6. This alternative allocates 850 acres of land for residential use to prepare for future housing needs and 280 acres of land for commercial use (including mixed-use) to appropriately prepare for future job growth.

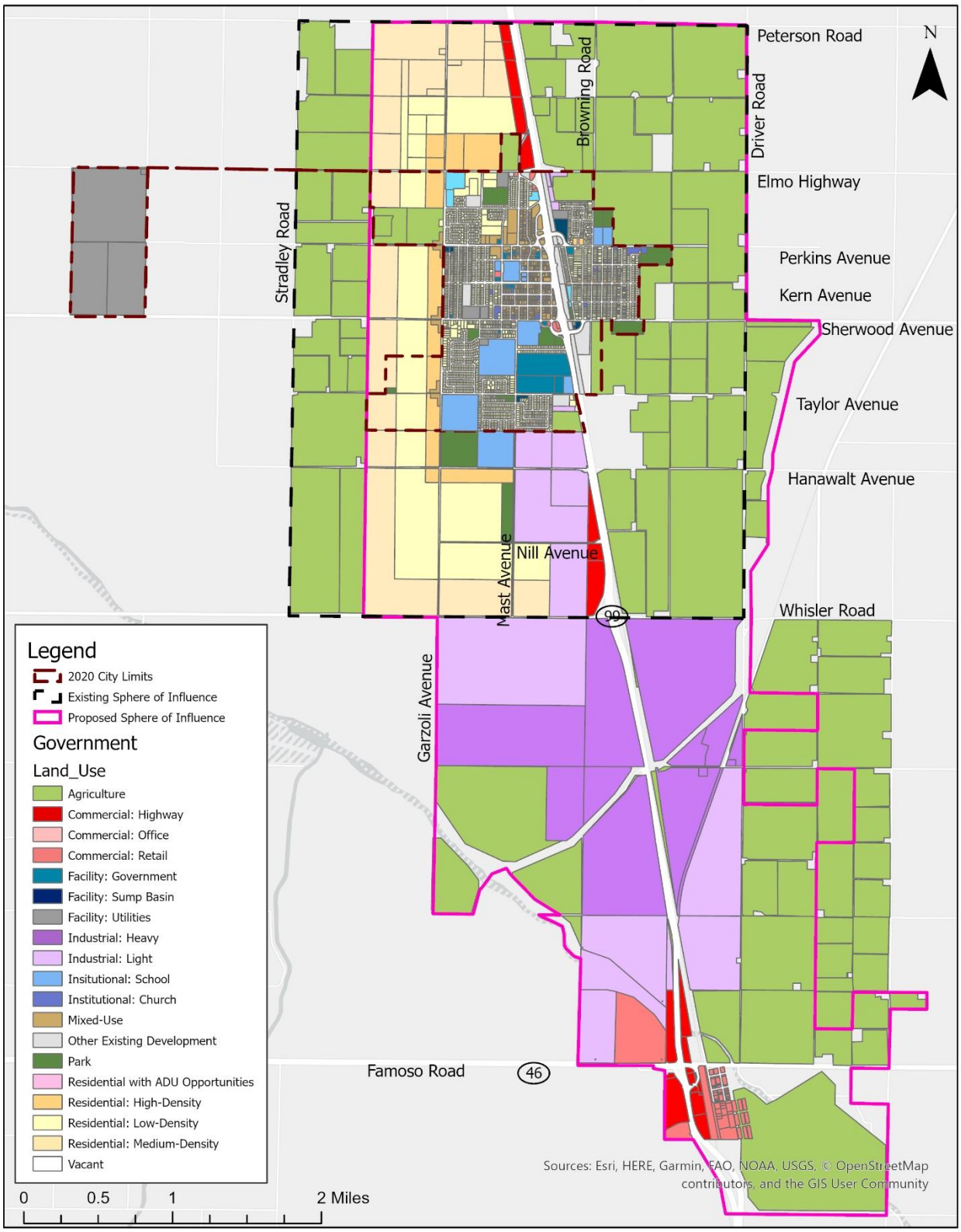
4.4.6 Residential Land Use

To appropriately provide for the anticipated population growth in this aggressive growth alternative, the City would need sufficient space to accommodate 7,550 new housing units by 2040. Proposed housing is limited to the northern and western areas of McFarland due to several factors including extensive Williamson Act lands to the east, flood hazards to the east and south, and limited capacity of municipal infrastructure serving east McFarland. In consideration of these factors, the additional 850 acres for residential use is proposed in the Westside Expansion key growth area within and beyond the current City boundaries, and internally within the proposed Downtown Infill key growth area. This combination of internal and external residential growth is necessary to providing the necessary variety of housing options to support low-, middle-, and high-income individuals and families in McFarland.

Additionally, the Smart Growth Alternative promotes a higher density residential development compared to the previous two alternatives to expand the housing capacity of the City of McFarland to serve the maximum potential population growth while avoiding low-density sprawl. Still, low- and medium-density residential are prominent in this alternative, maintaining McFarland's small-town feel. The pie graph, shown in Figure 4-18 details the distribution of residential densities by total acreage under the Smart Growth Alternative. The Alternative would result in the following allocations of residential acreage:

- 33% medium density residential use
- 32% low density residential use
- 20% mixed-use residential use
- 15% high density residential use.

Map 4-6: Conceptual Land Use Map for Smart Growth Alternative



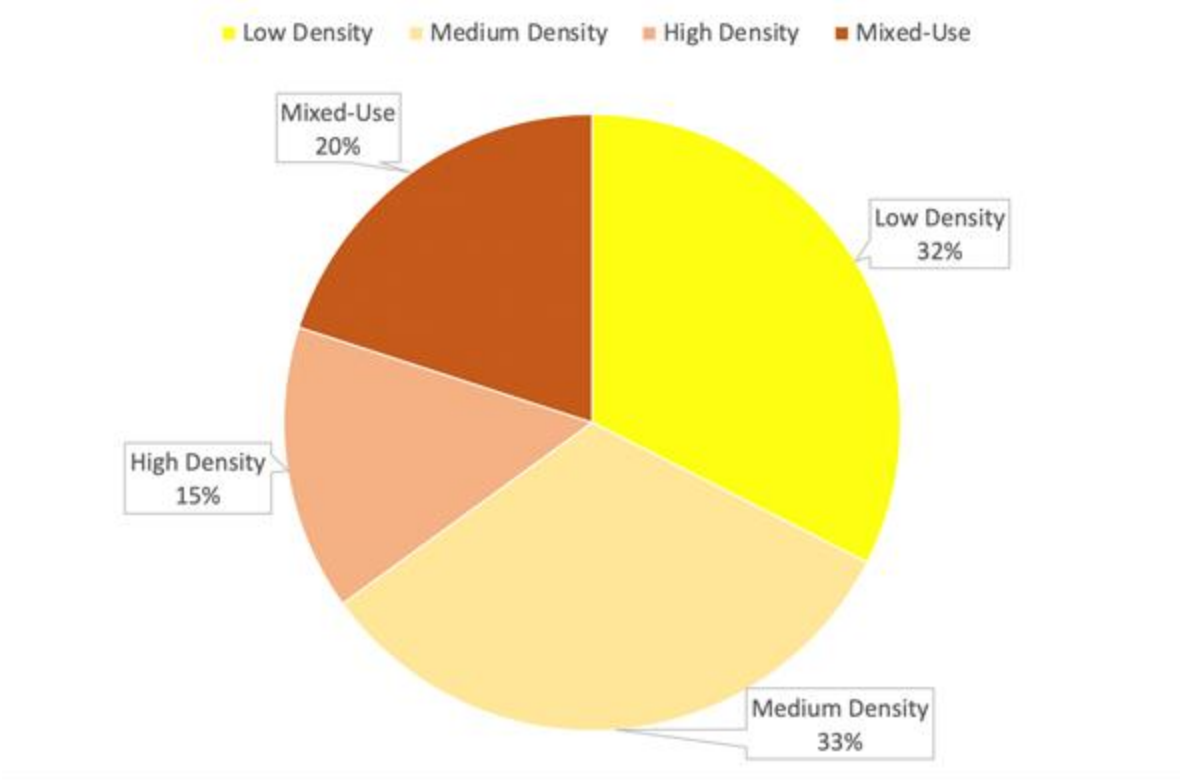


Figure 4-18: Distribution of housing densities under Smart Growth Alternative

4.4.7 Commercial Land Use

To account for continued commercial expansion, the Smart Growth Alternative proposes three specific commercial growth concepts:

- Downtown Infill
- Neighborhood Commercial Nodes
- Highway Commercial

Downtown Infill

Downtown commercial in this area is to serve the regional needs for dining and entertainment as well as local neighborhood commercial uses such as small grocery markets and services. Jobs in this area are to be primarily in the service sector, including hairstylists, accountants, and restaurant workers.

Neighborhood Commercial Nodes

Neighborhood Commercial nodes along Garzoli Avenue at Perkins, Sherwood, and Taylor Avenues, as well as on East Kern Avenue from Browning Road to San Pedro Street, are to serve the residents in nearby communities.

Highway Commercial

Highway commercial is to focus on providing uses for traffic along Highway 99, including gas stations, hotels, and casual or fast-food dining options. The highway commercial corridor is also to serve workers in nearby light and heavy industrial areas.

The Smart Growth Alternative targets the highest level of job availability to grow the City of McFarland's economic base. The Smart Growth Alternative's commercial and industrial pie graph, shown in Figure 4-19, details the distribution of space allocations to commercial and industrial land uses in categories of commercial, highway commercial, light industrial, and heavy industrial uses by total acreage. The proposed development of commercial and industrial uses includes:

- 40% heavy industrial
- 40% light industrial
- 15% commercial
- 5% highway commercial

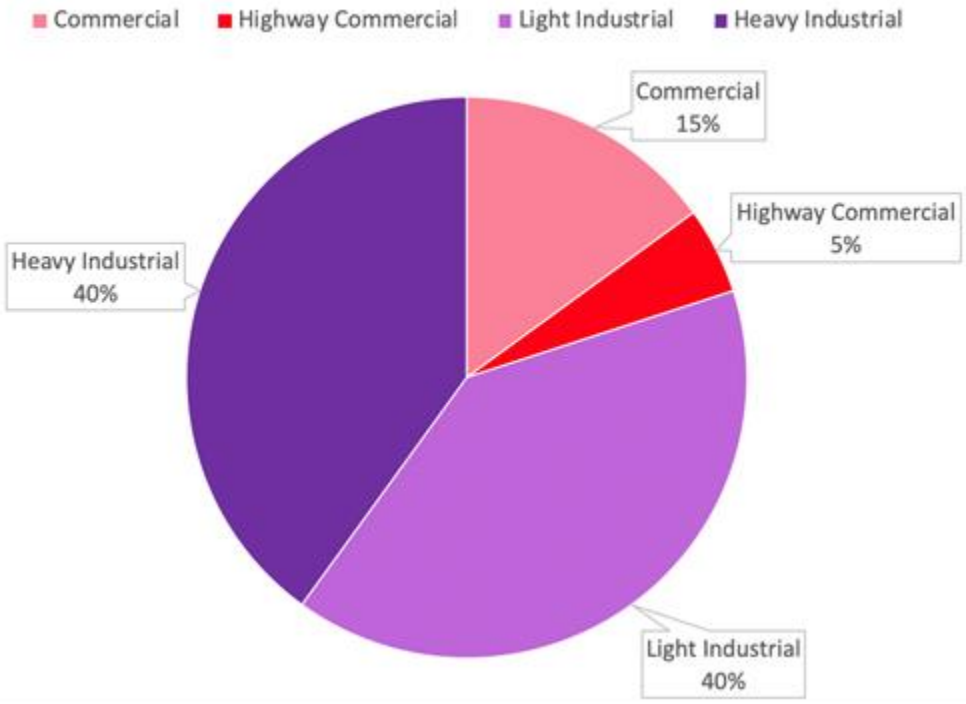


Figure 4-19: Smart Growth commercial & industrial uses by percent.

4.4.8 Key Growth Areas

The Smart Growth Alternative identifies three key growth areas that can serve McFarland as the City aggressively grows and develops. These areas are to accommodate the largest growth in development to meet the future needs of the community.

Downtown Infill

The Downtown Infill key growth area promotes a thriving town core with bandwidth to support additional residential, commercial, and office development. To facilitate this commercial, office, and residential mix, the entire downtown core is to be designated for mixed-use development. This designation is to allow buildings to host commercial or office on the first floor and residential units on the upper floors, and the increase in density would enable the offer of density bonus opportunities for affordable housing developers. The Downtown Infill growth area, seen in existing conditions in Figure 4-20 and in the future in Figure 4-21, can also provide key connections to Perkins, Kern, and Sherwood Avenues to serve as main commercial corridors, and to Garzoli Avenue which can act as a perpendicular commercial corridor.

Figure 4-20: Downtown Infill, existing.

Figure 4-21: Downtown Infill, proposed.

Westside Expansion

The Westside Expansion key growth area, seen in existing conditions in Figure 4-22, stands to promote a range of low-to-high density residential developments to accommodate potential population growth. High-density residential development is proposed along the westside's main arterial roadway at Garzoli Avenue while medium and low-density housing is proposed on slower moving residential streets, seen in Figure 4-23. West McFarland was identified as a key residential site due to its location outside of a flood zone and its distance from Highway 99, which would limit pollution and noise concerns.

Figure 4-22: Westside Expansion, existing.

Figure 4-23: Westside Expansion, proposed.

Highway 99 Improvement

The Highway 99 Improvement key growth area, seen in existing conditions in Figure 4-24, is to promote highway-serving commercial uses such as gas stations and hotels, as well as industrial uses such as manufacturing. Highway commercial uses could be most beneficial at Famoso and Highway 99 which has the greatest opportunity of capturing Famoso Raceway traffic. Light and heavy industrial development is to be focused on the intersection of Whisler Road and Highway 99 to support new job growth, as seen in Figure 4-25. Additionally, signage improvements for highway off-ramps can further help to draw visitors from Highway 99 into the City's commercial areas.

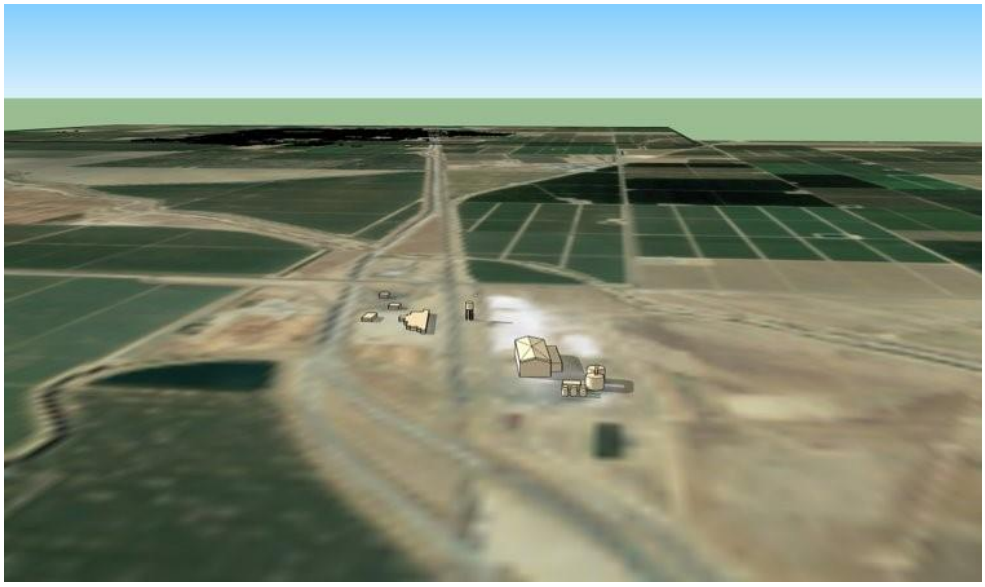


Figure 4-24: Highway 99, existing.

Figure 4-25: Highway 99, proposed.

4.4.9 Circulation

The Smart Growth Alternative proposes to improve circulation in the City through:

- Expanding public transit to integrate a new internal City transit network with the existing regional transit system
- Developing bicycle and pedestrian infrastructure for increased connectivity between homes, schools, and parks
- Improving non-motorized crossings between East and West McFarland

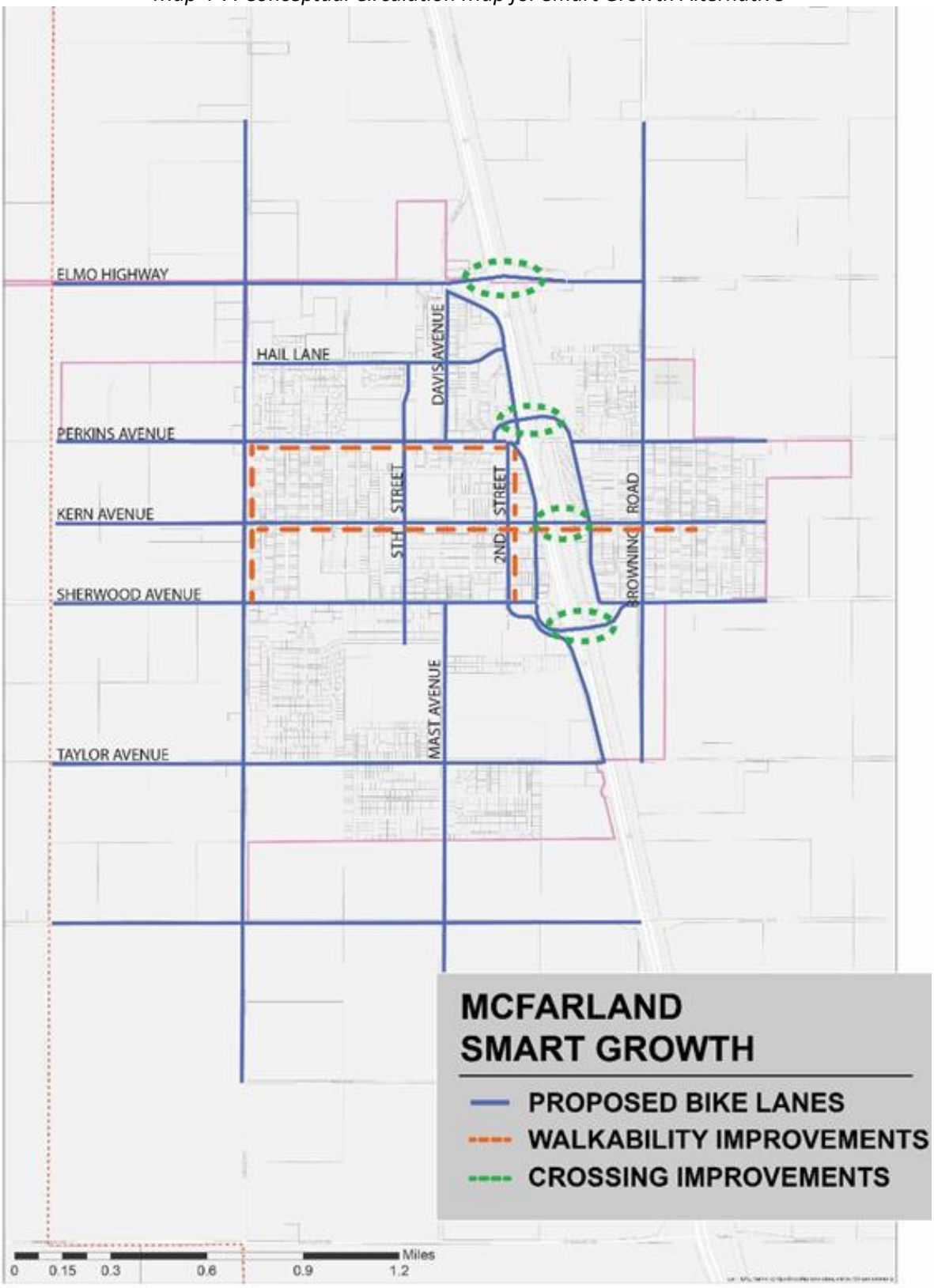
The proposed bicycle and pedestrian network for this alternative suggests improvements centered on improving non-motorized connectivity and safety. Map 4-7 shows the conceptual circulation map. The blue lines propose a separated bike network on major arterial roads which would connect activity centers and promote healthy lifestyles. The orange dashed line illustrates walkable pathways along the major commercial corridors. These pathways are to include widened sidewalks, added benches and other pedestrian amenities, and improved landscaping. The green dashed lines are highway crossings on Elmo Highway, Perkins Avenue, Kern Avenue, and Sherwood Avenue, which are proposed to mitigate barriers for pedestrian and bicyclist connectivity between East and West McFarland.

The proposed transit network in the Smart Growth Alternative can help to accommodate people without access to private vehicles. Map 4-8 depicts the Conceptual Transit map. The purple dashed line represents proposed intra-city transit to connect residential areas to commercial hubs and public facilities. Additionally, the pink line illustrates the existing Kern Transit route, including newly proposed bus stops to accommodate trips to the proposed developments in the south of the City.

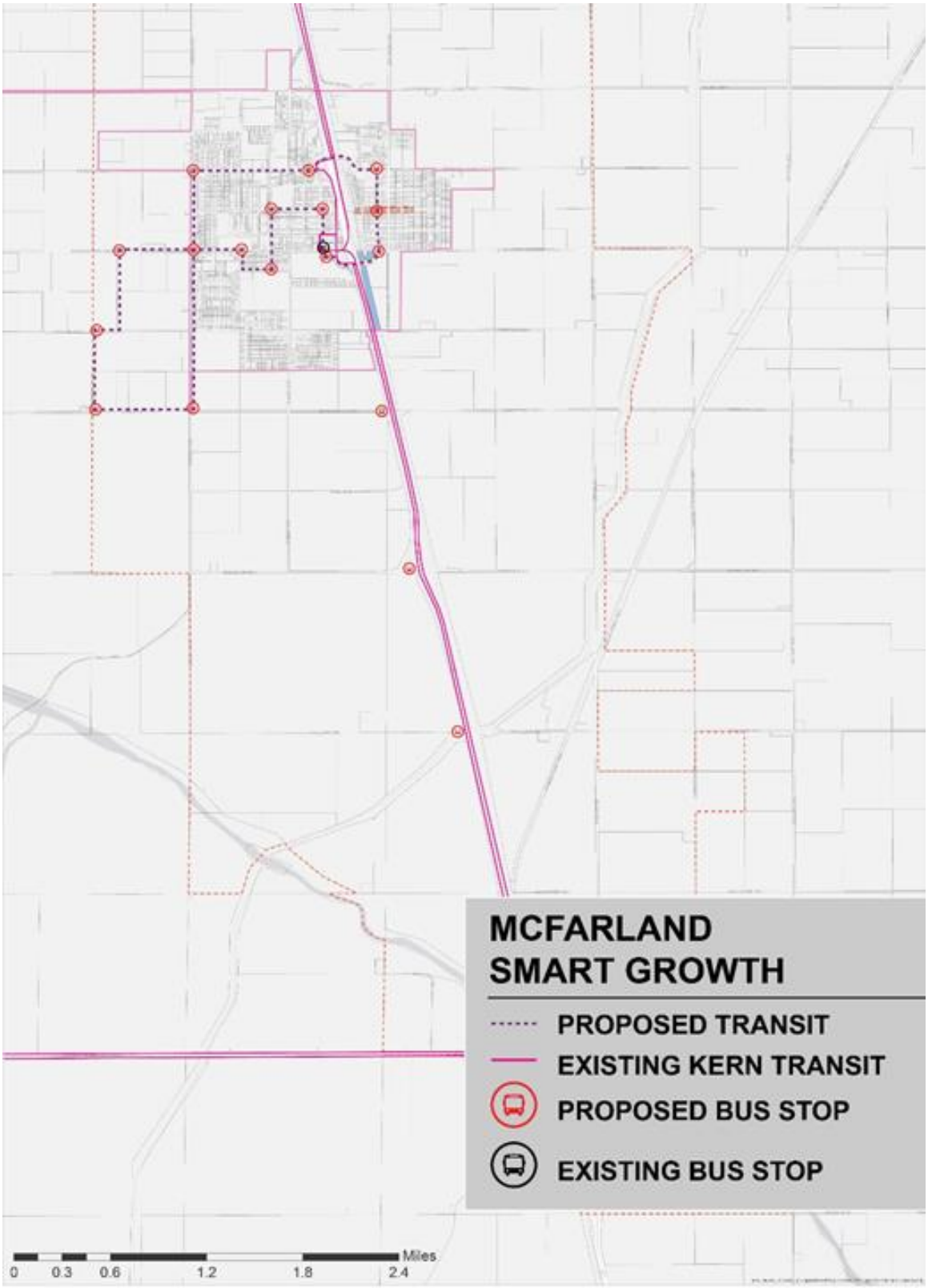
4.4.10 Outcomes

The Smart Growth Alternative focuses its aggressive growth in three key areas to serve the needs of neighborhoods, the region, and travelers on Highway 99. To avoid locating new residential development in hazard areas, the alternative increases the density of housing, particularly in the Downtown Infill and Westside Expansion key growth areas. Additionally, new mixed-use and commercial development are prioritized in the Downtown Infill area to support a vibrant downtown and at key intersections within the Westside Expansion key growth area (Garzoli Avenue at Perkins, Sherwood, and Taylor Avenues). Commercial development is also prioritized along Highway 99 to encourage highway travelers to stop in McFarland. Furthermore, the Smart Growth Alternative identifies gateways, an internal transit system, and safe and complete streets for all road users as necessary points of efficient circulation and connectivity for the future of McFarland.

Map 4-7: Conceptual Circulation Map for Smart Growth Alternative



Map 4-8: Conceptual Transit Map for Smart Growth Alternative



5. PREFERRED GROWTH ALTERNATIVE

5.1 Introduction

The Preferred Growth Alternative is the vision for development changes in McFarland by the year 2040. It was developed with the community's preferences of concepts in the three development alternatives detailed in Chapter 4: Development Alternatives. This chapter presents growth assumptions as well as community-wide features, land use, and circulation concepts within five key growth areas. The Preferred Growth Alternative reflects future land use designations, housing allocation, and circulation improvements needed to meet the population growth projections and targets for job growth. It therefore carries implications for each of the General Plan elements: Land Use, Circulation, Housing, Conservation, Open Space, Safety, Noise, Public Facilities, Economic Development, Community Design, Health, Environmental Justice, Air Quality, and Sustainable Agriculture.

5.2 Concept & Proposal

The Preferred Growth Alternative is directly based on community feedback from community meetings, particularly Meeting 3 of February 20, 2020 during which three development alternatives were presented. The Preferred Growth Alternative focuses on creating a diverse local economy supported by a housing stock that accommodates a growing population and balances land development and open space. Major growth areas include: Revitalized Downtown, West Expansion, Whisler Road Neighborhood, Southern Commercial Corridor, and Famoso Industrial and Commercial Center. These growth areas introduce medium-density, high-density, and mixed-use development, as well as accessory dwelling units (ADUs) in residential neighborhoods that are eligible for the additional units using vacant and underutilized parcels. In addition, the Preferred Growth Alternative promotes sustainable design and improvements to the City's circulation network. Circulation improvements focus on creating a network of complete streets, which provide space for automobiles, pedestrians, and bicycles, along with an expanded public transportation system to serve internal circulation needs while it connects McFarland residents to neighboring communities.

5.3 Vision

Under the Preferred Growth Alternative, McFarland would transform into a connected community that can accommodate growth in population and economic activity. Residents can travel from home to work and shopping by multiple modes, while visitors are drawn to the City's vibrant commercial opportunities. The vision includes multiple areas of residential development infrastructure for active transportation and pedestrian safety, and the creation of a comprehensive transportation network. Combined, these transformations can help McFarland become a magnet for residential and commercial activity.

5.4 Growth Assumptions

The Preferred Growth Alternative aims to allocate sufficient space to accommodate population, housing, and jobs through the year 2040 for the most aggressive growth scenario. Based on

community feedback and demographic projections, land uses are allocated to balance housing and jobs, expand housing options, and increase job opportunities for a growing population. Therefore, land uses in the growth areas are proposed to include uses such as mixed-density housing, mixed-uses, neighborhood and highway commercial, and offices.

5.4.1 Population, Housing, and Jobs

Based on the population projection using local birth, death, and migration rates, baseline population is estimated to be 23,690 in 2040, which is an 82% increase from 13,020 in 2015. However, the Preferred Growth can accommodate the most aggressive plausible growth to 33,220 people. Population growth translates to households which indicates the need for up to 10,640 housing units in the City. In addition, the projection shows increase in number of people in the 25 to 39-year-old age group, which suggests increasing the quantity and variety of job opportunities to a total of 17,195 jobs by 2040.

5.4.2 Economic Development

The Preferred Growth Alternative focuses on diversifying and increasing employment opportunities for the growing population. Agriculture, the City's predominant employment sector, offers low-paying jobs. To help increase incomes and expand job opportunities, the mixture of compatible residential, commercial, and office land uses are proposed in the Revitalized Downtown while low-polluting industrial and highway commercial uses such as gas stations and fast food restaurants are proposed for major job centers at Highway 99 interchange areas.

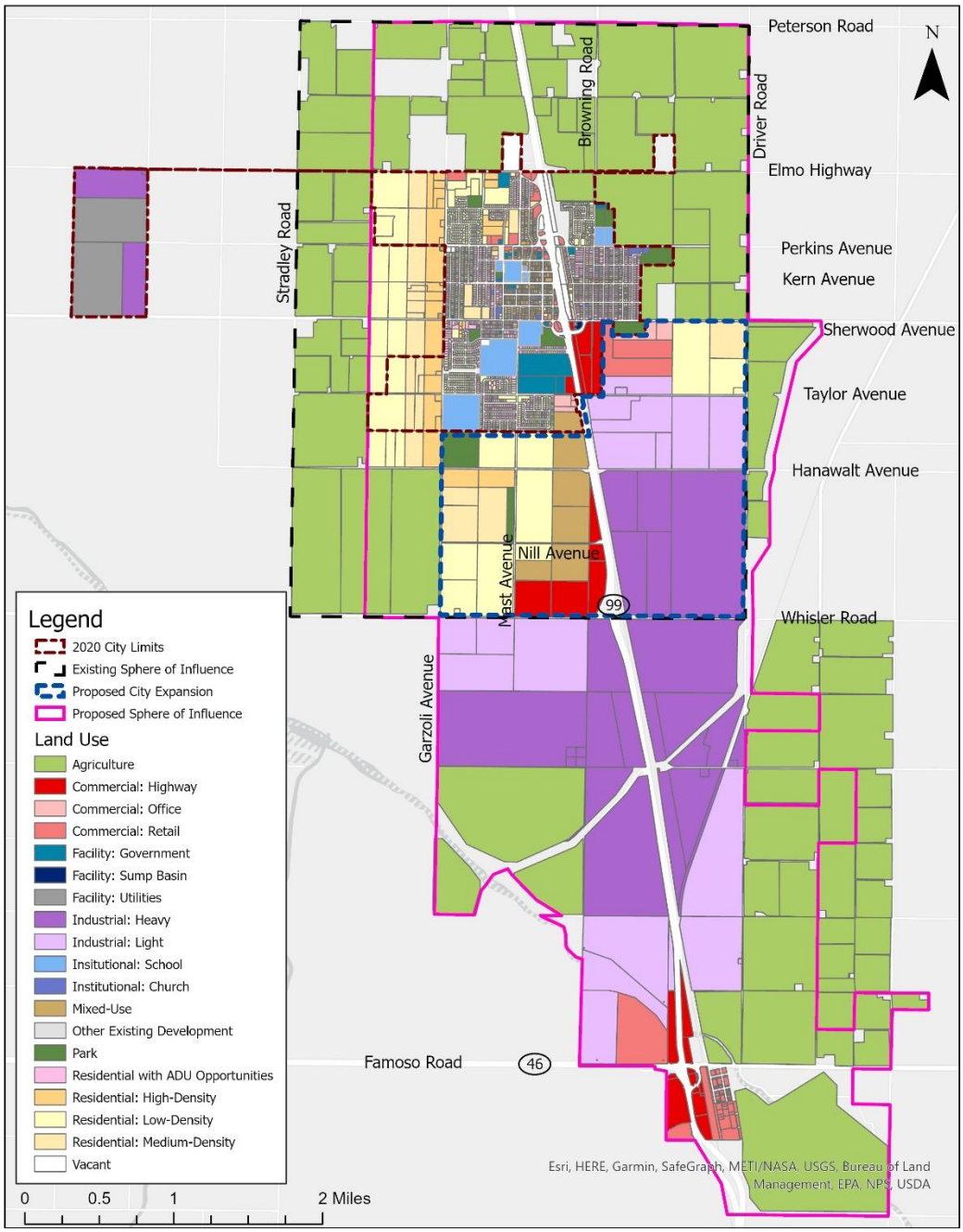
5.4.3 Housing Distribution

The Preferred Growth Alternative is to accommodate the need for shelter according to multiple dimensions in terms of size, cost, and location. Mixed-density housing is to accommodate various household sizes and income levels. High, medium, and low-density housing are proposed in areas on the north, south, east, and west boundaries of the City whereas accessory dwelling units (ADUs) and residential/commercial mixed uses are envisioned within central areas of the City. The following section describes the key growth areas and development characteristics.

5.5 Conceptual Land Use

Map 5-1 illustrates the concepts for future land use envisioned for the City of McFarland. It represents the de facto Land Use Map for the updated McFarland General Plan. The following subsections offer brief descriptions of the five key growth area that dominate the make-up of the new General Plan.

Map 5-1: Conceptual Land Use Map



5.5.1 Revitalized Downtown

The Plan proposes changing McFarland's residential-dominant downtown neighborhood into a mixed-use residential and commercial environment. The mixed-use designation would define McFarland’s downtown core by providing a vibrant commercial district and source of activity for residents as well as visitors passing through McFarland on Highway 99. This designation can

reduce the need for residents to travel out of town while increasing McFarland's ability to attract visitors.

Connection to the east side of McFarland is a critical component to this alternative because internal circulation within the City is to improve access for all residents. Since new development is limited on the east side due to flood hazards, developing mixed use on East Kern Avenue and improving walkability via the Highway 99 pedestrian overpass is vital in the development of a vibrant downtown commercial hub. The extension of the downtown core toward the east side would reinforce the concept of a continuous downtown with commercial opportunities for all McFarland residents. The extension is to provide commercial and residential opportunities on the east side as part of the downtown core of the Revitalized Downtown area.

5.5.2 West Expansion

The West expansion area is primarily to consist of low-density, medium-density and high-density residential units in areas that are contiguous with the central built-up core of the City. As the City grows outwards, recreational open space is to be dispersed throughout this zone to accommodate the need for community gathering. This expansion is to accommodate McFarland's most ambitious population growth of 33,220 by 2040. Commercial areas in the neighborhoods are to screen residential areas from roadway noise, provide services to the community, and reduce the need to travel out of town or downtown to find resources. Mixed-use designation is proposed for the intersections of Garzoli Avenue at Perkins Avenue, West Kern Avenue, and Sherwood Avenue.

5.5.3 Whisler Road Neighborhood

Like the West Expansion area, this growth area is to add low-density, medium-density, and high-density housing options to an area under agricultural and low-density residential use. In addition, new recreational park space is to be added along the adjacent commercial corridor to meet open space needs for McFarland community members.

5.5.4 Southern Commercial Corridor

This area is adjacent to the Whisler Road Neighborhood. It would screen the community from exposure to the highway while providing the entire City with a major commercial core. Unlike the Downtown Infill area, this area is not to provide housing of any sort. It is to provide space for big-box retail and other commercial stores that the City needs to accommodate its major shopping needs and yet be readily accessible to motorists on Highway 99. Developing this area can reduce the need for residents to travel to other cities such as Wasco and Delano for shopping.

5.5.5 Famoso Industrial and Commercial Center

This area occupies most of the proposed expansion of McFarland's Sphere of Influence (SOI) to the south. Most of this growth area is for heavy and light industrial as well as office use to accommodate the need for jobs and industry within McFarland and increase its sources of revenue. The east portion of this area is prone to 500-year flooding events and thus would

require adequate mitigation to avoid damage to new developments. The area is to establish highway commercial and other commercial spaces at highway interchange areas further south in the SOI. The highway commercial districts, in addition to the new mixed-use downtown infill, can attract revenue from travelers on Highway 99.

5.6 Residential Land Use

The Preferred Growth Alternative includes a mix of low-density, medium-density, and high-density housing. In response to State mandates to reduce vehicle miles travelled and emissions, McFarland needs to accommodate growth with higher density residential uses than has been the case historically. The housing stock in McFarland is concentrated on the west side of the City and features low-density, single-family homes as the dominant form of housing. While this may have met the needs of the community, this is no longer the case considering new State mandates. Future population growth would need to be housed within medium and high-density mixed-use parcels located in the Downtown, North, and West neighborhoods to accommodate residents of all incomes, household types, and persons with special needs. Future residential development would be concentrated in the following key growth areas:

5.6.1 Downtown Infill

Downtown Infill aims to grow a vibrant town center. Residential development in this area focuses on mixed-use commercial and high-density housing options. This is meant to enable residents within the City's core reduce the need for motorized transportation while supporting economic development. The approval of accessory dwelling units in this neighborhood is to contribute to a compact development density which together with adjacent commercial uses can help reduce vehicle miles of travel.

5.6.2 West Expansion

This growth area aims to introduce a variety of housing densities to accommodate future growth in population. High-density is to be focused along major arterial roads and near commercial nodes. Medium density is to be focused along the outer arterial corridors. In areas outside the medium and high-density residential zones is low-density development. Residential allocations are intended to prevent urban sprawl during future growth of the City.

5.6.3 Whisler Road Neighborhood

This neighborhood is to add low-density, medium-density, and high-density housing options to an area that is contiguous to the southern City limits. The aim is to introduce a variety of housing densities to accommodate future growth in population and reduce vehicle miles as new State mandates require.

5.7 Commercial Land Use

Commercial land use in the Preferred Growth Alternative is characterized by two distinct types: general commercial and highway commercial. General commercial refers to neighborhood-serving stores and big-box stores that are suited for residents and visitors while highway commercial is primarily to provide service and shopping needs of customers travelling on

Highways 99 and Highway 46. The Preferred Growth Alternative allocates 465 acres to general commercial and 380 acres to highway commercial, totaling 845 acres. Future commercial development is to be concentrated in the key growth areas described in the subsections that follow.

5.7.1 West Expansion

While this area is mainly devoted to housing, there are provisions for neighborhood commercial centers at major intersections along major arterials. This is to serve residents in the area and preclude travel to distant locations for minor retail and restaurant items.

5.7.2 Whisler Road Neighborhood and Southern Commercial Corridor

These two neighborhoods include a mix of general commercial and highway commercial space with office space interspersed. There is general commercial in the northeast portion of the Southern Commercial growth area to serve the residents located in adjacent residential developments as well as in the proposed Sphere of Influence. There are highway commercial centers in the northern and southern sections of the Southern Commercial Corridor (directly adjacent to Highway 99 and the Whisler Road neighborhood).

5.7.3 Famoso Industrial and Commercial Center

The Preferred Growth Alternative proposes a new highway commercial and general commercial center at the Highway 46 and Famoso Road interchange to capture motorists along both Highway 46 and Highway 99. Proposed uses may include regional shopping centers, service stations, and hotels. This commercial area is also to serve the Famoso Raceway and establish this area as a commercial node along Highway 99. Most of this growth area is devoted to light and heavy industrial land uses to boost job creation and availability.

5.8 Mixed Land Use

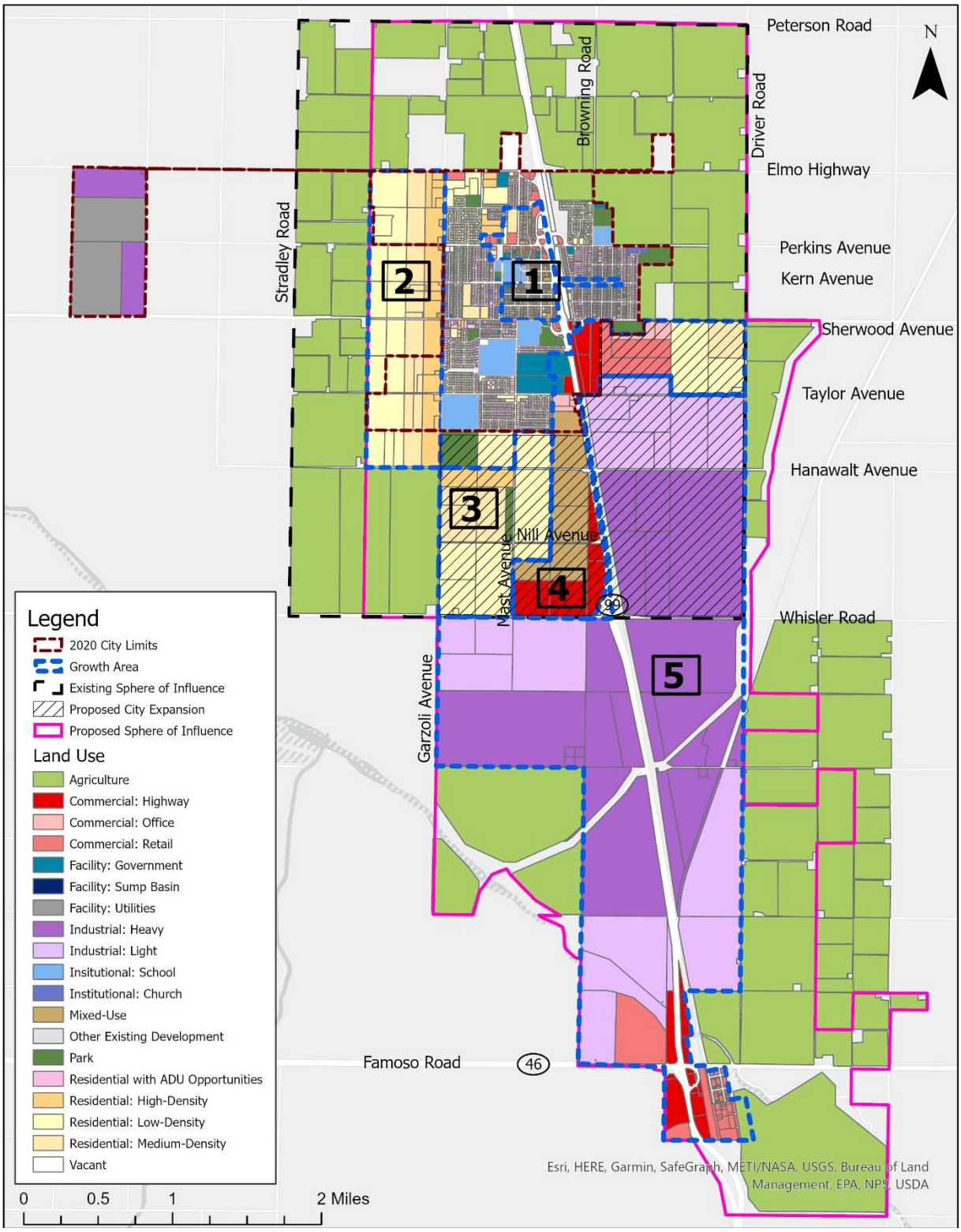
Mixed-use is a new land use designation in McFarland. Mixed-use is to provide opportunities within the City for horizontal and vertical placement of compatible residential and commercial uses within the same parcel. This typically would be in the form of commercial retail space on the bottom floor with residential or office units above.

The Preferred Growth Alternative proposes mixed-use development primarily in the Downtown Infill area with small developments along Garzoli Avenue in the western part of the City and in the central portion of the SOI west of Highway 99 and north of Nill Avenue.

5.9 Key Growth Areas

Map 5-2 demarcates the five key growth areas under the Preferred Growth Alternative. Subsequent subsections provide summary descriptions of the growth areas.

Map 5-2: Preferred Growth Alternative Key Growth Areas



5.9.1 Downtown Infill

Downtown is the economic and cultural center of the City of McFarland. In the Preferred Growth Alternative, vacant and underutilized lots on both sides of Kern Avenue and Highway 99 offer opportunities for mixed-use development as seen on Map 5-3 and for accessory dwelling units. In addition, pedestrian crossings on Kern Avenue and the addition of complete streets are to create vibrant, safe corridors in downtown. Traffic calming measures such as raised crosswalks and flashing signage and added street trees and landscaping are to help improve walkability. This is needed to improve resident and visitor experience as well as safety for pedestrians and bicyclists traveling in the downtown area. Map 5-3 displays the conceptual land use map for the Downtown Infill section of McFarland.

Map 5-3: Preferred Growth Alternative Key Growth Area #1: Downtown Infill

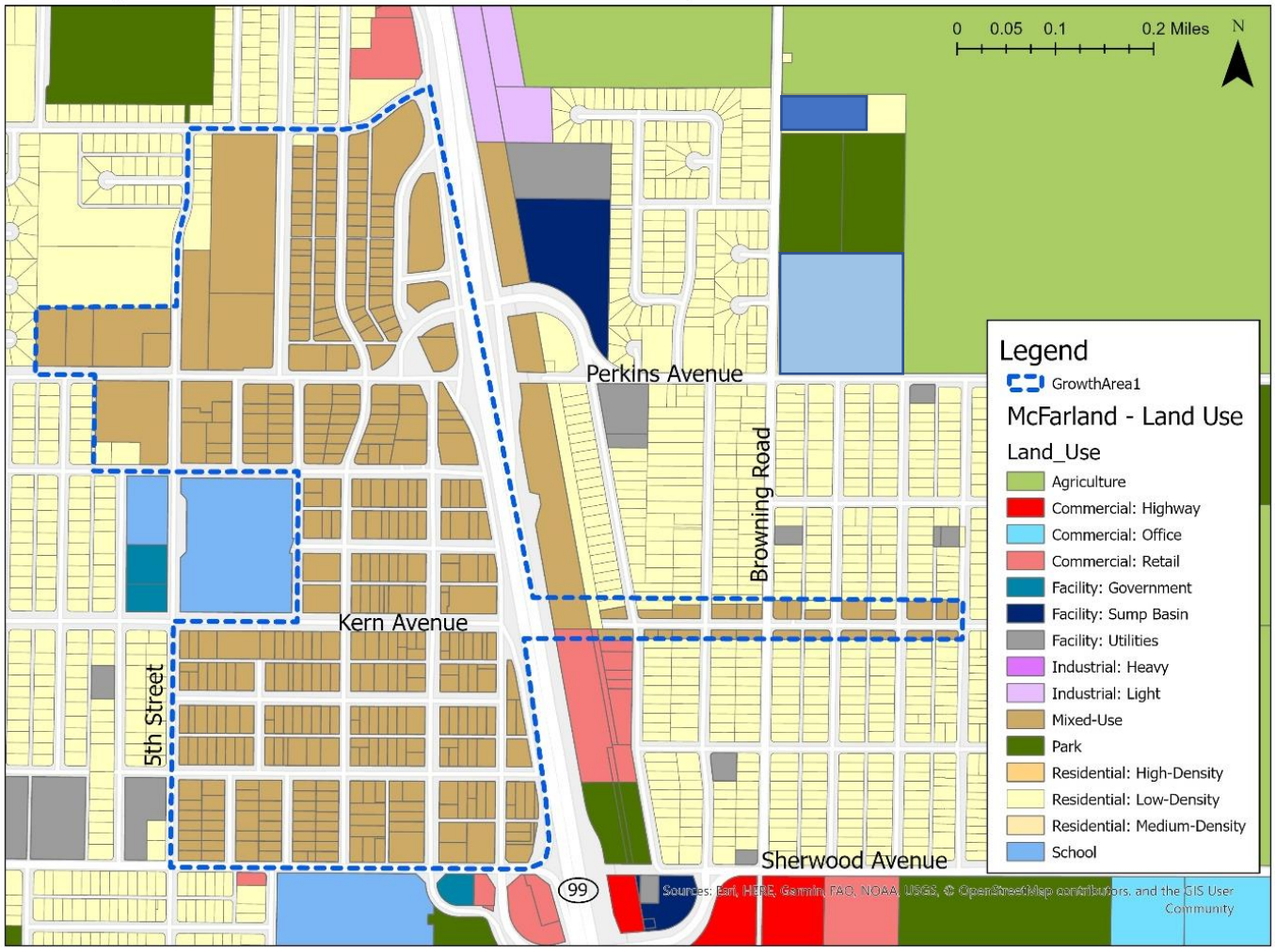


Figure 5-1 shows the existing downtown neighborhood. Figure 5-2 depicts what the area could look like with infill development on vacant parcels on Kern Avenue and surrounding cross streets.

Figure 5-1: Existing downtown.

Figure 5-2: Proposed downtown infill development.

Figure 5-3 shows the existing street view on Kern Avenue downtown. Figure 5-4 depicts what the area could look like in the future with mixed use.

Figure 5-3: Existing street view of downtown.

Figure 5-4: Proposed view of downtown.

Figure 5-5 displays current conditions on the east side of McFarland near the existing Highway 99 and railroad right-of-way. Figure 5-6 envisions improving the vacant space to provide a multi-use pathway for pedestrians and bicyclists to use for recreational and mobility purposes.

Figure 5-5: Existing street view of Kern Avenue, near Highway 99 crossing.

Figure 5-6: Proposed street view of Kern Avenue near Highway 99 crossing.

Figure 5-7 shows the existing conditions on the Sherwood Avenue overpass that spans Highway 99 and the railroad right-of-way with a vantage point towards the east side of McFarland. Figure 5-8 depicts the overpass with improved safety measures for pedestrians as the focal point for street improvements.

Figure 5-7: Existing Highway 99 crossing.

Figure 5-8: Proposed Highway 99 crossing with extended pedestrian and bicyclist barriers.

5.9.2 West Expansion

The West Expansion area is for predominantly residential land use with mixed densities ranging from low-to-high density. In the Preferred Growth Alternative, accommodation for growth can be fulfilled by developing housing opportunities on City land under temporary agricultural use. These lands offer opportunity to provide multiple different housing options for residents of all needs within the City. Map 5-4 displays the West Expansion area of McFarland.

Map 5-4: Preferred Growth Alternative Key Growth Area #2: West Expansion Area

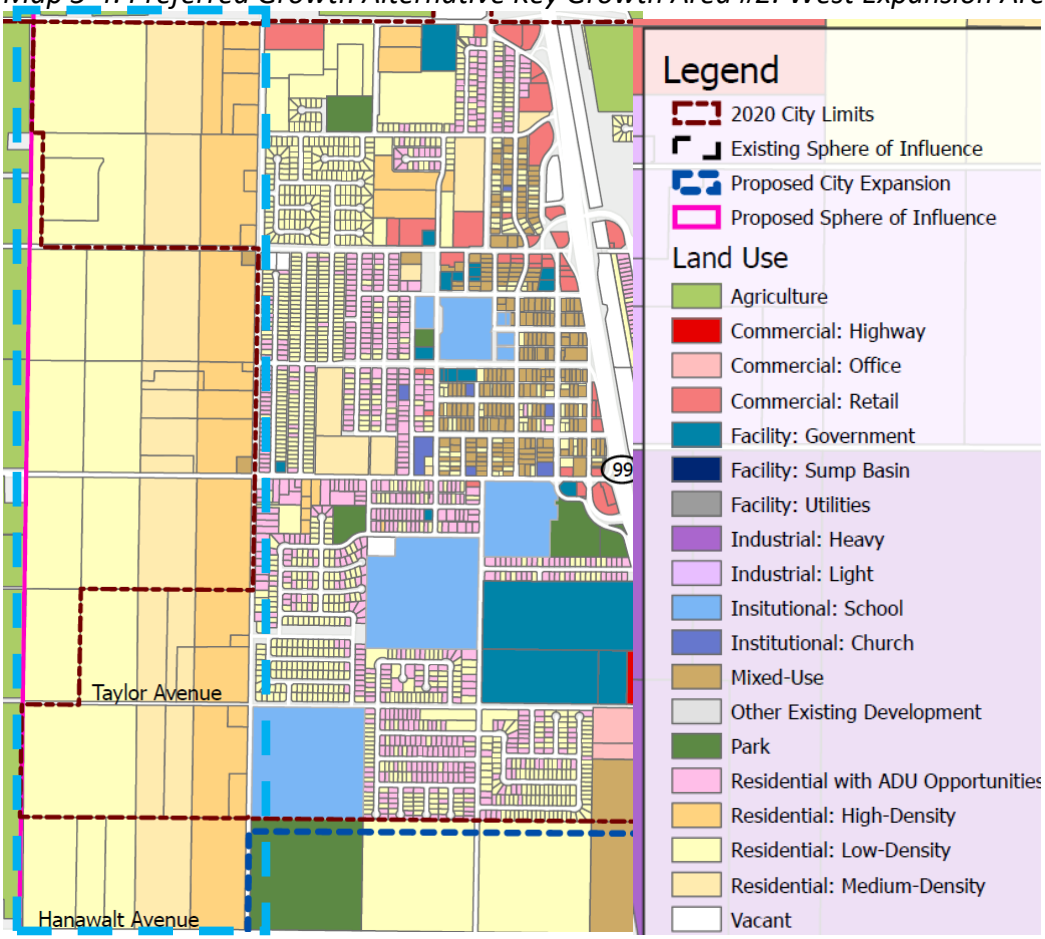


Figure 5-9 displays the existing conditions where expansion is envisioned. At the time of preparing this Plan, this section of the City was under predominantly agricultural use with recent residential developments on the periphery. Figure 5-10 depicts the mixed density neighborhoods envisioned for this section of the City.

Figure 5-11 shows conditions showcasing minimal development with opportunities to expand development on vacant parcels. Figure 5-12 envisions medium-and high-density development with sidewalks to promote pedestrian mobility in the West Expansion Area.

Figure 5-9: Existing West Expansion area.

Figure 5-10: Proposed West Expansion area.

Figure 5-11: Existing Street View of West Expansion area.

Figure 5-12: Proposed Street View of West Expansion area.

5.9.3 Whisler Road Neighborhood

The Whisler Road Neighborhood focuses on developing residential and commercial land uses south of the existing City limits. The area includes housing composed of mixed-density development with low-to-medium and high-density housing options. In addition, commercial uses are to expand convenience in shopping opportunities for residents in its adjoining mixed-use area. To complement the new land uses, open space opportunities are included to provide recreational uses for people within this section of the City. Map 5-5 shows the Whisler Road Neighborhood.

Map 5-5: Preferred Growth Alternative Key Growth Area #3: Whisler Road Neighborhood

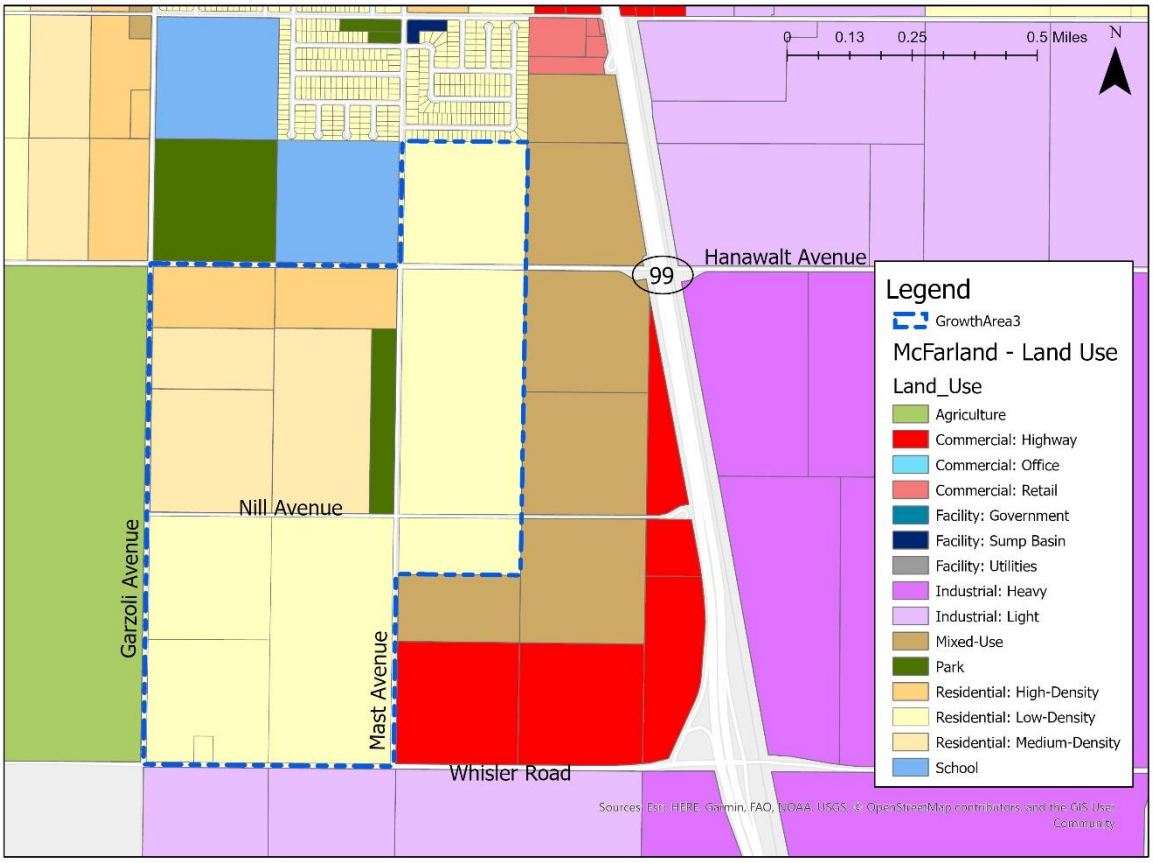


Figure 5-13 displays conditions in the planned Whisler Road Neighborhood. Figure 5-14 displays the commercial and residential uses planned for the development area.

Figure 5-15 provides a view of conditions on Whisler Road which depict low-density residential uses along the road. Figure 5-16 displays complete streets with bike lanes and landscaped sidewalks to accommodate all road users.

Figure 5-13: Existing Whisler Road Neighborhood area.

Figure 5-14: Proposed Whisler Road Neighborhood area.

Figure 5-15: Existing street view of Whisler Road Neighborhood.

Figure 5-16: Proposed street view of Whisler Neighborhood.

Figure 5-17 provides a view of the existing conditions on Mast Avenue. Agricultural land uses are dominant on the edges of the City with newer low-density development bordering the existing City limits. Figure 5-18 shows the Preferred Growth Alternative's proposed land uses and street improvements that can transform the Whisler Road Neighborhood into an active residential-dominant neighborhood.

Figure 5-17: Street view of existing conditions on Mast Avenue in the Whisler Road Neighborhood.

Figure 5-18: Proposed street view of Mast Avenue within Whisler Road Neighborhood.

5.9.4 Southern Commercial Corridor

The Southern Commercial Corridor focuses on developing commercial and office uses along Highway 99. The highway serves as a common connector for commercial use areas thereby easing their accessibility for all road users. In addition, expanding available office space in McFarland can further expand commercial opportunities. The commercial and office uses provide new economic opportunities. Map 5-6 shows the Southern Commercial Corridor.

Map 5-6: Preferred Growth Alternative Key Growth Area #4: Southern Commercial Corridor

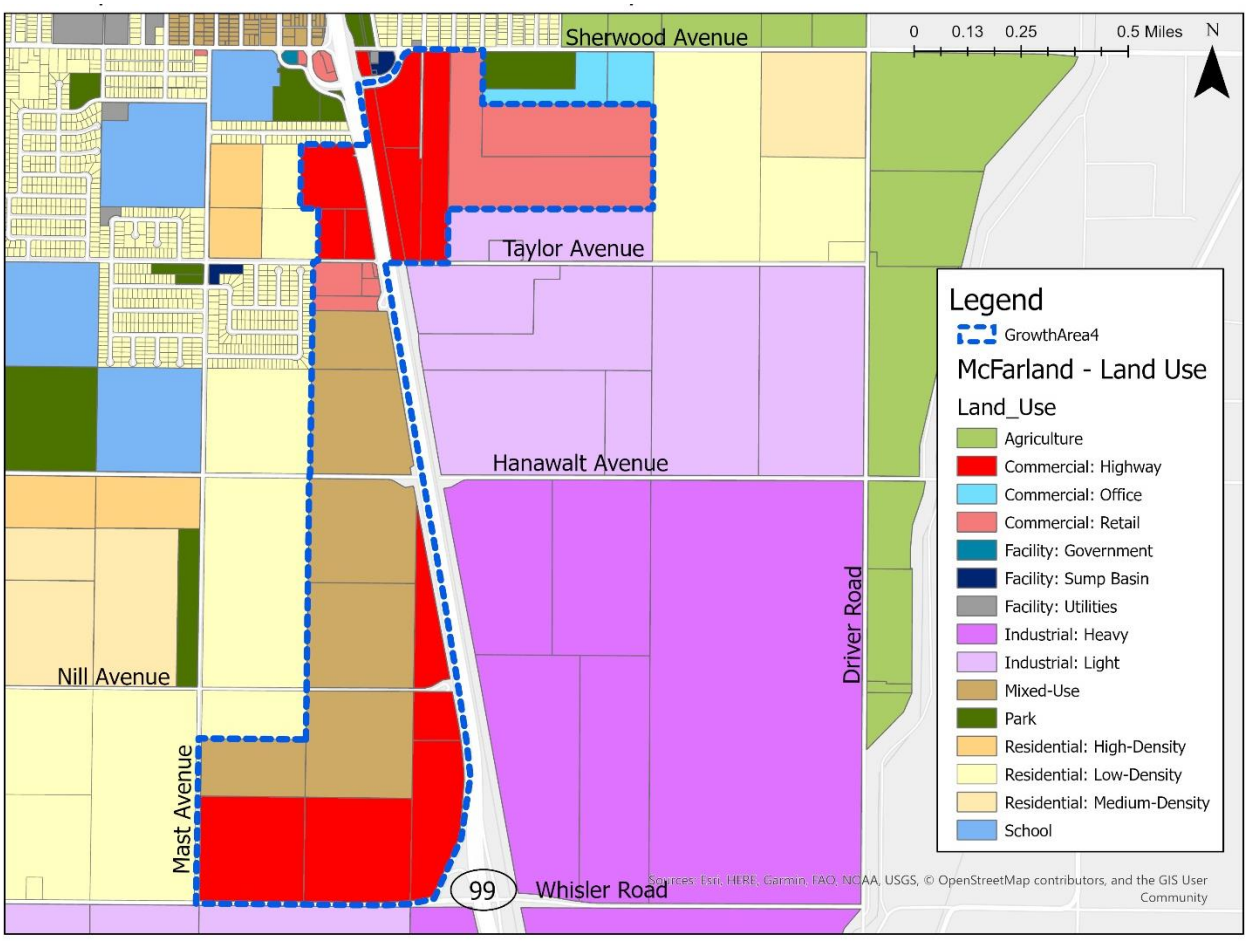


Figure 5-19 shows conditions in this growth area. Low-density homes are prevalent in adjoining neighborhoods. Figure 5-20 displays proposed commercial uses for this section of McFarland which could become an active freeway-adjacent commercial cluster that can expand economic opportunities for the City.

Figure 5-19: Existing Southern Commercial Corridor.

Figure 5-20: Proposed Southern Commercial Corridor.

Figure 5-21 shows conditions within the Southern Commercial Corridor. Figure-5-22 displays the Preferred Growth Alternative's proposed improvements to conditions with commercial uses lining the street and widened sidewalks featuring landscaping and street trees that can improve the quality of the street environment.

Figure 5-21: Existing street view of Southern Commercial Corridor.

Figure 5-22: Proposed street view of Southern Commercial Corridor.

5.9.5 Famoso Industrial and Commercial Center

South of the existing City limits along Highway 99, the Famoso Industrial and Commercial Center offers expansive space for industrial uses in the City. Industrial uses are envisioned to be primarily warehouse-type industries serving freight vehicles. In addition, some commercial uses are to include a variety of establishments to complement the existing highway asset. Map 5-7 shows the Famoso Industrial and Commercial Center.

Map 5-7: Preferred Growth Alternative Key Growth Area #5: Famoso Industrial and Commercial Center

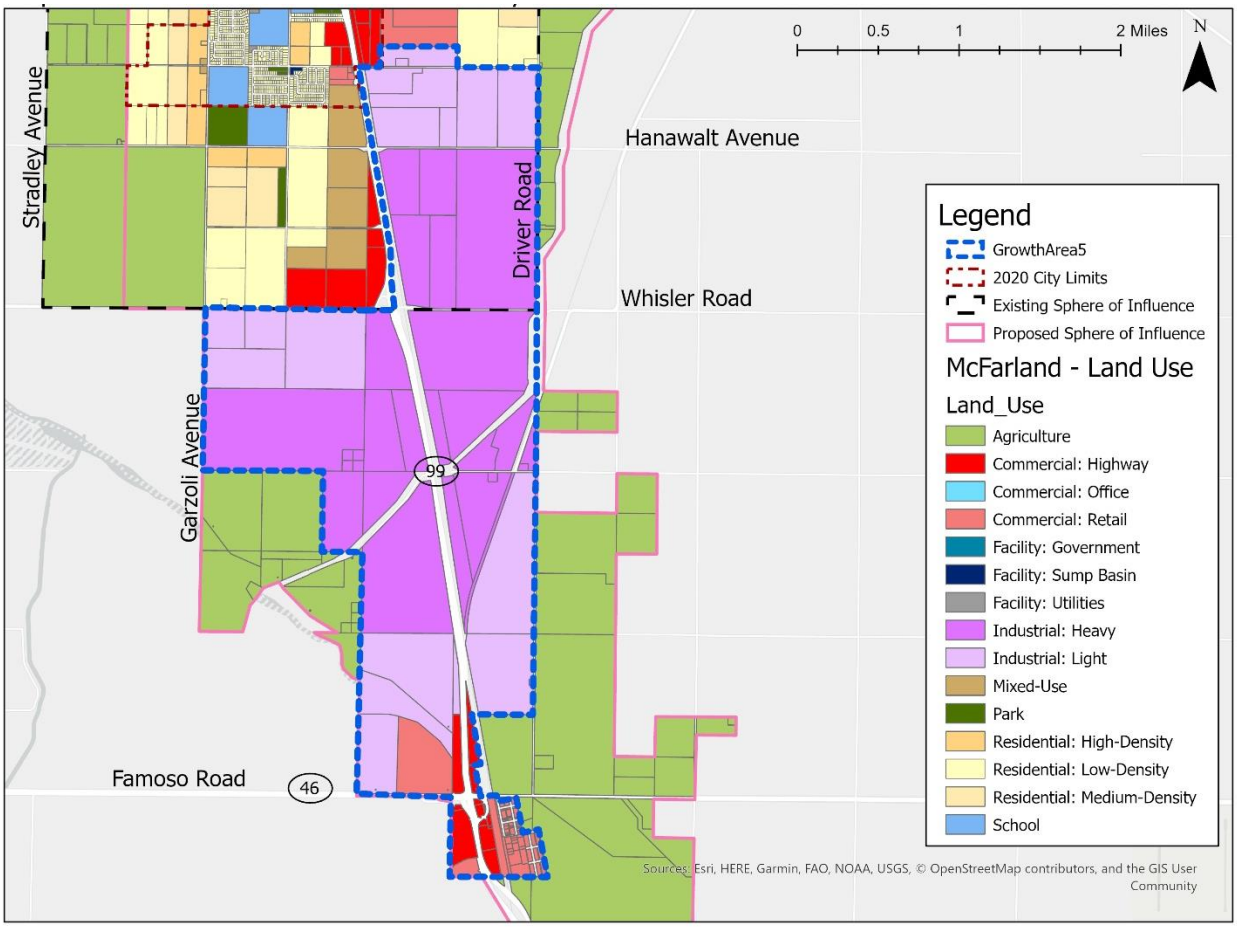


Figure 5-23 shows conditions along Highway 99 where agricultural uses dominate the corridor. Figure 5-24 displays the Preferred Growth Alternative's proposed industrial land uses that have the potential to change the southern-most section of the City's sphere of influence into an economic hub oriented to warehouse industrial uses.

Figure 5-23: Existing development in Famoso Industrial and Commercial Center.

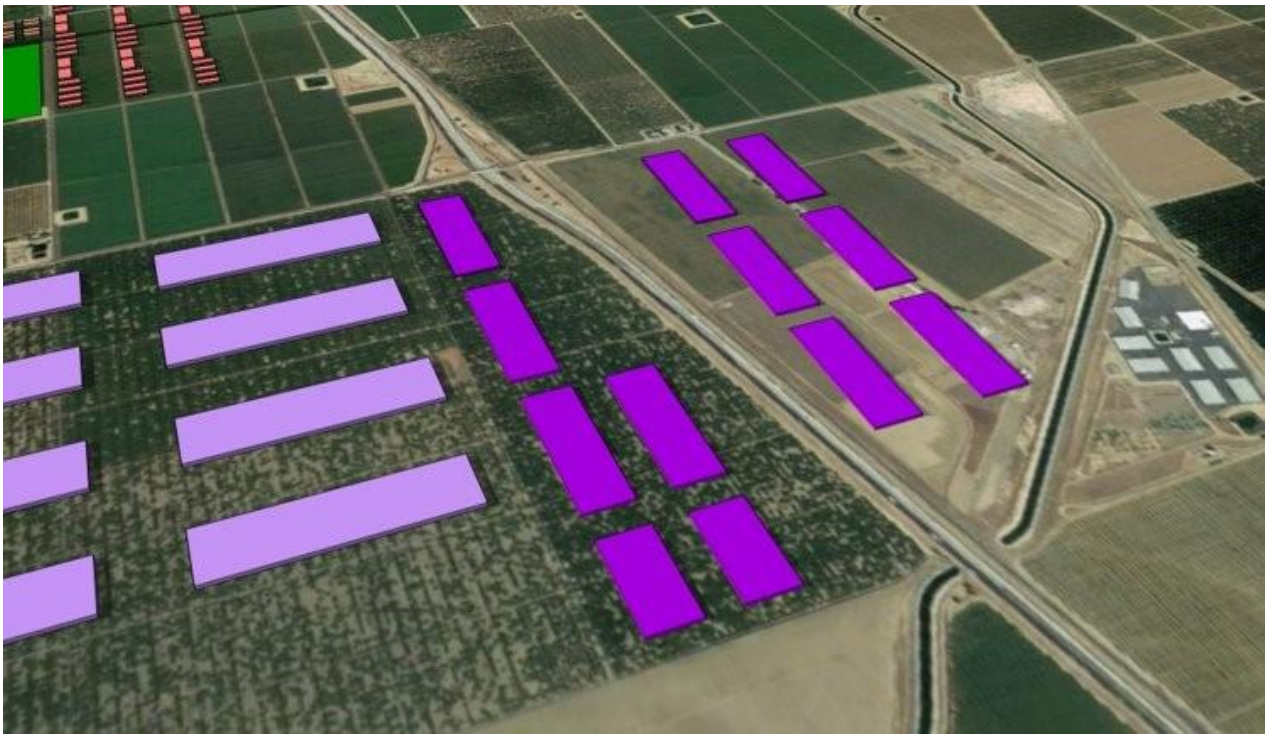


Figure 5-24: Proposed development in Famoso Industrial and Commercial Center.

Figure 5-25 provides a view from street level of the agricultural land uses adjacent to Highway 99. Figure 5-26 provides a view of the Preferred Growth Alternative's proposed industrial warehouse uses that could be developed near Highway 99.

Figure 5-25: Existing street view of Famoso Industrial and Commercial Center.

Figure 5-26: Proposed street view of Famoso Industrial and Commercial Center.

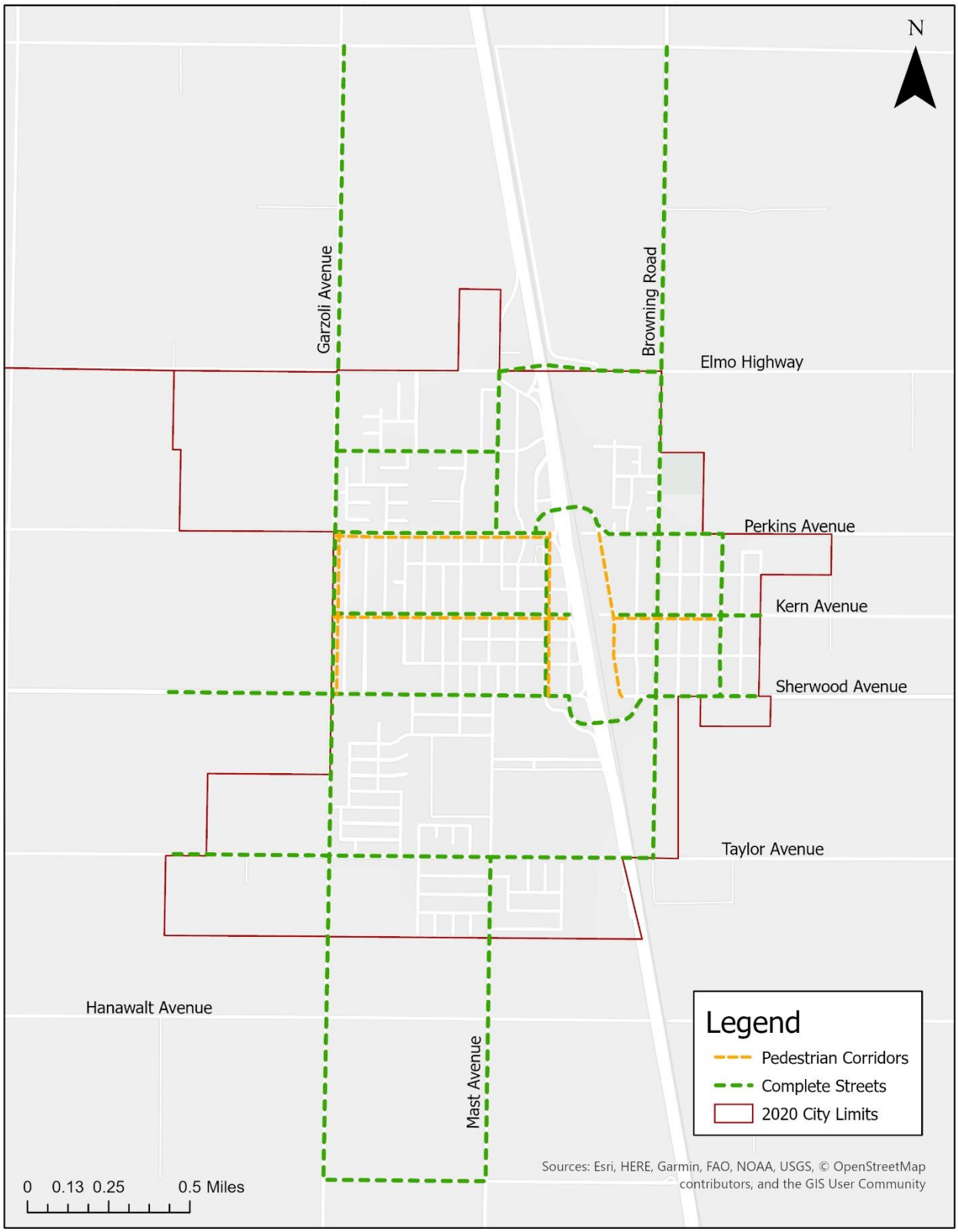
5.10 Circulation

The Preferred Growth Alternative envisions a safe, sustainable, and well-connected transportation network intended for all modes of travel. Improving connections across the community for pedestrians, transit riders, cyclists, and vehicle drivers is the priority. Map 5-8 displays the circulation network under the Preferred Growth Alternative. The alternative is to establish a network of complete streets on major roads with an emphasis on improved pedestrian and bicycle infrastructure. Along Perkins Avenue, clearly delineated Class II bicycle lanes can connect cyclists from downtown to adjacent neighborhoods. East-west connections are created by implementing complete streets, which include bike lanes and widened sidewalks on Elmo Highway, Kern Avenue, and Sherwood Avenue (see examples in Figures 5-15 and 5-16). Some elements of the complete streets can cross over Highway 99 to ensure the complete street corridors provide comprehensive mobility throughout McFarland. In addition, north-south corridors with complete streets include Davis Street, 2nd Avenue, and Mast Avenue on the west side of the City. On the east side of McFarland, complete streets are located on Browning Road and Sherwood Avenue to the south and Peterson Road to the north where new residential communities can be developed. Ensuring all transportation modes can safely use this overpass is to create a connected community.

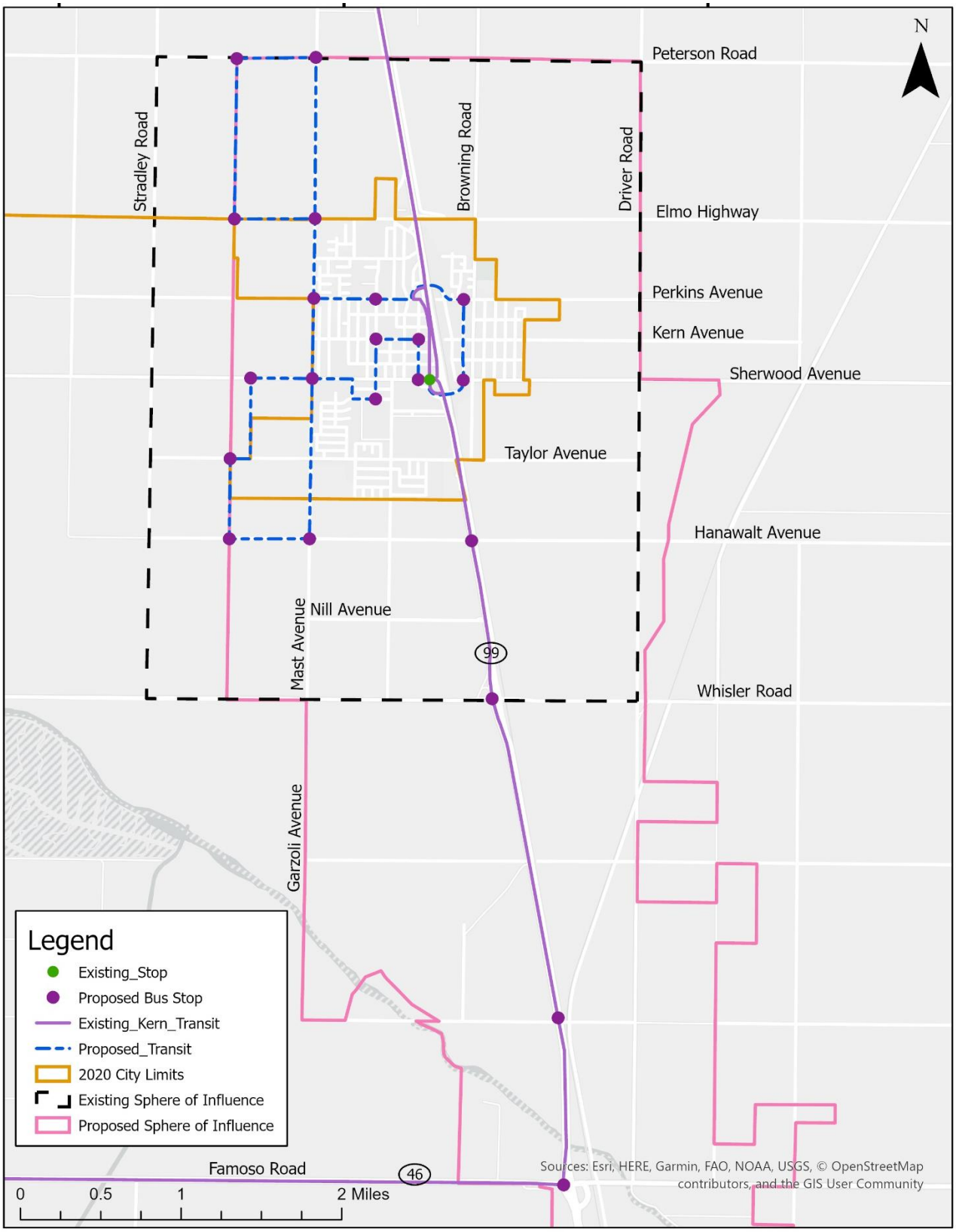
Complete streets are proposed to provide better mobility for pedestrians and cyclists. The expansion of pedestrian corridors is also envisioned to provide clear, articulated pathways for people who walk within the City. Kern Avenue is proposed to be an east-west pedestrian corridor utilizing the pedestrian bridge to connect both sides of McFarland (See Figure 5-5 and 5-6). Connections are also proposed to be improved by extending pedestrian and bicycle barriers on Perkins Avenue, Kern Avenue, and Sherwood Avenue (See Figure 5-7 and 5-8). A multi-use path for both pedestrians and cyclists is planned along the railroad corridor on the east side of McFarland between Perkins Avenue and Sherwood Avenue. Pedestrian corridors include signage for wayfinding purposes and widened sidewalks for ease of access to meet the needs of all sidewalk users.

Map 5-9 displays the transit map under the Preferred Growth Alternative. Two new bus routes (the broken purple line) are to loop through residential neighborhoods, providing extended transit service with increased access to the entire community. Additional bus stops for the Kern Transit regional bus route (the pink line with red bus stop icons) are to complement proposed service increases for Kern Transit bus routes that connect McFarland to neighboring cities. The extended routes wind through the entire community, including the Downtown Infill, West Expansion, and the Whisler Road Neighborhood. A bus route is also extended to the existing neighborhood east of Highway 99.

Map 5-8: Active transportation circulation map for McFarland



Map 5-9: Public transportation circulation map for McFarland



5.11 Outcomes

5.11.1 Residential Potential

The Preferred Growth Alternative prioritizes expanding housing options for various household sizes under the population target for 2040. Besides growth in population, it is estimated that approximately half of all new housing units would need to be affordable by 2040. These new housing units are proposed in the form of high, medium, and low-density; mixed-use; and accessory dwelling units (ADUs) throughout the City and outside of the City limit within the SOI. As shown in the Conceptual Land Use Map 5-1, residential growth is focused on the central city as well as near the western and southern boundaries of City limits. In the West Expansion, high-density residential and mixed-use developments are proposed along Garzoli Avenue to accommodate low-income or small size households. Outside of the City limits, medium-density residential, such as townhouses, and low-density residential, such as single-family houses, are proposed for medium-income to high-income households and larger households that prefer the serene neighborhoods. In the downtown, infill development of underutilized and vacant parcels is proposed to densify the City and create a vibrant downtown. Finally, accessory dwelling units (ADUs) are proposed throughout the City to create more affordable units for small households or elderly family members. Data analysis using building footprints and parcel sizes revealed the potential for approximately 1,300 ADUs within the City. The Plan overall can accommodate more than 33,000 dwelling units.

5.11.2 Economic Potential

The Preferred Growth Alternative is based on an aggressive growth target of 17,195 jobs by 2040. To achieve this job target, the Plan allocates total space more than 1,030 acres to commercial land. The Conceptual Land Use Map, Map 5-1, shows the distribution of the required commercial land through mixed-uses within the City, larger general and highway commercial areas in the south of the City, industrial acreage to the south, and highway commercial activities near Highway 99 interchanges at Whisler Road and Famoso Road. Achievement of this level of new commercial development can shift the employment base from predominantly agriculture to include retail, industrial, office, and visitor-focused or traveler-oriented service jobs and ultimately increase revenue for the City.

5.12 Anticipated Effects

5.12.1 Land Use

The Preferred Growth Alternative proposes changes to the Land Use Element to meet community growth targets and City needs in a way that would maintain McFarland's small-town character. This is achieved by concentrating commercial and residential infill development within the downtown, adding commercial and industrial development along the City's boundaries, and utilizing accessory dwelling units throughout. It provides for a balanced mix of land uses with a full range of housing types, mixed-use development downtown and at critical nodes along major corridors, and vibrant commercial and industrial development along Highway 99 to support job growth. New, strategic infrastructure upgrades are to discourage

leapfrog development and promote a compact urban form while promoting proper transitions and buffering between incompatible land uses.

5.12.2 Circulation

The circulation network for the Preferred Growth Alternative is aimed at creating a safe, efficient, sustainable, and equitable transportation environment in McFarland. This includes improving pedestrian and bicycle infrastructure with multi-use trails and pedestrian corridors, creating complete streets, adding intracity transit routes and service, and adding more regional transit stops to improve access to bus services with neighboring cities. These features are anticipated to give reliable alternative transportation options for people without access to private vehicles including the youth, elderly, and disabled. For convenience, alternative transportation modes, bicycle lanes, and pedestrian pathways are to connect with public transit. The transportation network can turn the City into walkable, bikeable, and transit-friendly place.

5.12.3 Housing

Housing in the Preferred Growth Alternative focuses on maintaining affordability within the City's housing stock, increasing mixed-use residential development downtown, and developing more variety of housing options for residents. These efforts focus within the downtown, west and south areas of the City.

5.12.4 Conservation

In order to help mitigate increased demand for natural resources during expansion, the Preferred Growth Alternative recommends decreasing water and energy demand within existing systems, substituting turf and water reliant vegetation with drought tolerant vegetation and equipping areas with high sun exposure with solar panels. Additionally, educating the public on water and energy reduction strategies can help offset the increasing demand for resources as McFarland expands.

Since there are several threatened and endangered species within Kern County, steps should be taken not to disturb their presence. A trained specialist should check for the San Joaquin Kit Fox, Tricolored Black Bird, Swainson's Hawk and Burrowing Owl before development occurs.

5.12.5 Open Space

The Preferred Growth Alternative is to distribute additional recreational open space so that neighborhoods are generally within a 1.5-mile reach of a park. The additions of recreational space are to go to the West Expansion area and the Whisler Road Neighborhood. The selection of these areas of McFarland for growth is in part due to the significantly fewer parcels of Williamson Act lands to the west of the City. Additionally, the Circulation Element includes pedestrians and cycling improvements to connect homes with recreational facilities. These additions are to help McFarland maintain its strong community core.

5.12.6 Safety

The Preferred Growth Alternative takes into consideration flooding and other natural disasters. It moves new residential development outside of the 100-year floodplain. Floodplain areas slated for industrial and highway commercial development are to be appropriately mitigated. Implementation of the Storm Drain Master Plan can assist this mitigation. New development is to conform to uniform state and national codes for fire and seismic hazards.

5.12.7 Noise

The Preferred Growth Alternative aims to reduce the main sources of noise: Highway 99 and the railroad. Development of sensitive receptors within the 65-decibel contour around these sources is to be restricted, and those within the 60-decibel contour are to have mitigation measures to limit noise levels. The potential for a sound barrier or sound wall is to be explored, which would help reduce noise levels in existing sensitive areas near Highway 99 and the railroad. Future industrial and commercial uses are to be located so that they do not cause excessive noise for existing sensitive receptors.

5.12.8 Public Facilities

Full build-out under the Preferred Growth Alternative may require additional staffing for police and fire services to maintain proper public safety response times and level of service. Population increase could increase student enrollment requiring new schools and park space. Major development is concentrated on the west side of McFarland which has the utility capacity to support it. Continuing to monitor water quality is important as the community continues to grow. Although McFarland's potable water resources are sound, it may be difficult to expand facilities requiring increased conservation. The sewer treatment plant is undergoing expansion in its processing capacity making room for expansion on the west side of the City.

5.12.9 Economic Development

The Preferred Growth Alternative uses infill and mixed-use redevelopment to revitalize the downtown, bringing commercial activity and jobs. The mixed-use development allows residents to live within walking distance of stores, eateries, and other services. The land allocated for highway commercial use along Famoso Road is situated to capture revenue from pass-through traffic and events at the Famoso Raceway. The large amounts of land dedicated to industrial and commercial use can make McFarland an inviting destination for economic development. Through these changes, McFarland can become a regional destination, providing mechanisms for increased revenue streams into the community.

5.12.10 Community Design

Community Design aims to improve the overall vibrancy, identity, and cohesion of McFarland. In the Preferred Growth Alternative, Community Design focuses on the creation of a City that is both attractive and functional. Development focuses on the downtown neighborhood and features complete streets accessible to all road users. Improved signage, crossings, and lighting are to contribute to improved safety and comfort within the City. Landscaping and entryways

are to promote methods of wayfinding and improve the aesthetic appearance of McFarland. Design standards can work towards the creation of a uniform image for McFarland to attract visitors and please residents.

5.12.11 Health

The Preferred Growth Alternative prioritizes Health in McFarland by increasing accessibility to healthy foods and grocery options and implementing new recreational opportunities in the form of open and green spaces, as well as encouraging provision of additional medical services within the City; e.g., a community health center along Browning Road adjacent to the park. These features can improve the quality of life for residents. With the implementation of health-related programs would foster healthy lifestyle choices, such as walking, bicycling, choosing healthy food options, and outdoor activities in open and green spaces.

5.12.12 Environmental Justice

The anticipated effects of the Environmental Justice Element include the fostering of a community where residents and visitors are protected from environmental hazards and risks, with an emphasis on the impact of agricultural and noise pollution. McFarland's transportation network can provide alternatives to travel by car through the incorporation of walking, biking, and transit infrastructure. The needs and voices of minority and low-income community members are to be directly engaged in the planning process, especially regarding environmental decision-making.

5.12.13 Air Quality

The Preferred Growth Alternative may result in an increase in air pollution and greenhouse gas (GHG) emissions as the population grows and development increases. However, the alternative presents many strategies that can reduce per capita pollutants and GHG emissions, such as increasing accessibility and connectivity for pedestrians and bicyclists, investing in renewable energy, and improving public transit. Keeping the main form of McFarland compact with infill development, building mixed-use commercial, and neighborhood commercial areas can increase opportunities to walk or bike and thereby reduce greenhouse gas emissions and help combat climate change. In addition, the Preferred Growth Alternative seeks to educate the community about air quality conditions and actions residents may take to address the issue. Outreach efforts include making public data on air quality monitoring and hosting regular community meetings to discuss air quality conditions and mitigation measures.

5.12.14 Sustainable Agriculture

McFarland's primary resource is the vast agricultural lands that surround the City. Under the Preferred Growth Alternative, some urban lands under temporary agricultural use are to be returned to development to accommodate the growth of residential, commercial, industrial, highway commercial, and recreational open space. To the south of the City, some agricultural lands are to be converted to commercial use to boost the City’s aspirations for job growth but narrowing the SOI on the upper west side compensates with conservation of prime farmland.

6. LAND USE

6.1 Introduction

The Land Use Element provides a guide for future development and growth for planners, developers, decision-makers, and the public. To so, the Land Use Element designates the location, distribution, and intensity of housing, industry, agriculture, public facilities and buildings, recreational facilities, educational facilities, and waste management facilities. In correlating all land use issues into one set of clear development policies, the Land Use Element is the most representative of the General Plan and establishes the land use conditions for all other elements.

In McFarland, the 2019 land use inventory identified 6% of the acreage within the City (76.98 acres) as vacant, which allows for a variety of development opportunities. The remaining acreage in the City was distributed according to the following shares:

- 36% residential
- 29% institutional
- 24% agriculture
- 3% parks
- 2% commercial
- 1% industrial

The City of McFarland has also annexed additional 74.4 acres to the west and 135.33 acres south to Whisler Road. These annexations offer additional opportunities for development.

Community feedback collected during the drafting stages of the General Plan indicated a desire for a well-balanced and diverse mix of residential, open space, commercial, and industrial uses while maintaining McFarland's small-town atmosphere. The following goals, objectives, policies, and programs reflect McFarland's community needs and desires in relation to land use.

6.2 Goals, Objectives, Policies, and Programs

Goal LU 1: A well-balanced mix of uses.

Objective LU 1.1: Provide a full range of housing types, densities, and locations.

Policy LU 1.1.1: Expand the range of allowable housing types and areas in which they may be built.

Program LU 1.1.1.1: Allow increased density near the downtown core and commercial centers.

Program LU 1.1.1.2: Create inclusionary zoning for new construction to include a portion of affordable units.

Program LU 1.1.1.3: Remove regulatory obstacles that have the effect of rendering various housing types uneconomical, such as unnecessary onerous parking per residential unit.

Program LU 1.1.1.4: Allow and facilitate accessory dwelling units (ADUs).

Objective LU 1.2: Focus mixed-use development.

Policy LU 1.2.1: Pursue regulatory and investment strategies that promote a healthy mix of uses (e.g. retail, residential, office, and public facilities) in the downtown core.

Program LU 1.2.1.1: Establish residential-commercial mixed uses downtown.

Program LU 1.2.1.2: Provide standards for mixed-use development in the downtown core.

Program LU 1.2.1.3: Reduce parking requirements for new mixed-use commercial and residential development in the downtown core.

Policy LU 1.2.2: Pursue regulatory and investment strategies that change the mix of uses over time in areas identified as future development sites.

Program LU 1.2.2.1: Establish strategic mixed-use nodes of commercial and office uses to serve nearby neighborhoods along Garzoli Avenue at Perkins, Sherwood, and Taylor Avenues and along East Kern Avenue.

Objective LU 1.3: Provide vibrant commercial and industrial development along Highway 99.

Policy LU 1.3.1: Develop compatible industrial, commercial, and other uses along Highway 99.

Program LU 1.3.1.1: Work with landowners to assemble parcels near the highway for new development.

Program LU 1.3.1.2: Extend infrastructure.

Program LU 1.3.1.3: Create and implement a specific plan for the job expansion area along Highway 99.

Policy LU 1.3.2: Promote new industrial development along Highway 99.

Program LU 1.3.2.1: Establish a list of administerial approved Industrial uses along the Highway 99 corridor.

Objective LU 1.4: Protect open space.

Policy LU 1.4.1: Preserve open space in new residential developments.

Program LU 1.4.1.1: Use Transfer of Development Rights (TDR) to promote the protection of open space and sensitive natural areas.

Program LU 1.4.1.2: Prioritize development in areas that can accommodate infill development.

Objective LU 1.5: Upgrade infrastructure to support convenient circulation between land uses.

Policy LU 1.5.1: Devise and deliver service and infrastructure tactics which reflect local priorities.

Program LU 1.5.1.1: Provide necessary sidewalk maintenance and improvements.

Program LU 1.5.1.2: Design infrastructure that meets local priorities and enables improved and additional services and activities.

Program LU 1.5.1.3: Improve street or pathway connections to resources, services, activities, and each other.

Program LU 1.5.1.4: Market land that is "project ready" for industrial growth for areas with appropriate infrastructure, access, and attributes.

Policy LU 1.6.1: Coordinate development with availability and expansion in public facilities and services.

Program LU 1.6.1.1: Create in-lieu fees for development to pay for additional public facility needs brought on by the development.

Goal LU 2: Compact urban form.

Objective LU 2.1: Restrict land use patterns that promote urban sprawl.

Policy LU 2.1.1: Increase the amount of infill development in the City.

Program LU 2.1.1.1: Allocate investments in infrastructure to support private investment and development.

Program LU 2.1.1.2: Streamline the permitting process for infill development.

Policy LU 2.1.2: Prohibit leapfrog development.

Program LU 2.1.2.1: Encourage new development and annexation projects to be contiguous to City limits.

Program LU 2.1.2.2: Develop urban growth boundaries.

Policy LU 2.1.3: Focus future commercial development in existing commercial corridors.

Program LU 2.1.3.1: Develop streamlined permitting process for designated commercial uses along Kern Avenue, Perkins Avenue, Garzoli Avenue, and Sherwood Avenue.

Objective LU 2.2: Develop walkable and pedestrian-friendly streets.

Policy LU 2.2.1: Accommodate automotive and non-motorized vehicle users safely.

Program LU 2.2.1.1: Adopt guidelines for mixed-use, high intensity nodes.

Program LU 2.2.1.2: Increase density around transit stops.

Program LU 2.2.1.3: Situate parking to enhance the pedestrian environment and facilitate access between destinations.

Program LU 2.2.1.4: Use trees and other green infrastructure to provide shelter, beauty, urban heat reduction, and separation from automobile traffic.

Goal LU 3: Compatible land uses.

Objective LU 3.1: Establish proper transitions and buffering between different land uses.

Policy LU 3.1.1: Reduce conflicts between incompatible land uses.

Program LU 3.1.1.1: Establish mandatory distances between land uses to conform with the standards for complementary uses, such as parks, active commercial areas, public facilities, and housing.

Program LU 3.1.1.2: Introduce transitional uses or spaces between conflicting uses (e.g. multifamily between single family and commercial, park/open space areas).
Program LU 3.1.1.3: Establish requirements for landscaping, buffering, screening, air quality, noise, odor, light, and traffic.

7. CIRCULATION

7.1 Introduction

The Circulation Element plans for a balanced multimodal transportation network that accommodates all users and modes on McFarland's streets and highways. State law defines road users as including bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors. A multimodal network has a critical impact on efficient traffic flow, public health, safety, economic activity, and development patterns within a city. Additionally, the Circulation Element must provide the basis for planning, designing, and building complete streets per the California Complete Streets Act of 2008. Lastly, the Circulation Element addresses major roads, transportation routes, terminals, and other public facilities, services, and utilities in McFarland. Due to circulation's relative impacts on physical development patterns, State law also requires that the Circulation Element correlate directly with the Land Use Element. This chapter presents the goals, objectives, policies, and programs to develop an effective circulation system that addresses the needs of McFarland community members.

7.2 Goals, Objectives, Policies, and Programs

Goal CIR 1: A safe, comfortable, and aesthetically pleasing transportation system.

Objective CIR 1.1: Improve pedestrian infrastructure.

Policy CIR 1.1.1: Connect sidewalks and other pedestrian infrastructure.

Program CIR 1.1.1.1: Identify and prioritize gaps in the pedestrian network for infrastructure improvements.

Policy CIR 1.1.2: Prioritize funding to improve and maintain pedestrian infrastructure for users.

Program CIR 1.1.2.1: Adapt Complete Streets Guidebook for local use.

Program CIR 1.1.2.2: Comply with the Americans With Disabilities Act of 1990 standards for sidewalk widths, grades, curbs, and corner ramps.

Program CIR 1.1.2.3: Seek funding from federal and state sources.

Program CIR 1.1.2.4: Prioritize funding on Highway 99 pedestrian crossings.

Objective CIR 1.2: Improve bicycle infrastructure.

Policy CIR 1.2.1: Connect all bicycle infrastructure.

Program CIR 1.2.1.1. Establish separated bike lanes on Garzoli Avenue, Mast Avenue, Sherwood Avenue, Kern Avenue, and Browning Road to connect McFarland's southern neighborhoods with its downtown, eastern, and northern neighborhoods.

Policy CIR 1.2.2: Encourage inclusion of bicycle parking facilities in new development.

Program CIR 1.2.2.1: Amend development code to include bicycle parking requirements.

Objective CIR 1.3: Provide traffic calming in selected areas of the community.

Policy CIR 1.3.1: Develop traffic calming strategies in accordance with accepted traffic standards.

Program CIR 1.3.1.1: Implement traffic calming strategies deemed as necessary from traffic studies at select locations to include raised crosswalks, speed tables, or pedestrian flashing beacons.

Objective CIR 1.4: Improve road infrastructure.

Policy CIR 1.4.1: Develop a "Safe Routes to School" initiative.

Program CIR 1.4.1.1: Map safe pedestrian and bicycle routes to schools in McFarland.

Objective CIR 1.5: Provide a supportive environment for active transportation users.

Policy CIR 1.5.1: Improve safety for pedestrian and bicyclists at all intersections and/or corridors with a history of collisions.

Program CIR 1.5.1.1: Develop and implement traffic strategies that reduce accidents.

Program CIR 1.5.1.2: Increase enforcement of traffic laws in areas with high conflict between transportation modes.

Goal CIR 2: An integrated, multimodal transportation system.

Objective CIR 2.1: Improve the local and regional transit network.

Policy CIR 2.1.1: Improve connections between local and regional transit routes.

Program CIR 2.1.1.1: Work with Kern Transit to develop a program to increase accessibility and ridership.

Program CIR 2.1.1.2: Promote Dial-a-Ride service as a convenient alternative to the private vehicle.

Program CIR 2.1.1.3: Extend operation hours for Dial-a-Ride service into evening and weekend hours.

Objective CIR 2.2: Improve connections and accessibility for all modes of transportation including walking, bicycling, and public transit.

Policy CIR 2.2.1: Implement a balanced, multi-modal transportation network in accordance with Complete Street requirements.

Program CIR 2.2.1.1: Update the City's street and subdivision standards to include Complete Streets strategies.

Policy CIR 2.2.2: Improve accessibility for all ages and needs.

Program CIR 2.2.2.1: Work with transit providers to provide curb-to-curb service for all users, including mobility-impaired populations.

Program CIR 2.2.2.2: Coordinate with transit providers to lower fares for low-income, student-aged youth, elderly, and disabled people.

Goal CIR 3: A sustainable transportation system.

Objective CIR 3.1: Reduce Vehicle Miles Traveled (VMT).

Policy CIR 3.1.1: Implement vehicle miles travel reduction strategies.

Program CIR 3.1.1.1: Develop and adopt VMT reduction strategies to meet state standards.

Program CIR 3.1.1.2: Place jobs and services close to housing to reduce vehicle usage and community wide VMT.

Objective CIR 3.2: Increase pedestrian and bicycle mode share.

Policy CIR 3.2.1: Expand access to non-motorized transportation.

Program CIR 3.2.1.1: Seek and prioritize funds for pedestrian and bicycle-friendly streets projects.

Objective CIR 3.3: Develop infrastructure to support zero-emission transportation.

Policy CIR 3.3.1: Support adoption of zero-emission and low-emission vehicles.

Program CIR 3.3.1.1: Standardize infrastructure regulations for public electric vehicle charging stations.

Program CIR 3.3.1.2: Streamline the permit process for private electric vehicle charging stations (including home charging stations).

Program CIR 3.3.1.3: Provide facilities such as advanced fueling stations (e.g., electric and hydrogen) for emerging technologies.

Goal CIR 4: An equitable transportation system.

Objective CIR 4.1: Provide access to jobs and services.

Policy CIR 4.1.1: Expand the bus pass program.

Program CIR 4.1.1.1: Work with Kern Transit to target transit-dependent residents with discounted bus passes.

Policy CIR 4.1.2: Increase existing service area coverage.

Program CIR 4.1.2.1: Establish new transit stops in residential and commercial neighborhoods to provide transit access within a ¼ mile radius.

Objective CIR 4.3: Improve connectivity between the east and west side of the City.

Policy CIR 4.3.1: Install pedestrian and bicycle safety measures across Highway 99 crossings.

Program CIR 4.3.1.1: Install bright lighting on Highway 99 crossings on Kern Avenue, Perkins Avenue, and Sherwood Avenue.

Program CIR 4.3.1.2: Extend pedestrian and bicycle barriers on highway crossings on Perkins Avenue, Kern Avenue, and Sherwood Avenue.

8. HOUSING

8.1 Introduction

The Housing Element describes the socio-economic profile of the population and identifies opportunities for safe and affordable housing to meet the needs of all income groups. The policy framework in this Housing Element addresses state legislative housing requirements and reflect the housing needs and desires of McFarland residents.

The most aggressive target for population growth in McFarland is 33,220 by the year 2040. Based on this projection, the City would need additional 7,550 housing units by 2040 to accommodate the growth in population. Half of the new housing needs to be affordable. During the planning process, community feedback indicated an interest in maintaining affordability within the City's housing stock, increasing mixed-use residential development downtown, and developing an increased variety of housing options for residents. The following goals, objectives, policies, and programs reflect these desires and outline a strategy for increased housing development.

8.2 Goals, Objectives, Policies, and Programs

Goal HO 1: High-quality residential neighborhoods.

Objective HO 1.1: Maintain McFarland's existing housing stock.

Policy HO 1.1.1: Preserve existing housing stock, including affordable housing stock, through City regulations and other forms of assistance.

Program HO 1.1.1.1: Continue the Housing Code Enforcement Program.

Program HO 1.1.1.2: Adopt Sustainable Design Guidelines, which give guidance on sustainable design principles such as sustainable energy usage, water conservation, and utilization of reusable building materials.

Program HO 1.1.1.3: Develop brochures for community residents with information about home maintenance.

Objective HO 1.2: Beautify and maintain neighborhoods.

Policy HO 1.2.1: Expand financial assistance for residents in-need to be used for home rehabilitation.

Program HO 1.2.1.1: Continue the City's Home Rehabilitation Program by providing loans to low-income homeowners funded by grants such as the Community Development Block Grant (CDBG).

Program HO 1.2.1.2: Seek additional funding sources for the City's Home Rehabilitation Program.

Policy HO 1.2.2: Maintain quality and sanitation of neighborhoods.

Program HO 1.2.2.1: Conduct community clean-up days several times a year to maintain the quality and sanitation of neighborhoods.

Objective HO 1.3: Develop housing units to meet regional housing need allocation targets with at least 4,500 units through 2040.

Policy HO 1.3.1: Accommodate the City's housing need over the life of the General Plan.

Program HO 1.3.1.1: Expand housing to the west of the City away from floodable areas.

Program HO 1.3.1.2: Establish mixed-use development options in the downtown, along Kern Avenue on the east side, and south of the City, off Highway 99.

Policy HO 1.3.2: Establish modified procedures to streamline permit processing.

Program HO 1.3.2.1: Develop brochures for community residents that give information about various permit processes.

Policy HO 1.3.3: Locate new residential developments near amenities such as grocery stores, public parks, and schools.

Program HO 1.3.3.1: Increase residential density downtown, in the residential expansion west of Garzoli Avenue from Elmo Highway to Taylor Avenue.

Goal HO 2: Equal housing opportunities for all community members.

Objective HO 2.1: Develop special needs housing for large families, the elderly, disabled persons, and farmworkers.

Policy HO 2.1.1: Integrate special needs housing into developments or neighborhoods of conventional housing.

Program HO 2.1.1.1: Provide regulatory and/or financial incentives to interested developers to facilitate the construction of special needs housing.

Policy HO 2.1.2: Provide housing opportunities for disabled persons in compliance with Title 24 of the California Health and Safety Code.

Program HO 2.1.2.1: Revise the building codes to include "universal design" requirements, such as lever door handles and wider doors and hallways.

Policy HO 2.1.3: Enforce fair housing laws.

Program HO 2.1.3.1: Provide community residents with information about housing opportunities and fair housing laws and programs that allow for equal housing access.

Program HO 2.3.3.2: Develop bilingual brochures in English and Spanish for City residents to give information about housing opportunities and fair housing laws.

Program HO 2.1.3.3: Continue the City's Fair Housing Program.

Program HO 2.1.3.4: Distribute the booklet "Fair Housing: It's Your Right" to community residents, which provides information on fair housing.

Objective HO 2.2: Provide a variety of housing types to meet diverse community needs.

Policy HO 2.2.1: Facilitate non-traditional housing types and options, including co-housing, assisted living facilities, and live-work spaces.

Program HO 2.2.1.1: Create development standards for non-traditional types of housing development, such as assisted living for seniors.

Policy HO 2.2.2: Provide housing alternatives to community residents.

Program HO 2.2.2.1: Develop housing of a variety of sizes and densities.

Program HO 2.2.2.2: Encourage multi-family developments to provide a variety of dwelling sizes.

Objective HO 2.3: Provide housing financial assistance to community members in need.

Policy HO 2.3.1: Assist community residents who are interested in homeownership.

Program HO 2.3.1.1: Continue the First-Time Home Buyer (FTHB) program to assist low-income families who are first-time home buyers or displaced homeowners.

Policy HO 2.3.2: Provide rental assistance to low income households in collaboration with the Housing Authority of the County of Kern (HACK) and other non-profit housing providers.

Program HO 2.3.2.1: Continue the Section 8 Rental Assistance program to provide rental subsidies to low-income households and special needs housing groups.

Program HO 2.3.2.2: Continue to develop other forms of financial support for vulnerable community residents.

Goal HO 3: Enough housing opportunities for all income groups.

Objective HO 3.1: Develop affordable housing units to fulfill the Regional Housing Needs Assessment (RHNA) allocation as required by the California Department of Housing and Community Development (HCD).

Policy HO 3.1.1: Increase affordable housing production.

Program HO 3.1.1.1: Create and maintain an up-to-date inventory of vacant and underutilized parcels.

Program HO 3.1.1.2: Provide information to interested developers on affordable housing opportunities.

Program HO 3.1.1.2: Partner with affordable housing developers to assist in development on infill sites of housing for lower and moderate-income households.

Policy HO 3.1.2: Reduce governmental constraints to housing production.

Program HO 3.1.2.1: Provide regulatory or financial incentives to interested developers to facilitate the construction of affordable housing.

Program HO 3.1.2.2: Update the Zoning Ordinance to facilitate development of low- and moderate-income housing and other special needs housing.

Program HO 3.1.2.3: Refine the Inclusionary Housing Ordinance to be more feasible to developers and more effective in producing affordable housing.

Policy HO 3.1.3: Comply with the most current state legislative requirements.

Program HO 3.1.3.1: Monitor the City's progress in meeting its housing needs.

Program HO 3.1.3.2: Submit Annual Progress Reports (APRs) to the California Department of Housing and Community Development (HCD) in compliance with State law.

Objective HO 3.2: Develop at least 2,450 affordable housing units by 2040.

Policy HO 3.2.1: Accommodate affordable housing need over the life of the General Plan.

Program HO 3.2.1.1: Establish multi-family housing along major arterials in the downtown area and in the vicinity of activity centers.

Program HO 3.2.1.2: Facilitate the provision of Accessory Dwelling Units (ADUs) as a means of providing affordable rental housing in existing neighborhoods.

Program HO 3.2.1.3: Adopt a new Accessory Dwelling Unit (ADU) ordinance in compliance with State law.

Program HO 3.2.1.4: Revise the Zoning Ordinance to change all references to "Secondary Units" to "Accessory Dwelling Units" (ADUs) in compliance with State law.

9. ECONOMIC DEVELOPMENT

9.1 Introduction

The Economic Development Element establishes guidelines to support the growth of McFarland's economic base through key strategies to expand economic opportunities. McFarland's economic potential relates closely to its physical development as described by the Land Use and Circulation Elements, since economic opportunities are highly influenced by neighboring uses and activities as well as local connectivity. A resilient economy involves promoting businesses, increasing property values, planning transportation access to centers of employment, and providing education and other public services, while also considering how to promote equitable development, minimize displacement, and provide access to self-sufficient wages. The following goals, objectives, policies, and programs outline a strategy for achieving a diversified local economy that can provide employment opportunities for residents, adequate community programs and services, and foster an environment for a thriving tax base to support local government expenditures.

9.2 Goals, Objectives, Policies, and Programs

Goal ED 1: A resilient local economy.

Objective ED 1.1: Develop and maintain a diversity of businesses.

Policy ED 1.1.1: Balance industrial, commercial, agricultural, and residential needs.

Program ED 1.1.1.1: Survey downtown businesses regarding their needs, assets, and aspirations to better understand the needs of current and future businesses.

Program ED 1.1.1.2: Expedite plan review and permitting processes to facilitate commercial development along Highway 99.

Program ED 1.1.1.3: Provide a licensing process for construction of temporary worker housing and migrant farmworker housing in suitable areas.

Policy ED 1.1.2: Prepare workers for skilled employment opportunities.

Program ED 1.1.2.1: Partner with local high schools to fund classes that provide job-ready career skills, especially in technology, vocational training, and skilled labor fields.

Program ED 1.1.2.2: Partner with local educational institutions to establish a job training and retraining program.

Program ED 1.1.2.3: Develop adult vocational programs for relevant industries.

Program ED 1.1.2.4: Provide affordable English language adult education programs for residents.

Program ED 1.1.2.5: Pilot a jobs-matching program that ensures residents are aware of job opportunities.

Objective ED 1.3: Develop highway-oriented commercial use and large-scale retail uses to serve McFarland and surrounding areas.

Policy ED 1.3.1: Capture revenue from pass-through traffic.

Program ED 1.3.1.1: Demarcate land for commercial development along Highway 99.

Program ED 1.3.1.2: Create a specific plan for new highway commercial along Highway 99.

Program ED 1.3.1.3: Build charging stations for electric and other alternative energy vehicles along Highway 99.

Objective ED 1.4: Leverage historic and cultural tourism opportunities.

Policy ED 1.4.1: Promote McFarland's history.

Program ED 1.4.1.1: Provide legible and noticeable wayfinding signs signifying culturally significant sites for pedestrians and motorists.

Program ED 1.4.1.2: Showcase McFarland's legacy as cross-country champions.

Program ED 1.4.1.3: Advertise historic resources regionally.

Policy ED 1.4.2: Attract travel accommodations to retain tourists.

Program ED 1.4.2.1: Streamline permitting for motels, hotels, inns, RV parks, and campgrounds, particularly near Famoso Raceway.

Objective ED 1.5: Update local infrastructure and regional connectivity to serve industrial and commercial interests.

Policy ED 1.5.1: Increase access to job centers.

Program ED 1.5.1.1: Work in conjunction with Kern Transit to provide community-serving transportation options.

Program ED 1.5.1.2: Develop a park and ride program or vanpool to provide access to job centers.

Policy ED 1.5.2: Generate revenue and obtain funding for community services and infrastructure projects.

Program ED 1.5.2.1: Explore options to raise tax revenue, including but not limited to sales tax and parcel tax.

Program ED 1.5.2.2: Pursue federal and state grants for transit and pedestrian infrastructure development.

Objective ED 1.6: Provide resources for the development of businesses that promote sustainable practices.

Policy ED 1.6.1: Promote incentives for sustainable business practices.

Program ED 1.6.1.1: Offer reduced development fees for Leadership in Energy and Environmental Design (LEED) Certified buildings.

Program ED 1.6.1.2: Provide a green building incentive program for priority building permit review at no additional fee.

Policy ED 1.6.2: Remove barriers for businesses that provide locally needed goods and services.

Program ED 1.6.2.1: Develop a "buy local" program that encourages shopping at local businesses.

Goal ED 2: An appealing place to live and work.

Objective ED 2.1: Establish a vibrant downtown core.

Policy ED 2.1.1: Use the 2nd Street corridor as catalyst for downtown improvement.

Program ED 2.1.1.1: Create a business improvement district along 2nd Street.

Program ED 2.1.1.2: Upgrade storefronts along streets in the business district.

Program ED 2.1.1.3: Add a 1 cent sales tax to improve businesses in the district.

Policy ED 2.1.2: Promote use of public space and community interaction.

Program ED 2.1.2.1: Create walkable human-scale infrastructure.

Program ED 2.1.2.2: Create spaces for public gatherings, festivals, and farmers markets.

Objective ED 2.2: Improve quality of life.

Policy ED 2.2.1: Promote affordable housing.

Program ED 2.2.1.1: Establish inclusionary zones to incentivize private developers to build below-market-rate housing.

Policy ED 2.2.2: Improve public safety and perception of public safety.

Program ED 2.2.2.1: Build relationships between police and businesses.

Program ED 2.2.2.2: Build relationships between police and neighborhood residents.

Objective ED 2.3: Provide access to public goods and services to residents and organizations.

Policy ED 2.3.1: Regularly obtain community feedback to make decisions based upon community needs.

Program ED 2.3.1.1: Conduct yearly business and customer surveys.

Policy ED 2.3.2: Meet requirements of the Americans with Disabilities Act (ADA).

Program ED 2.3.2.1: Encourage evaluation of ADA compliance at business establishments.

Program ED 2.3.2.2: Encourage update of public infrastructure for ADA compliance.

Program ED 2.3.2.3: Facilitate ADA retrofits for private establishments.

Goal ED 3: A business-friendly and business-ready environment.

Objective ED 3.1: Maintain a strong working relationship with the business community.

Policy ED 3.1.1: Leverage incentives for business retention and expansion.

Program ED 3.1.1.1: Host quarterly workshops for business owners to attend and learn about opportunities available for small businesses.

Program ED 3.1.1.2: Review City ordinances for impacts on businesses.

Program ED 3.1.1.3: Streamline municipal fee structures to promote renovations and development of existing businesses.

Program ED 3.1.1.4: Lobby for expansion of state Opportunity Zones to encourage investment within McFarland's Sphere of Influence.

Program ED 3.1.1.5: Develop a Business Improvement District for high opportunity areas.

Objective ED 3.2: Attract new businesses and offer incentives for economic development.

Policy ED 3.2.1: Reduce barriers to establishing new businesses.

Program ED 3.2.1.1: Streamline permitting and maintain flexible zoning for commercial and industrial uses.

Program ED 3.2.1.2: Provide a guide to streamline the business permitting process.

Program ED 3.2.1.3: Develop an entrepreneur guide that provides information on opportunities within McFarland.

Policy ED 3.2.2: Facilitate strategic placement of businesses.

Program ED 3.2.2.1: Establish a list of infill opportunities and vacant lots that, in consultation with property owners, can aid investors in the decision-making process.

Program ED 3.2.2.2: Establish a list of "shovel-ready" sites in consultation with property owners and provide the list to interested developers and businesses in the City.

Program ED 3.2.2.3: Develop a specific plan in the southern expansion area for a business park with flexibility for light industrial uses.

Program ED 3.2.2.4: Explore and research opportunities to utilize railways for a distribution center.

10. SAFETY

10.1 Introduction

The Safety Element addresses natural and man-made hazards that pose potential risk to life or property. Hazards include flood, fire, seismic and geologic risk, hazardous materials, climate change, aircraft safety, drought, and emergency preparedness. Identifying and addressing these hazards can help inform the community, ensure effective implementation of policies, and guide future development.

Extreme weather and flooding pose the most significant threat to McFarland, particularly with the effects of climate change which are likely to result in more irregular weather patterns. This chapter provides goals, objectives, policies, and programs developed to reduce and mitigate major safety concerns for the City. General evacuation routes and shelter preparedness is also addressed in this chapter to ensure resources are available to the community.

The vision is for McFarland to continue to grow safely, avoid known hazards, and following safe building practices. Addressing hazards individually would allow the community to examine each risk against corresponding goals, objectives, policies, and programs created to address it.

10.2 Goals, Objectives, Policies, and Programs

Goal SAF 1: A safe and steadfast community.

Objective SAF 1.1: Maintain a long-term comprehensive safety outlook.

Policy SAF 1.1.1: Maintain eligibility for grant funding opportunities for community preparedness.

Program SAF 1.1.1.1: Continually update the Local Hazard Mitigation Plan to secure funding opportunities for community preparedness.

Policy SAF 1.1.2: Harden critical and high occupancy structures.

Program SAF 1.1.2.1: Encourage assessment of facility conditions for critical and high occupancy structures, including bridges.

Program SAF 1.1.2.2: Prioritize high risk structures for improvement.

Program SAF 1.1.2.3: Identify and secure funding to implement remedies.

Goal SAF 2: A community resilient against natural hazards.

Objective SAF 2.1: Maintain preparedness for geologic and seismic hazards.

Policy SAF 2.1.1: Encourage reduction in the risk of loss of life, personal injury and damage to property resulting from geologic and seismic hazards.

Program SAF 2.1.1.1: Coordinate with McFarland Public Works Department to organize and publicize educational events.

Program SAF 2.1.1.2: Educate residents on ways to mitigate injury and damage associated with earthquakes in their homes.

Program SAF 2.1.1.3: Using the latest building codes adopted by the State of California, incorporate geotechnical hazard data in land use decision making, site design, and construction.

Program SAF 2.1.1.4: Encourage site-specific soils and geologic reports for development in areas of serious geologic risk.

Program SAF 2.1.1.5: In areas of serious geologic risk, prohibit development unless seismic and geologic hazards can be reduced to reasonable levels.

Program SAF 2.1.1.6: Monitor and enforce structural safety standards to reduce risks for seismic and geologic hazards.

Objective SAF 2.2: Prepare for flooding events.

Policy SAF 2.2.1: Implement projects to strengthen flood control measures to reduce risk to life and property.

Program SAF 2.2.1.1: Identify flood control projects in hazard mitigation documents.

Program SAF 2.2.1.2: Prioritize flood control projects identified in the LHMP and Storm Drain Master Plan.

Program SAF 2.2.1.3: Identify possible funding sources and work with City grant writers to apply for state and federal funds to implement projects.

Program SAF 2.2.1.4: Continue to support efforts of the Bureau of Reclamation to ensure that proper maintenance and repairs of the Friant-Kern Canal are accomplished, along with other applicable agencies for flood control.

Policy SAF 2.2.2: Reduce flood risk for new development and critical infrastructure.

Program SAF 2.2.2.1: Prior to development, encourage flood risk assessment and possible mitigation measures to reduce risks to life and property.

Program SAF 2.2.2.2: Prohibit development in the 100-year flood plain unless mitigation measures meeting Federal Flood Insurance Administration criteria are provided.

Policy SAF 2.2.3: Protect essential facilities from flooding by implementing flood control measures and relocating facilities when needed.

Program SAF 2.2.3.1: Create an inventory of essential facilities which are at risk of flood damage within the 100- and 500-year flood plains.

Program SAF 2.2.3.2: Locate the construction of essential facilities outside the 500-year flood plain or ensure facilities are equipped to mitigate flooding to ensure long term operation.

Objective SAF 2.3: Prepare for urban and wildland fire hazards.

Policy SAF 2.3.1: Evaluate and respond to urban and wildland fire hazards affecting McFarland where present.

Program SAF 2.3.1.2: Update urban and wildland fire threat as data sources become available and seek guidance and data from Cal Fire.

Policy SAF 2.3.3: Evaluate fire threats in existing and proposed developments.

Program SAF 2.3.3.1: Coordinate fire threat evaluation with Kern County Fire, given Cal Fire threat assessments and federal data sources.

Program SAF 2.3.3.2: Enact measures for resident and employee safety in areas of recognized commercial and industrial fire threat.

Program SAF 2.3.3.3: Reduce vulnerability especially with vegetation management (e.g., fire resistant landscaping, fuel breaks, etc.) to prevent drought/extreme weather-related fire risk.

Program SAF 2.3.3.4: Encourage commercial and industrial properties to maintain fire safe standards and operate in a safe manner when handling flammable materials or byproducts.

Policy SAF 2.3.4: Create defensible space for McFarland through best management practices.

Program SAF 2.3.4.1: Encourage abatement of potentially flammable material through trimming, thinning, or reduction of potential fuel from habitable or occupied areas according to Cal Fire defensible space standards.

Program SAF 2.3.4.2: Check with state and federal hazard management agencies for updated areas of concern in wildland and urban fire scenarios on a 10-year cycle.

Policy SAF 2.3.5: Adopt uniform building and fire codes as they are updated by the State.

Policy SAF 2.3.6: Educate the public about fire safety.

Program SAF 2.3.6.1: Promote public fire safety education programs to reduce accidents, injuries, and fires in coordination with McFarland School District and community agencies.

Program SAF 2.3.6.2: Promote public safety through Cal Fire programs, pamphlets, and education opportunities with school and community engagement in English and Spanish.

Objective SAF 2.4: Prepare to withstand the effects of drought.

Policy SAF 2.4.1: Conserve water in all sectors.

Program SAF 2.4.1.1: Educate the community on water conservation practices.

Program SAF 2.4.1.2: Measure the success of current water conservation programs, prioritizing development of successful programs, and continually revise programs to meet water reduction goals.

Program SAF 2.4.1.3: Create new programs to promote efficient and responsible water use.

Program SAF 2.4.1.4: Enact new measures as needed according to protocols established by the Kern Groundwater Authority.

Policy SAF 2.4.2: Invest in waterwise infrastructure.

Program SAF 2.4.2.1: Adapt existing green spaces in public areas to retain rainwater on site.

Policy SAF 2.4.3: Identify groundwater recharge locations where soil and geography allow for infiltration.

Program SAF 2.4.3.1: Pursue grants to aid long term groundwater recharge projects.

Program SAF 2.4.3.2: Examine proposed public infrastructure projects for potential water recharge opportunities.

Program SAF 2.4.3.3: Identify and evaluate potential land holdings to be purchased and used as spreading ponds.

Objective SAF 2.5: Prepare for extreme weather conditions.

Policy SAF 2.5.1: Use McFarland's extreme weather history to prepare for future hazards.

Program SAF 2.5.1.1: Create and maintain a database of localized Extreme Weather Events based on National Oceanic and Air Administration data.

Program SAF 2.5.1.2: Use Extreme Weather Events databases to provide a constraints map for future growth based on historic trends and frequent or notable disaster areas, including land use and circulation areas affected in past events.

Policy SAF 2.5.2: Develop feasible adaptation measures for McFarland's extreme weather conditions in coordination with state and federal agencies.

Program SAF 2.5.2.1: Provide shelter and services during conditions of prolonged extreme heat, particularly concerning for the elderly, children, and farmworkers.

Program SAF 2.5.2.1: Study effects of past extreme heat events on McFarland's sensitive populations, particularly those who work outdoors.

Program SAF 2.5.2.3: Based on the studied effects, implement a reasonable and feasible system of shelters, water and cooling stations, and other resources such as resilient power generation for shelters to reduce the negative impact of extreme heat.

Policy SAF 2.5.3: Mitigate the damage associated with extreme weather events while traveling.

Program SAF 2.5.3.1: Prioritize safety upgrades to circulation for fog and winter storm conditions as well as other identified hazards of concern.

Objective SAF 2.6: Prepare for and continually adapt to a changing climate.

Policy SAF 2.6.1: Recognize the evolving threats of climate change.

Program SAF 2.6.1.1: In the next revision of the Local Hazard Mitigation Plan (LHMP), conduct a vulnerability assessment for the effects of the changing climate by:

- Assembling a diverse local and regional team to represent agencies, organizations, and communities.
- Identifying the climate change effects McFarland can experience.
- Identifying what aspects of the community might be affected and what those potential impacts could be and efforts to address them.
- Identifying how likely the impacts could be and how quickly they could occur.

Program SAF 2.6.1.2: Update the vulnerability assessment with each revision of the LHMP.

Policy SAF 2.6.2: Adapt to the effects of climate change relevant to McFarland.

Program SAF 2.6.2.1: In revisions of the LHMP, create, prioritize, and implement climate change adaptation strategies by:

- Identifying which impacts of climate change require actions to address them and prioritizing those adaptation needs.
- Identifying strategies to address adaptation needs.
- Evaluating and prioritizing strategies.
- Phasing and implementing strategies by creating trigger points for phased actions.

Program SAF 2.6.2.2: Update adaptation strategies with each revision of the LHMP.

Goal SAF 3: A community protected from human-made hazards.

Objective SAF 3.1: Reduce exposure to hazardous materials.

Policy SAF 3.1.1: Map and remediate contaminated sites.

Program SAF 3.1.1.1: Locate unidentified contamination sites and remediate with property owners and applicable agencies.

Program SAF 3.1.1.2: Work with Federal, State, regional, and local agencies to identify contaminated sites and work with property owners and applicable agencies to remediate them. When working with agencies, use the Hazardous Waste and Substances Sites List (Cortese List) and Environmental Restoration Program EnviroStor database.

Policy SAF 3.1.2: Coordinate with County departments to monitor the operations of businesses and individuals that handle hazardous materials.

Program SAF 3.1.2.1: Mitigate the potential for harmful effects of hazardous materials through the permitting process.

Program SAF 3.1.2.2: When approving new development, encourage the preparation of a report certifying that the site has been surveyed for hazardous contaminants and has been appropriately remediated for the future proposed use.

Policy SAF 3.1.3: Reduce dependency on hazardous materials and products.

Program SAF 3.1.3.1: Educate residents and businesses on the reduction or elimination of the use of hazardous materials and products, and encourage the use of safer, nontoxic, environmentally friendly equivalents.

Policy SAF 3.1.4: Enact proper disposal of household hazardous waste.

Program SAF 3.1.4.1: Educate residents on appropriate disposal of household hazardous waste and publicize collection events and locations.

Policy SAF 3.1.5: Minimize exposure to pesticides.

Program SAF 3.1.5.1: Reduce pesticide application during times of high wind affecting sensitive receptors.

Program SAF 3.1.5.2: Provide separation between sensitive receptors and pesticide application areas following Kern County Agriculture and Measurement Standards.

Program SAF 3.1.5.3: Coordinate with County departments to monitor pesticide storage, application, and exposure.

Program SAF 3.1.5.4: Coordinate training and procedures of the Kern County Fire Department and the Kern County Health Department.

Policy SAF 3.1.6: Safe transport of hazardous materials.

Program SAF 3.1.6.1: Restrict the transport of hazardous materials within McFarland to designated routes.

Program SAF 3.1.6.2: Encourage new pipelines or other channels carrying hazardous materials to avoid residential areas to the greatest extent possible.

Program SAF 3.1.6.3: Support Caltrans and California Highway Patrol efforts to ensure safe transportation of hazardous materials on Highway 99.

Program SAF 3.1.6.4: Encourage developers to investigate development sites to identify hazardous materials.

Program SAF 3.1.6.5: Encourage developers to safely transport and dispose of hazardous materials.

Policy SAF 3.1.7: Control pollution from hazardous materials.

Program SAF 3.1.7.1: Institute permitting system for demolition activities.

Program SAF 3.1.7.2: Establish a site inspection process to oversee safe demolition of existing structures.

Program SAF 3.1.7.3: Evaluate imported soils to ensure that they are free of contamination by hazard materials.

Objective SAF 3.2: Protect the community from aircraft hazards.

Policy SAF 3.2.1: Reduce exposure to aircraft hazards through the permitting process.

Program SAF 3.2.1.1: Monitor development within the Airport Zone to ensure compliance with restrictions designed to increase flight safety, such as reflective or volatile materials, in connection with the Federal Aviation Administration.

Program SAF 3.2.1.2: As future military development or training program areas arise, enact reasonable land use controls to promote military readiness and increase civilian safety.

Goal SAF 4: A community responsive to and resilient against emergencies.

Objective SAF 4.1: Develop and prepare resources for emergency response and recovery.

Policy SAF 4.1.1: Prepare emergency centers and critical infrastructure for hazards.

Program SAF 4.1.1.1: Conduct a vulnerability analysis of critical infrastructure with regards to seismic events.

Program SAF 4.1.1.2: Prioritize and implement repairs or retrofits for at-risk critical infrastructure by 2030.

Program SAF 4.1.1.3: Identify hazards and vulnerable populations needing emergency shelters for all hazards including flooding and extreme heat events.

Program SAF 4.1.1.4: Coordinate with county, state, and federal agencies on emergency preparedness.

Program SAF 4.1.1.5: Situate emergency centers to withstand 500-year floods.

Program SAF 4.1.1.6: Equip emergency centers with enough water, power, and cooling resources to support at-risk residents during extreme heat events.

Policy SAF 4.1.2: Expedite recovery after an emergency.

Program SAF 4.1.2.1: Streamline the permitting process for affected parties after earthquake, fire, or flood causes property damage or loss.

Objective SAF 4.2: Improve community-wide awareness and preparedness.

Policy SAF 4.2.1: Coordinate emergency preparedness and response measures with Kern County's Emergency Operations Plan.

Program SAF 4.2.1.1: Plan emergency event evacuation in coordination with county, state, and federal agencies.

Program SAF 4.2.1.2: Establish procedures for safe, prompt, and orderly evacuation, locations of safe meeting areas, emergency supplies including food, water, and medical supplies, and general emergency protocols.

Program SAF 4.2.1.3: Conduct periodic trainings for staff on emergency operations procedures and response.

Program SAF 4.2.1.4: Craft and publicize emergency procedures and define responsibilities for government and non-government entities during a crisis.

Policy SA4.2.2: Educate the public about emergency response procedures.

Program 4.2.2.1: Provide residents and businesses with information about local safety hazards and emergency plans, including evacuation plans and procedures to accommodate special needs populations and efficient post-disaster recovery.

Program 4.2.2.2: Educate special needs populations and disadvantaged residents about available emergency resources through existing county resources and McFarland school district programs.

Program 4.2.2.3: Educate residents about wildfire preparedness, flood preparedness, extreme heat preparedness, and climate change adaptation needs.

Objective 4.3. Improve emergency access and circulation.

Policy 4.3.1. Reduce danger to life.

Program 4.3.1.1: Map all emergency response facilities and accessways.

Program 4.3.1.2. Assess risk from evacuation and emergency response bottlenecks for hazards, particularly fire, flood, and hazardous materials.

Program 3. Develop, prioritize, and implement improvement measures for all bottlenecks considered high risk.

This page intentionally left blank

11. CONSERVATION

11.1 Introduction

The Conservation Element addresses the management and conservation of an area's natural resources while allowing for economic growth. This element addresses federal and state standards of environmental regulation, soil and mineral resources, biological resources, water resources, air quality, and wildlife. Given McFarland's strong agricultural base, soil and water conservation are high priorities in the community.

The Conservation Element identifies goals, objectives, policies, and programs to guide future development in McFarland while minimizing negative impacts on natural resources. Future growth could increase water demand, but there are opportunities to improve on water and energy conservation and reduce the per-user cost of necessary infrastructure projects for residents and businesses. The Conservation Element includes policies on energy, water, and habitat that correspond with regional planning goals.

11.2 Goals, Objectives, Policies, and Programs

Goal CON 1: Resilience to flooding.

Objective CON 1.1: Strengthen flood control measures.

Policy CON 1.1.1: Prioritize flood control projects identified in the Storm Drain Master Plan.

Program CON 1.1.1.1: Complete and implement the McFarland Storm Drain Master Plan by 2035, prioritizing improvement near East Perkins Avenue within the 100-year flood plain.

Program CON 1.1.1.2: Implement new or expand existing sump basins for any new development within 100 and 500-year flood plains.

Program CON 1.1.1.3: Create an evacuation plan for vulnerable residential areas east of Highway 99.

Program CON 1.1.1.4: Apply for the Urban Flood Protection Program to help offset the costs of upgrading current infrastructure.

Goal CON 2: Efficient use of water and energy.

Objective CON 2.1: Conserve water usage for all sectors.

Policy CON 2.1.1: Educate the community on water conservation.

Program CON 2.1.1.1: Invite organizations that can educate the public on water efficient practices and climate change to public events and schools.

Policy CON 2.1.2: Decrease water use in new and existing developments.

Program CON 2.1.2.1: Investigate the use of gray water irrigation systems in new developments.

Program CON 2.1.2.2: Use drip irrigation systems and drought tolerant or native vegetation in newly developed areas.

Program CON 2.1.2.3: Prepare an urban water management plan (UWMP) as population grows and the City's service area expands to comply with SB 7X-7 (Water Conservation Act of 2009). Develop the plan to decrease water use in public landscapes by 25% of 2018 levels by 2035. Convert existing landscapes to drip systems and replace landscapes requiring significant irrigation with drought tolerant vegetation.

Program CON 2.1.2.4: Apply for funding from The Institutional Turf Replacement Program (ITRP) to help offset the costs of conversion.

Program CON 2.1.2.5: Measure the success of current water conservation programs and utilize data in future programs and ordinances.

Objective CON 2.2: Increase the use of solar panels.

Policy CON 2.2.1: Conduct a sun and shade study to locate the most optimal locations for solar panel installation.

Program CON 2.2.1.1: Install solar panels on public facilities, specifically City Hall, public parking lots, and vacant land.

Program CON 2.2.1.2: Apply for Green Roof Retrofit Grants, REAP Grants, and other programs to help fund installation and capital costs for homeowners and local businesses.

Objective CON 2.3: Conserve energy usage in all sectors.

Policy CON 2.3.1: Educate the public on the importance of energy-saving techniques.

Program CON 2.3.1.1: Work with Public Works Department and invite organizations that can educate the public on energy efficient home goods and climate change to public events and schools.

Policy CON 2.3.2: Seek opportunities to improve energy efficiency within City facilities.

Program CON 2.3.2.1: Conduct energy efficiency and water use audits on all City facilities and create a schedule to prioritize implementation of the most cost-effective efficiency measures.

Program CON 2.3.2.2: Seek grants, low interest loans, and other funding sources for energy efficiency projects at schools and any critical or emergency response facilities.

Goal CON 3: Protection and respect for rare and endangered wildlife.

Objective CON 3.1: Increase public awareness of wildlife of McFarland.

Policy CON 3.1.1: Host educational events for the public and students.

Program CON 3.1.1.1: Coordinate with the U.S. Fish and Wildlife Services to host workshops about the geographic and ecologic context of McFarland at community events and school.

Objective CON 3.2: Reduce risks to wildlife and plant health.

Policy CON 3.2.3: Update current public maintenance plans to pesticide free maintenance strategies where feasible.

Program CON 3.2.3.1: Eliminate the use of neonicotinoid insecticides and other highly toxic systemic insecticides.

Program CON 3.2.3.2: Restrict the purchase and use of products that contain neonicotinoids and seeds or plants that have been treated with neonicotinoids.

Program CON 3.2.3.3: Eliminate cosmetic pesticide applications.

Objective CON 3.3: Investigate the potential suitability for and existing presence of wildlife in McFarland.

Policy CON 3.3.1: Coordinate with the US Fish and Wildlife services.

Program CON 3.3.1.1: Utilize a trained expert before and during construction projects to evaluate the site-specific presence of endangered or threatened species.

Program CON 3.3.1.2: Contact US Fish and Wildlife Services to find financial incentives and opportunities for providing endangered species habitat.

Policy CON 3.3.2: Increase suitability for wildlife in McFarland.

Program CON 3.3.2.1: Adapt existing green spaces in public areas to become attractive to threatened and endangered species in the region. Provide plant material that is attractive to the Tricolored Blackbird, Burrowing Owls, and Swainson's Hawk for nesting and foraging.

Policy CON 3.3.3: Protect the wellbeing of the San Joaquin kit fox (SJKF), Swainson's hawk (SWHA), and tricolored blackbirds (TRBL).

Program CON 3.3.3.1: If a qualified biologist determines that there is suitable SJKF habitat at or adjacent to an individual Project site, assess presence or absence of SJKF by conducting surveys following the USFWS "Standardized recommendations for protection of the San Joaquin kit fox prior to or during ground disturbance" (2011) in all areas of potentially suitable habitat no less than 14 days and no more than 30 days prior to beginning of ground disturbing activities.

Program CON 3.3.3.2: If SJKF is detected, consult with CDFW to discuss how to avoid take, or if avoidance is not feasible, to acquire an Incidental Take Permit (ITP) prior to ground-disturbing activities, pursuant to Fish and Game Code section 2081 subdivision (b).

Program CON 3.3.3.3: If a qualified biologist determines that an individual Project site has suitable SWHA foraging habitat on-site or suitable SWHA nest trees are within 0.5 mile of the site, a qualified wildlife biologist should conduct surveys for nesting SWHA following the survey methods developed by the Swainson's Hawk Technical Advisory Committee (SWHA TAC, 2000) prior to Project implementation. The survey protocol includes early season surveys to assist the project proponent in implementing necessary avoidance and minimization measures, and in identifying active nest sites prior to initiating ground-disturbing activities.

Program CON 3.3.3.4: If ground-disturbing Project activities are to take place during the normal bird breeding season (March 1 through September 15), a qualified biologist should conduct additional pre-activity surveys for active nests no more than 10 days prior to the start of Project implementation. CDFW recommends a minimum no-disturbance buffer of 0.5 mile be delineated around active nests until the breeding season has ended or until a qualified biologist has determined that the birds have fledged and are no longer reliant upon the nest or parental care for survival.

Program CON 3.3.3.5: If an active SWHA nest is detected and a 0.5-mile buffer is not feasible, consult with CDFW to discuss how to implement the project and avoid take. If take cannot be avoided, take authorization through the acquisition of an ITP, pursuant to Fish and Game Code section 2081 subdivision (b) to comply with CESA.

Program CON 3.3.3.6: Compensate for the loss of SWHA foraging habitat to reduce impacts to SWHA foraging habitat to less than significant based on CDFW's Staff Report Regarding Mitigation for Impacts to Swainson's Hawks (CDFG, 1994), which recommends that mitigation for habitat loss occur within a minimum distance of 10 miles from known nest sites and the amount of habitat compensation is dependent on nest proximity. In addition to fee title acquisition or conservation easement recorded on property with suitable grassland habitat features, mitigation may occur by the purchase of conservation or suitable agricultural easements. Suitable agricultural easements would include areas limited to production of crops such as alfalfa, dry land and irrigated pasture, and cereal grain crops. Vineyards, orchards, cotton fields, and other dense vegetation do not provide adequate foraging habitat.

CDFW recommends the following based on the Staff Report:

- For projects within 1 mile of an active nest tree, a minimum of 1 acre of habitat management (HM) land for each acre of development is advised.
- For projects within 5 miles of an active nest but greater than 1 mile, a minimum of ¾ acre of HM land for each acre of development is advised.
- For projects within 10 miles of an active nest tree but greater than 5 miles from an active nest tree, a minimum of ½ acre of HM land for each acre of development is advised.

Program CON 3.3.3.7: Replace the removal of known raptor nest trees, even outside of the nesting season, with an appropriate native tree species planting at a ratio of 3:1 at or near the Project site or in another area that will be protected in perpetuity to reduce impacts resulting from the loss of nesting habitat.

Program CON 3.3.3.8: If suitable habitat occurs on or immediately adjacent to an individual Project site or its vicinity, time Project activities to avoid the typical bird breeding season (February 1 through September 15). However, if Project activities must take place during that time, a qualified wildlife biologist should conduct surveys for TRBL, within a

minimum 500-foot buffer from the Project site, no more than 10 days prior to the start of implementation to evaluate presence or absence of TRBL nesting colonies in proximity to Project activities and to evaluate potential Project-related impacts.

Program CON 3.3.3.9: If an active TRBL nesting colony is found during pre-activity surveys, implement a minimum 300-foot no-disturbance buffer in accordance with CDFW's "Staff Guidance Regarding Avoidance of Impacts to Tricolored Blackbird Breeding Colonies on Agricultural Fields in 2015" (CDFW 2015). CDFW advises that this buffer remains in place until the breeding season has ended or until a qualified biologist has determined that nesting has ceased, the birds have fledged, and are no longer reliant upon the colony or parental care for survival. It is important to note that TRBL colonies can expand over time and for this reason, the colony may need to be reassessed to determine the extent of the breeding colony within 10 days prior to Project initiation.

Program CON 3.3.3.10: In the event that a TRBL nesting colony is detected during surveys, consult with CDFW to discuss how to implement the Project and avoid take, or if avoidance is not feasible, to acquire an ITP, pursuant to Fish and Game Code Section 2081 subdivision (b), prior to any ground-disturbing activities.

Policy CON 3.3.4: Adhere to protocols and requirements of CDFW and Pub. Resources Code, § 21003, subd. (e)

Program CON 3.3.4.1: Report any special status species and natural communities detected during Project surveys to the California Natural Diversity Database (CNDDB) using the field survey form found at the link: https://www.wildlife.ca.gov/Data/CNDDB/Submitting-Data.

Program CON 3.3.4.2: Upon filing of the Notice of Determination, the Lead Agency should pay filing fees due to CDFW's assessment of impact on fish or wildlife to help defray the cost of environmental review by CDFW and as required, for the underlying project approval to be operative, vested, and final. (Cal. Code Regs, tit. 14, § 753.5; Fish & G. Code, § 711.4; Pub. Resources Code, § 21089.)

12. OPEN SPACE

12.1 Introduction

The Open Space Element addresses the future of McFarland's recreation and parks spaces. Within City limits, recreational parks include McFarland Park, Ritchey Park, Arturo J. Munoz Park, Blanco Park, and Browning Road Park. Other outdoor recreational spaces include Kaboom Playground, the grass field by the local public library, and Villa Del Caribe Park which is still under development. Parks development formerly concentrated in the southwest of McFarland.

Open spaces provide vital support for the wellbeing of McFarland's residents and overall economic prosperity. This element assesses the current and future condition of McFarland's open space assets and provides suggestions for future expansion of places and services for residents. Goals, objectives, policies, and programs in this plan address these open space topics as they relate to the City of McFarland.

12.2 Goals, Objectives, Policies, and Programs

Goal OS 1: Attractive, accessible, and comprehensive open spaces.

Objective OS 1.1: Provide adequate park space for residents.

Policy OS 1.1.1: Provide park spaces within a quarter mile of residential neighborhoods.

Program OS 1.1.1.1: Condition new residential development on the creation of park space through in lieu fees, direct dedication, or similar measures.

Objective OS 2.2: Improve access to park spaces

Policy OS 1.2.1: Enhance pedestrian and vehicular access to open space.

Program OS 1.2.1.1: Establish bus stops at new and existing park spaces

Program OS 1.2.1.2: Provide Americans with Disabilities Act (ADA) compliant parking spaces at parks.

Objective OS 1.3: Increase visual appeal of open space.

Policy OS 1.3.1: Work with the McFarland Recreation and Parks District to maintain or upgrade park amenities.

Program OS 1.3.1.1: Add sitting structures, trash cans, lighting, street trees, and widened sidewalks to 5th street, W Sherwood Street, Woodruff Avenue, W Kern Avenue, E Kern Avenue, Browning Road and E Sherwood Avenue.

Program OS 1.3.1.2: Install new motion-detecting lights in areas where residents feel unsafe, ensuring that new installations do not disturb surrounding residential areas.

Program OS 1.3.1.3: Provide attractive, water-wise trees and shrubs within parking areas to reduce the heat island effect and increase ground permeability.

Program OS 1.3.1.4: Include bike racks in open spaces to encourage biking.

Program OS 1.3.1.4: Provide multi-age playground and park equipment.

Goal OS 2: An engaged, active, and proud community.

Objective OS 2.1: Utilize McFarland's history to strengthen the community.

Policy OS 2.1.1: Protect and maintain the City's historic cultural resources.

Program OS 2.1.1.1: Include Native American Tribal Authorities in environmental review processes.

Program OS 2.1.1.2: Provide confidential review and protection for cultural heritage resources if present or found during development.

Policy OS 2.1.2: Promote the use of open space for cultural and community enrichment.

Program OS 2.1.2.1: Use public open spaces for events such as celebrations, festivals, farmers' markets, and concerts.

Policy OS 2.1.3: Foster an appreciation of diverse cultural identities through geographic and historical context.

Program OS 2.1.3.1: Establish a system of signage that promotes and provides historical context for open space resources.

Program OS 2.1.3.2: Promote the McFarland historical society.

Objective OS 2.2: Increase community fitness.

Policy OS 2.2.1: Increase functionality of outdoor open spaces and facilities.

Program OS 2.2.1.1: Expand programming of City parks and recreation facilities.

Program OS 2.2.1.2: Add outdoor exercise equipment, playgrounds, and other recreation opportunities to public open space where practical.

Program OS 2.2.1.3: Collaborate with schools and local agencies to provide fitness education.

Objective OS 2.3: Preserve and enhance natural resources by engaging people of all ages and ability levels.

Policy OS 2.3.1: Provide youth outdoor educational opportunities to promote community engagement.

Program OS 2.3.1.1: Partner with youth opportunity agencies to promote outdoor enrichment, engaging youth with the community and their natural environment.

Program OS 2.3.1.2: Partner with the McFarland Tri-Agency to develop volunteer opportunities at public parks, Lake Woollomes, and other outdoor facilities.

Policy OS 2.3.2: Enhance recreational programs suitable for all ages and ability levels.

Program OS 2.3.2.1: Monitor how existing park space satisfies the needs of residents and users with community surveys and address needs based on responses.

13. AIR QUALITY

13.1 Introduction

The Air Quality Element is a required component of McFarland's General Plan since McFarland falls under the State of California's definition of a disadvantaged community per SB 1000 in terms of median income. Secondly, McFarland is located within the San Joaquin Valley Air Basin, which suffers from notably poor air quality. The air basin is not in attainment with federal regulatory standards including the Clean Air Act and National Ambient Air Quality Standards, and state regulations including the California Clean Air Act and the California Ambient Air Quality Standards. The asthma rates within the City are in the 67th percentile in the State of California overall, meaning that asthma rates in McFarland are higher than 67% of the other communities in the State.

Most air pollution in the San Joaquin Valley stems from locally generated pollutants, primarily from agricultural activities. Other contributors include vehicular emissions, construction emissions, and fugitive dust and odors. The San Joaquin Valley is also disproportionately affected by greenhouse gas emissions which not only contribute to the warming of the planet but also contribute to local air pollution and endanger human health. Per Kern County's Greenhouse Gas Inventory, the fossil fuels industry in Kern County makes up a majority of the greenhouse gas emissions for Kern County at approximately 40% of the 2005 baseline. Emissions of greenhouse gases in Kern County are mostly attributed to industry and energy consumption. Construction and agricultural activities also exacerbate emissions.

Good air quality is important for public health, especially for sensitive populations, including the youth, elderly, and individuals with heart disease or respiratory problems. The following goals, objectives, policies, and programs outline McFarland's strategy to keep air pollutants and emissions low to protect the health and safety of residents.

13.2 Goals, Objectives, Policies, and Programs

Goal AQ 1: Improved air quality in McFarland.

- **Objective AQ 1.1:** Continue monitoring and reporting significant air pollution sources.
  - **Policy AQ 1.1.1:** Coordinate with the San Joaquin Valley Air Pollution Control District ("Air District") to identify air pollution reduction progress and key contributors to air pollution.
    - **Program AQ 1.1.1.1:** Work with the Air District to build an air monitoring station in McFarland.
    - **Program AQ 1.1.1.2:** Collaborate with the Air District to develop a website to report live air quality monitoring data.
    - **Program AQ 1.1.1.3:** Pursue funding under Assembly Bill 617.
- **Objective AQ 1.2:** Reduce air pollutants.
  - **Policy AQ 1.2.1:** Meet attainment status for criteria pollutants according to National Ambient Air Quality Standards (NAAQS) and State Ambient Air Quality standards (SAAQS).

Program AQ 1.2.1.1: Mandate the use of cover crops to reduce particulates from agricultural operations.

Program AQ 1.2.1.2: Mandate the use of scrubbers to capture pollutants in industrial operations.

Program AQ 1.2.1.3: Comply with state diesel exhaust standards to reduce pollutants for mobile and agricultural sources.

Program AQ 1.2.1.4: Mandate dust mitigation tactics in all construction operations.

Objective AQ 1.4: Integrate land use planning, transportation planning, and air quality planning.

Policy AQ 1.4.1: Make the most efficient use of public resources to create a healthier environment.

Program AQ 1.4.1.1: Develop coordinated land use and transportation plans to help meet federal, state, and local air quality requirements.

Program AQ 1.4.1.2: Work with Caltrans and the Regional Transportation Planning Agency to minimize the air quality impacts of large-scale transportation projects.

Program AQ 1.4.1.3: Encourage submission of development projects to the Air District for CEQA comments and review of air quality analysis.

Program AQ 1.4.1.4: Determine project air quality impacts using analysis methods and significance thresholds recommended by the Air District.

Policy AQ 1.4.2: Establish an urban forestry program to improve air quality by requiring new development and street resurfacing plans to include street and shade trees.

Program AQ 1.4.2.1: Coordinate with local non-profits and seek grants from state and national organizations to fund tree planting for air quality and other benefits.

Policy AQ 1.4.3: Minimize health risks from industrial toxic or hazardous air pollutant emissions.

Program AQ 1.4.3.1: Establish buffers between heavy industrial development projects and residential land uses.

Goal AQ 2: A climate-adapting community.

Objective AQ 2.1: Reduce greenhouse gas emissions to 40% below 1990 emission levels by 2030 and 80% below 1990 emission levels by 2050.

Policy AQ 2.1.1: Conserve and reduce energy use.

Program AQ 2.1.1.1: Develop energy conservation opportunities.

Program AQ 2.1.1.2: Establish energy conservation requirements for development (e.g. energy efficient light bulbs).

Program AQ 2.1.1.3: Apply neighborhood conservation strategies such as code enforcement and building rehabilitation.

Policy AQ 2.1.2: Develop renewable energy.

Program AQ 2.1.2.1: Invest in sources of renewable energy.

Program AQ 2.1.2.2: Join a Community Choice Aggregation (CCA) program to create investment opportunities in local renewable power production.

Program AQ 2.1.2.3: Promote biogas from agricultural biproducts.

Policy AQ 2.1.3: Establish a baseline of current emissions levels and project emissions estimates for future years.

Program AQ 2.1.3.1: Conduct a greenhouse gas inventory.

Program AQ 2.1.3.2: Adopt emissions reduction strategies through a Climate Action Plan.

Policy AQ 2.1.4: Reduce vehicle emissions.

Program AQ 2.1.4.1: Establish City transit options in collaboration with Kern County Transit.

Program AQ 2.1.4.2: Work with Kern County Transit to increase regional bus services for McFarland.

Program AQ 2.1.4.3: Improve existing and develop new pedestrian and bicycle infrastructure.

Program AQ 2.1.4.4: Develop guidelines to implement alternative fuel and electrical charging stations for commercial and industrial developments

Policy AQ 2.1.5: Prioritize mixed-use and walkable neighborhoods in future developments.

Program AQ 2.1.5.1: Streamline permitting processes for mixed-use and walkable development projects.

Goal AQ 3: A well-informed community.

Objective AQ 3.1: Educate the public on the impact of individual transportation and land use decisions on air quality.

Policy AQ 3.1.1: Improve the public's understanding of the relationship between land use, transportation, and air quality.

Program AQ 3.1.1.1: Conduct public meetings, workshops, seminars, and provide consultation opportunities for developers.

Program AQ 3.1.1.2: Work with California Air Resources Board, the Air District, and the local school district to develop educational materials regarding air quality, the impact of air quality on people, plants, and animals, and measures that can help to improve air quality.

Program AQ 3.1.1.3: Host meetings to inform and educate residents on air pollution sources, the associated health consequences, and methods to avoid or reduce air pollution impacts on public health.

This page intentionally left blank

14. HEALTH

14.1 Introduction

The Health Element identifies measures of physical, mental, and social wellness. The element addresses adequate access to healthcare, decreasing rates of obesity and other diseases, and creating a variety of affordable healthy food options. The residents of Kern County, which includes McFarland, suffer from high rates of obesity, obesity related diseases, and sexually transmitted diseases. These are all areas of special focus on health in Kern County which is, for example, ranked 58th out of 58 counties in deaths from diabetes. Vulnerable populations that are more at risk for these diseases include low-income individuals and families, medically underserved populations, minority groups, and the youth and elderly.

The purpose of the Health Element's goals, objectives, policies and programs are to address the health issues and challenges of the City. To provide a comprehensive health plan, the Health Element incorporates aspects of other elements, but especially Circulation and Environmental Justice.

14.2 Goals, Objectives, Policies, and Programs

Goal HTH 1: Equitable access to healthcare.

Objective HTH 1.1: Teach the public about primary, preventative, and specialized healthcare services.

Policy HTH 1.1.1: Promote preventive health awareness and education.

Program HTH 1.1.1.1: Create educational activities that are offered in multiple languages, covering a variety of health topics (including STD and obesity prevention and treatment), and make them available at health centers, community centers, schools, and libraries.

Policy HTH 1.1.2: Create educational programs to promote healthy behaviors.

Program HTH 1.1.2.1: Coordinate with community centers and schools to provide education on healthy eating and behaviors.

Objective HTH 1.2: Promote access to healthcare services.

Policy HTH 1.2.1: Promote accessible sexual health examination services.

Program HTH 1.2.1.1: Coordinate with healthcare facilities to provide STD testing within the City.

Policy HTH 1.2.2: Expand access to early detection of high-risk diseases.

Program HTH 1.2.2.1: Provide early screening for high risk populations.

Objective HTH 1.3: Seek funding to address specialized healthcare for specific needs-based populations.

Policy HTH 1.3.1: Support local clinics such as McFarland Singh Medical Clinic and Clinica Sierra Vista that provide health-related care for special needs populations.

Program HTH 1.3.1.1: Apply to specific grants and funding opportunities such as Healthy People 2020.

Program HTH 1.3.1.2: Collect donations from local businesses and organizations to apply toward health initiatives.

Objective HTH 1.4: Expand transportation options for special needs populations.

Policy HTH 1.4.1: Improve connections and transportation options for all.

Program HTH 1.4.1.1: Sponsor low cost means of transportation such as subsidized taxi and volunteer ride services to health clinics.

Program HTH 1.4.1.2: Expand Dial-A-Ride service to include healthcare facilities outside of the City.

Goal HTH 2: A physically active community with decreased rates of obesity.

Objective HTH 2.1: Promote healthy lifestyles and behaviors.

Policy HTH 2.1.1: Promote using alternative modes of transportation for short distance trips.

Program HTH 2.1.1.1: Install bicycle infrastructure on main corridors and activity centers.

Program HTH 2.1.1.2: Create educational programs to promote healthy behaviors.

Program HTH 2.1.1.3: Improve landscape along sidewalks to increase walkability.

Objective HTH 2.2: Create opportunities for physical activities.

Policy HTH 2.2.1: Promote free and low-cost fitness programs.

Program HTH 2.2.1.1: Collaborate with nonprofit organizations to organize fitness events.

Goal HTH 3: A variety of affordable healthy food options.

Objective HTH 3.1: Increase access to affordable healthy food providers.

Policy HTH 3.1.1: Promote the prevalence of affordable fresh produce, including fruits and vegetables.

Program HTH 3.1.1.1: Establish neighborhood-serving retail centers within walking distance (one-quarter mile) of all residential areas.

Program HTH 3.1.1.2: Collaborate with local agricultural providers to offer affordable, fresh, local, healthy produce in existing grocery stores.

Objective HTH 3.2: Increase access to food assistance programs.

Policy HTH 3.2.1: Connect the community with programs and providers.

Program HTH 3.2.1.1: Create informational pamphlets that summarize available food assistance programs to be distributed at schools, non-profit agencies, and public places.

Program HTH 3.2.1.2: Connect low-income households and people experiencing homelessness to food-assistance programs such as WIC, SNAP, and local food banks.

Program HTH 3.2.1.3: Collaborate with local food banks to expand distribution to accommodate the community.

15. ENVIRONMENTAL JUSTICE

15.1 Introduction

The Environmental Justice Element is required in some jurisdictions by the California Governor's Office of Planning and Research (OPR). Following the adoption of Senate Bill 1000 in 2016, the OPR requires both cities and counties that have disadvantaged communities to incorporate environmental justice (EJ) policies into their General Plans, either in a separate EJ Element or by integrating related goals, policies, and objectives throughout the other elements.

According to the CalEnviroScreen program, the City of McFarland is classified as a disadvantaged community. Both census tract 6029004702, which covers the eastern portion of the City, and tract 6029004701, which covers the western portion of the City, score in the 75th to 80th percentile range of all CalEnviroScreen scores. Although the pollution burden scores fall in the 57th and 56th percentiles respectively, the population characteristics scores are in the 86th and 85th percentiles, respectively. Census tract 6029004604, which surrounds the City, falls in the 95th to 100th percentile of all CalEnviroScreen scores. This is important to recognize, as the City is planning to annex land south to Whisler Road, and to subsequently extend the Sphere of Influence further south along Highway 99.

The requirements of the EJ Element are statutory according to California Government Code Section 65302-(h), which indicates that an EJ Element must identify objectives and policies to reduce the unique or compounded health risks in disadvantaged communities. This is achieved through the reduction of pollution exposure, the improvement of air quality, the promotion of public facilities, food access, safe and sanitary homes, and increased physical activity. The Environmental Justice Element must also identify objectives and policies to promote civil engagement in the public decision-making process, and those that prioritize improvements and programs that address the needs of disadvantaged communities.

For McFarland to be sustainable, inclusive, and resilient, it requires transportation that facilitates safe, efficient, pollution-free mobility for its residents. Expansions to McFarland's bikeway network, sidewalks, and public transit can help McFarland transition to a more multimodal city marked by healthy, affordable, and integrated mobility and promote physical activity through active transportation.

15.2 Goals, Objectives, Policies, and Programs

Goal EJ 1: A clean community.

Objective EJ 1.1: Develop equitable strategies for the effects of air pollution from agriculture and transportation on vulnerable populations.

Policy EJ 1.1.1: Address air pollution and its sources.

Program EJ 1.1.1.1: Work with the Air Pollution Control District to install an air quality monitoring station within McFarland.

Policy EJ 1.1.2: Focus mitigation efforts on vulnerable residents.

Program EJ 1.1.2.1: Coordinate efforts with special focus on low-income residents, seniors, and the youth.

Objective EJ 1.2: Maintain physical cleanliness within the City.

Policy EJ 1.2.1: Prioritize areas with the greatest need for clean-up efforts.

Program EJ 1.2.1.1: Sponsor community clean-up events in coordination with relevant public and private organizations.

Goal EJ 2: A quiet community.

Objective EJ 2.1: Reduce or eliminate intrusive noise, especially relative to noise-sensitive uses and residents.

Policy EJ 2.1.1: Mitigate proposed noise-producing activities.

Program EJ 2.1.1.1: Enforce applicable City, state and federal regulations that reduce intrusive noise and alleviate noise that is deemed a public nuisance.

Policy EJ 2.1.2: Reduce or mitigate noise impacts associated with land development.

Program EJ 2.1.2.1: Update noise contours to conform to land use updates.

Program EJ 2.1.2.2: Encourage mitigation for projects near noise-sensitive populations.

Goal EJ 3: Accessible community programs and facilities for all residents.

Objective EJ 3.1: Develop adequate healthcare facilities for residents.

Policy EJ 3.1.1: Address and mitigate the most prevalent health risks and diseases.

Program EJ 3.1.1.1: Develop strategies to address health risks.

Objective 3.2: Link parks, schools, and other public facilities citywide.

Policy EJ 3.2.1: Improve access to City facilities.

Program EJ 3.3.1.1: Install ramps and infrastructure where necessary according to the Americans with Disabilities Act.

Program EJ 3.3.1.2: Establish safe bicycle and pedestrian paths among public facilities.

Goal EJ 4: A healthy community.

Objective EJ 4.1: Improve public health for residents.

Policy EJ 4.1.1: Promote physically active lifestyles.

Program EJ 4.1.1.1: Develop promotional material to encourage healthy lifestyle choices and practices.

Program EJ 4.1.1.2: Collaborate with McFarland Public Works to construct street facilities that promote physical activity.

Program EJ 4.1.1.3: Coordinate with other public agencies and private advocacy groups to promote public and private programs to foster active and healthy lifestyles.

Policy EJ 4.1.2: Promote healthy food access.

Program EJ 4.1.2.1: Develop promotional material to encourage healthy food choices.

Program EJ 4.1.2.2: Identify local organizations to establish farmers' markets for local produce.

Program EJ 4.1.2.3: Encourage neighborhood retail centers to carry fresh produce.

Goal EJ 5: An active and involved citizenry in decision-making processes.

Objective EJ 5.1: Keep residents informed about governmental meetings and actions.

Policy EJ 5.1.1: Involve residents in City government activities.

Program EJ 5.1.1.1: Create an online bulletin board for disseminating information.

Policy EJ 5.1.2: Target historically non-participatory populations.

Program EJ 5.1.2.1: Promote citizen participation using Spanish and English.

Objective EJ 5.2: Integrate students into local government processes and decisions.

Policy EJ 5.2.1: Promote civic activities and citizen action among the youth.

Program EJ 5.2.1.1: Implement a program for students to shadow professionals to experience governmental processes and decisions.

Program EJ 5.2.1.2: Target student input on governmental decisions that Encourage community input.

This page intentionally left blank

16. NOISE

16.1 Introduction

The Noise Element is required in the General Plan. The purpose of the Noise Element is to limit the exposure of the community to excessive noise levels, especially in noise-sensitive areas and at noise-sensitive times. Excessive noise exposure can be harmful to health, interrupt sleep, and cause stress and other issues. Noise can go unnoticed consciously and still have impacts, and it can cause annoyance or even hearing damage at close distances and high intensities.

The Noise Element outlines policies and programs designed to minimize excessive noise exposure by guiding land use planning and coordinating with the Land Use, Circulation, and Housing Elements. The Noise Element is required to identify major sources of noise, quantify noise in the community using the Community Noise Equivalent Level (CNEL) or day-night average level (L_{dn}) scales, map noise in the community with noise contour maps, and outline ways to reduce and mitigate excessive noise exposure.

In 2020, main sources of noise in McFarland were Highway 99 and the railroad. Development of sensitive receptors within the 65 decibel L_{dn} contours around these sources is to be restricted. Development of sensitive receptors within the 60 decibel L_{dn} contours is to have mitigation measures to limit noise levels. The potential for a sound barrier or sound wall may be explored, which could help reduce noise levels in existing sensitive areas near Highway 99 and the railroad. Future industrial and commercial uses are to be located so that they would not cause excessive noise for existing sensitive receptors.

16.2 Goals, Objectives, Policies, and Programs

Goal NOI 1: Quiet residential streets, schools, churches, and healthcare facilities.

Objective NOI 1.1: Avoid siting of new residential, school, church, or healthcare facility development in noise-impacted areas.

Policy NOI 1.1.1: All new residential, school, church, or healthcare facility development within the 60 dBA L_{dn} contours must include a noise analysis and noise mitigation measures to minimize exposure.

Program NOI 1.1.1.1: Develop an example noise analysis emphasizing the required contents for use by developers, as well as a list of recommended mitigation measures.

Policy NOI 1.2.1: Avoid permitting of new residential, school, church, or healthcare facility development within the 65 dBA L_{dn} contours.

Goal NOI 2: Protection of existing noise-sensitive receptors.

Objective NOI 2.1: Avoid new noise-generating development where it could cause existing sensitive receptors to become noise-impacted.

Policy NOI 2.1.1: New noise-generating development that could cause an existing noise-sensitive receptor(s) to be exposed to a noise level of 60 dBA L_{dn} or greater must include mitigation measures specifically designed to minimize noise exposure to the sensitive receptor(s).

Program NOI 2.1.1.1: Develop a list of recommended mitigation measures that are most efficient for reducing noise exposure towards specific sensitive receptors. Examples include sound barriers, earth berms, careful building and site orientation, screening by noise-tolerant buildings, and others.

POLICY NOI 2.1.2: Adopt regulations to limit construction-related noise.

PROGRAM NOI 2.1.2.1: Require restrictions on construction activity during nighttime when issuing construction permits.

Objective NOI 2.2: Reduce noise exposure of existing sensitive receptors from Highway 99 and the railroad.

Policy NOI 2.2.1: Actively seek funding sources, including grants, subsidies, donations, and other sources, for the planning, design, and construction of noise barriers along Highway 99 and the railroad.

Program NOI 2.2.1.1: Prepare a study to determine the best location(s) for noise barriers along Highway 99 and the railroad.

Program NOI 2.2.1.2: Research and implement an impact fee program for new noise-generating development to create a fund for the development of noise barriers along Highway 99 and the railroad.

Goal NOI 3: A built environment that minimizes noise generation.

Objective NOI 3.1: Maintain and upgrade public equipment regularly to minimize noise generation.

Policy NOI 3.1.1: New equipment and vehicles purchased, rented, or otherwise used by the City of McFarland must use the best available technology to minimize noise generation.

Program NOI 3.1.1.1: When replacing or doing major repairs to existing City equipment or vehicles, the equipment or vehicle must also be outfitted with the best available noise mitigating technology, such as improved mufflers and tires.

Objective NOI 3.2: Design all new development to minimize noise generation.

Policy NOI 3.2.1: All new development in the 60 dBA L_{dn} contours must include a noise analysis and explain architectural, construction, and building massing techniques used to mitigate noise generation.

Program NOI 3.2.1.1: Prepare a list of recommended architectural, construction, and building massing techniques to mitigate noise generation for use by developers.

Goal NOI 4: New economic and commercial activity in noise-appropriate areas.

Objective NOI 4.1: Favor proposed new commercial and industrial development in noise-appropriate areas, especially along Highway 99.

Policy NOI 4.1.1: Reserve undeveloped noise-impacted areas primarily for compatible commercial and industrial development.

Program NOI 4.1.1.1: Demarcate areas along Highway 99 for commercial and industrial activities with the highest noise tolerance and generation.

17. COMMUNITY DESIGN

17.1 Introduction

The Community Design Element provides the basis for aesthetic regulation of new development and offers specific guidelines to enhance the City's sense of place and quality of life for its residents. The following goals, objectives, policies, and programs align with the goals of the other elements in the General Plan to guide public and private development, with a vision for a city that is functional, aesthetically appealing, and oriented to McFarland's residents and visitors by retaining the City's small-town atmosphere. Implementing the following goals, objectives, policies, and programs can help to promote community safety and create an inviting and attractive atmosphere for McFarland with a cohesive image, enticing residents to actively participate in community events and instilling a sense of community pride.

17.2 Goals, Objectives, Policies, and Programs

Goal CD 1: An attractive and uniform city.

Objective CD 1.1: Define a pleasant image for McFarland.

Policy CD 1.1.1: Adopt a form-based code to regulate design and aesthetic qualities.

Program CD 1.1.1.1: Encourage formation of volunteer Design Review Committee of community members, planners, and designers.

Program CD 1.1.1.2: Adopt a theme that can be referenced when establishing McFarland's community aesthetic for developments.

Program CD 1.1.1.3: Develop community design guidelines to include visual descriptions of desired architectural and landscape aesthetics.

Program CD 1.1.1.4: Identify materials to use in defining McFarland including recommendations for roof tiling, building exteriors, building colors, hardscape materials and planting.

Program CD 1.1.1.5: Define design standards for commercial areas, sidewalks, recreational open space, and residential zones to align with the specific needs of these areas.

Policy CD 1.1.2: Update development and infrastructure to retain a consistent image of McFarland's identity.

Program CD 1.1.2.1: Maintain design standards for aesthetic consistency of architecture and public spaces.

Program CD 1.1.2.2: Seek uniform aesthetics when replacing existing public lights, trashcans, and benches.

Policy CD 1.1.3: Make the City attractive to outsiders.

Program CD 1.1.3.1: Highlight and protect existing landmarks in McFarland.

Program CD 1.1.3.2: Install plaques to describe the relevance of existing landmarks and their histories.

Program CD 1.1.3.3: Use vegetation and signage to mark entrances to create inviting gateways into McFarland.

Policy CD 1.1.4: Maintain and improve City cleanliness.

Program CD 1.1.4.1: Implement a volunteer trash collecting program to keep key circulation routes trash-free and clean.

Goal CD 2: A thriving central town core.

Objective CD 2.1: Define the uses of the town core.

Policy CD 2.1.1: Incentivize mixed use and high-density development in the town core.

Program CD 2.1.1.1: Raise funds at community events to help ease the costs of development.

Program CD 2.1.1.2: Provide tax incentives on new mixed use and high-density developments.

Objective CD 2.2: Promote cultural activities and events.

Policy CD 2.2.1: Increase the frequency of scheduled events.

Program CD 2.2.1.1: Focus the promotion of cultural activities and events in the downtown core and in centralized public parks.

Program CD 2.2.1.2: Streamline the process for reserving public park space for events.

Program CD 2.2.1.3: Encourage events organized by community organizations.

Goal CD 3: An accessible and safe community.

Objective CD 3.1: Increase safety and comfort in commercial and recreational areas.

Policy CD 3.1.1: Enforce design which promotes safety of the community.

Program CD 3.1.1.1: Add lighting and improved accessibility in public areas and along public thoroughfares.

Program CD 3.1.1.2: Re-align the east side of the Highway 99 crossing entrance to be more inviting and attractive.

Objective CD 3.2: Encourage the building of sidewalks and bike lanes on key roadways for “complete streets”.

Policy CD 3.2.1: Promote the use of non-motorized modes of transportation.

Program CD 3.2.1.1: Add painted bike lanes to streets which connect to commercial and recreational areas.

Program CD 3.2.1.2: Use planting buffers to separate bike paths from vehicle traffic.

Program CD 3.2.1.3: Widen sidewalks for pedestrian comfort and safety.

Policy CD 3.2.2: Improve roadway surfaces.

Program CD 3.2.2.1: Encourage the identification and mitigation of road hazards as part of traffic impact studies.

18. PUBLIC FACILITIES

18.1 Introduction

The Public Facilities Element provides a comprehensive framework for development of public facilities and services within the City. Public facilities and services are the backbone of a city and essential to its continued operation and future development. Quality of life in McFarland is related to the quality of schools, police protection, and continued functioning of essential services and infrastructure. While the State does not mandate that a General Plan contain a separate Public Facilities Element, the topics covered within this distinct element are essential in planning for McFarland's future. The Public Facilities Element has overlaps with other elements in the General Plan, including Conservation, Health, Open Space, and Safety. However, Public Facilities is set apart by its introspective look at publicly owned facilities within the City with an eye on capacities and potential to keep up with future growth.

The goals, objectives, policies, and programs outlined in the Public Facilities Element are in accordance with federal, state, and local standards and reflect the community input gathered from multiple community meetings. Topics examined in this chapter include water supply, stormwater, wastewater, recycling and solid waste, police and fire services, school facilities, and library facilities. This element addresses the need for adequate community services and utilities to accommodate population growth and ensure a high quality of life for residents of McFarland.

18.2 Goals, Objectives, Policies, and Programs

Goal PF 1: A city with high-quality and efficient public utilities.

Objective PF 1.1: Improve the water quality for residents and maintain sound and well-maintained water infrastructure.

Policy PF 1.1.1: Protect water quality.

Program PF 1.1.1.1: Continue monitoring water quality in accordance with SSJMUD monitoring standards and publish results as available.

Program PF 1.1.1.2: Continue to monitor the condition of pipes and general infrastructure for water distribution

Objective PF 1.2: Maintain and expand utility infrastructure for the City, prioritizing projects where capacity has been reached.

Policy PF 1.2.1: Avoid disproportionately burdening certain neighborhoods with construction or maintenance costs.

Program PF 1.2.1.1: Create a master plan for infrastructure improvements into the future.

Program PF 1.2.1.2: Distribute costs of large infrastructure improvement projects and services equitably.

Policy PF 1.2.2: Accommodate future need for sewage infrastructure.

Program PF 1.2.2.1: Examine existing sewage capacity and project increases in use.

Program PF 1.2.2.2: Expand sewer facilities in Eastern McFarland, including the construction of a new wastewater treatment plant.
Program PF 1.2.2.3: Designate uncultivated or fallowed land into temporary and permanent areas for groundwater recharge.
Program PF 1.2.2.4: Direct treated wastewater from expanded sewer facilities to designated areas for groundwater recharge.

Policy PF 1.2.3: Accommodate future need for stormwater infrastructure.
Program PF 1.2.3.1: Examine existing stormwater capacity and project increases in runoff.
Program PF 1.2.3.2: Pursue the creation of new stormwater basins and facilities to match increases in population and area.

Goal PF 2: A city that addresses solid waste efficiently.

Objective PF 2.1: Maintain adequate solid waste facilities.
Policy PF 2.1.1: Provide enough solid waste disposal services for residents and businesses.
Program PF 2.1.1.1: Examine the current waste trends and the capacity of R & F Disposal facilities.
Program PF 2.1.1.2: Continue providing efficient and cost-effective service to residents and businesses in collaboration with R & F Disposal Services or similar provider.
Objective PF 2.2: Reduce the City's waste stream.
Policy PF 2.2.1: Expand recycling and composting citywide.
Program PF 2.2.1.1: Develop and implement a citywide composting program in collaboration with R & F Disposal Services or other entity.
Program PF 2.2.1.2: Establish targets for expansion of recycling and composting within McFarland.
Policy PF 2.2.2: Reduce total waste generation by residents and businesses within the City.
Program PF 2.2.2.1: Develop outreach materials for residents and businesses to decrease the amount of disposed materials.

Goal PF 3: A safe and peaceful community.

Objective PF 3.1: Provide exemplary police service to residents and businesses.
Policy PF 3.1.1: Maintain adequate police staffing levels and equipment.
Program PF 3.1.1.1: Continue to fund and hire police personnel toward the goal of one officer per 1,000 population.
Objective PF 3.2: Provide enough fire services for residents and businesses.
Policy PF 3.2.1: Maintain adequate staff and equipment in collaboration with Kern County.
Program PF 3.2.1.1: Continue to fund, budget, and maintain the contracted fire services from Kern County.

Goal PF 4: A high-quality education system.

Objective PF 4.1: Increase the capacity of school facilities which have reached or are near enrollment capacity.

Policy PF 4.1.1: Coordinate rehabilitation and maintenance of existing facilities with the McFarland School District.

Program PF 4.1.1.1: Expand according to the McFarland School District's growth plan.

Program PF 4.1.1.2: Identify where additional school capacity is needed based on proposed future development utilizing the most recent McFarland School District *School Enrollment Projections* report.

Objective PF 4.2: Expand alternative educational opportunities, such as vocational training and trade schools, for residents.

Policy PF 4.2.1: Develop alternative educational opportunities within McFarland.

Program PF 4.2.1.1: Identify sectors where job and vocational training are in high demand.

Program PF 4.2.1.2: Develop vocational training in collaboration with the local school and community college districts.

Goal PF 5: A community with a healthy youth and political environment.

Objective PF 5.1: Expand youth programs citywide.

Policy PF 5.1.1: Promote the mental and physical well-being of students.

Program PF 5.1.1.1: Create supportive services for youth in the community in collaboration with public and private partners.

Objective PF 5.2: Increase interaction and participation of community members in decision-making processes.

Policy PF 5.2.1: Increase engagement and outreach efforts.

Program PF 5.2.1.1: Organize multiple social and cultural events within the City.

Program PF 5.2.1.2: Advertise community meetings with social media posts and school announcements.

Program PF 5.2.1.3: Promote civic engagement and interest among students in collaboration with the local school district.

Program PF 5.2.1.4: Gather input with surveys and other methods of gathering student input in collaboration with school administrators.

Program PF 5.2.1.5: Regularly update internet resources, such as the City website and other means, to maintain up to date information on City government processes.

Goal PF 6: Safe and accessible facilities citywide.

Objective PF 6.1: Construct and maintain lighting in critical areas within McFarland.

Policy PF 6.1.1: Improve safety near parks, schools, and other pedestrian corridors.

Program PF 6.1.1.1: Conduct a lighting audit to determine where lighting is most needed in collaboration with the Tri-Agency.

Program PF 6.1.1.2: Pursue funding opportunities for construction and maintenance of lighting facilities.

Program PF 6.1.1.3: Meet lighting operating costs with special assessment fee on businesses.

Objective PF 6.2: Construct and repair sidewalks throughout McFarland.

Policy PF 6.2.1: Follow priorities outlined in the Circulation Element of the General Plan.

Program PF 6.2.1.1: Determine where the greatest need for improved sidewalks exists in collaboration with the Tri-Agency Committee.

Program PF 6.2.1.2: Improve safe student access to schools with Safe Routes to School grants.

19. SUSTAINABLE AGRICULTURE

19.1 Introduction

The Sustainable Agriculture Element is to assure protection for existing open and agriculturally productive lands, while allowing for responsible conversion of open space land for needed housing and commercial development during the future development of McFarland. The Sustainable Agriculture Element recognizes agriculture as an industry which produces and processes food, fiber, plant materials, and livestock. The purpose of the element is to establish policies to ensure the stability and productivity of the agricultural lands and industries in and around McFarland. The intent of the Element is to provide guidance, policies, and programs for decisions on agricultural lands, to promote and protect the future needs of the agricultural industry, and to encourage the maintenance of a healthy agricultural sector within the area's economy.

McFarland hosts agricultural fields and Williamson Act parcels with high quality soils on the edges of City limits and in the surrounding area. When it becomes necessary to convert any land under agricultural use into residential and complimentary park space to accommodate the City's growth careful steps are to be taken to continue to give priority to agriculture.

The Sustainable Agriculture Element has overlaps and remains consistent with other elements of the General Plan. It interacts primarily with agriculture-related policies of the Land Use, Conservation, Open Space, and Housing Elements.

The goals, objectives, policies, and programs of the Sustainable Agriculture Element seek to preserve passive open spaces and agriculturally productive lands consistent with the State of California vision to preserve production of authentic rather than manufactured food and to guarantee healthy and sustainable food supply to assure a healthy population and planet.

19.2 Goals, Objectives, Policies, and Programs

Goal AG 1: Protected agricultural resources

Objective AG 1.1: Protect prime farmland from non-agricultural development

Policy AG 1.1.1: Give priority to agricultural uses in agricultural areas.

Program AG 1.1.1.1: Maintain up to date mapping of lands within the City's Sphere of Influence under Williamson Act Contracts.

Program AG 1.1.1.2: In the agricultural zone district, allow agriculture to continue if properties under Williamson Act contracts are annexed into the City.

Program AG 1.1.1.3: Adopt a Right-to-Farm ordinance.

Program AG 1.1.1.4: Promote education of new homebuyers and other residents identifying the potential issues of living next to active agricultural operations

Objective AG 1.2: Protect passive open space resources.

Policy AG 1.2.1: Encourage economically sound development of natural resources.

Program AG 1.2.1.1: Protect open space through Williamson Act and conservation easements, prioritizing areas for continued production by 2025, and committing to easements by 2030.

Program AG 1.2.1.2: Work with the McFarland Park and Recreation District to conduct a facilities condition assessment to help prioritize the needs for passive open space.

Program AG 1.2.1.3: Encourage prioritization in completion of the most cost-effective improvements.

Policy AG 1.2.2: Use sustainable open space management practices.

Program AG 1.2.2.1: Encourage practices that reduce the strain on the hydrological infrastructure.

Program AG 1.2.2.2: Encourage practices that reduce wastewater demand on the flow-limiting wastewater pipe under Highway 99.

Program AG 1.2.2.3: Enact open-space zoning, such as exclusive agriculture zones, large-lot zones, and overlay zones for hazard areas, to be consistent with this plan.

Goal AG 2: Sustainable agricultural development practices

Objective AG 2.1: Balance physical development with agriculture preservation and production

Policy AG 2.1.1: Assess potential impacts of development on agricultural lands.

Program AG 2.1.1.1: Evaluate project impacts on neighboring agricultural lands when approving new developments

Program AG 2.1.1.2: Evaluate Williamson Act contracts within and near City limits and evaluate alternative soil conservation land uses on Prime Farmlands.

Program AG 2.1.1.3: Prioritize the procurement of non-Williamson Act agricultural lands for annexation.

Objective AG 2.2: Grow McFarland's economy through strategic use of soils.

Policy AG 2.2.1: Maintain healthy and productive soils

Program AG 2.2.1.1: Disseminate educational information to farmers on best management practices related to crop rotation to ensure long term yield and soil quality.

Program AG 2.2.1.2: Adopt a community composting program to help support healthy soils.

Program AG 2.2.1.3: Evaluate the prospects of reducing monocultures to reduce soil degradation.

Objective AG 2.3: Assess carbon sequestration opportunities

Policy AG 2.3.1: Research the acquisition of land for carbon sequestration

Program AG 2.3.1.1: Work with subject-matter experts to analyze carbon sequestration potential and seek funding for a pilot program.

Program AG 2.3.1.2: Assist farmers with procuring anaerobic digesters using state cap-and-trade funding to develop new sources of compost for carbon sequestration efforts.

Objective AG 2.4: Achieve groundwater sustainability by 2040

Policy AG 2.4.1: Collaborate and maintain consistency with SSJMUD Management Area Plan

Program AG 2.4.1.1: Encourage participation in SSJMUD In-Lieu Recharge Incentive Program.

Program AG 2.4.1.2: Encourage improvements to individual farming operations that address water use efficiency through SSJMUD On-Farm Efficiency Incentive Program

Program AG 2.4.1.3: Encourage improvements to individual farming operations that address groundwater protection and recharge through SSJMUD On-Farm Recharge Activities Incentive Program.

Program AG 2.4.1.4: Prioritize conversion of lands with lower agricultural potential and non-Williamson Act contract lands from agricultural use to urban use as necessary to accommodate growth.

Program AG 2.4.1.5: Encourage participation in SSJMUD in-District Allocation Structure, which would allow for the transfer of groundwater pumping credits within the District.

Program AG 2.4.1.6: Support SSJMUD to develop and implement a voluntary land fallowing program during droughts when the District may not be able to meet in-District demand from increases in the volume of imported water.

Program AG 2.4.1.7: Support SSJMUD in imposing restrictions that limit groundwater pumping when the District or the entire Subbasin are nearing a condition where they are unable to meet sustainable management criteria even with the implementation of the projects and management actions in the SSJMUD Management Area Plan.

Goal AG 3: A robust agricultural economy that coexists with urban development.

Objective AG 3.1: Coordinate agricultural education and assistance for farmers and farmworkers.

Policy AG 3.1.1: Use agricultural resources efficiently.

Program AG 3.1.1.1: Encourage water-saving measures in farming through user education in McFarland and its sphere of influence to reduce water use and maintain groundwater levels.

Program AG 3.1.1.2: Encourage development in vacant and under-utilized areas within the built environment before expansion into green fields.

Program AG 3.1.1.3: Dedicate open spaces as part of the sustainable development process.

Program AG 3.1.1.4: Cooperate with regional, state, and federal agencies to advance crop rotation education.

Policy AG 3.1.2: Prepare for McFarland's water needs.

Program AG 3.1.2.1: Cooperate with regional, state, and federal agencies such as Drought.gov and the National Integrated Drought Information System (NIDIS) to accurately understand the water demand.

Program AG 3.1.2.2: Cooperate with agricultural industry stakeholders in the City and its Sphere of Influence to promote drought readiness measures.

Program AG 3.1.2.3: Adopt water-wise landscaping at public facilities and parks to reduce demand.

Program AG 3.1.2.4: Showcase drought tolerant landscapes, for instance, with model water-efficient landscapes in public parks, that private citizens could emulate to help encourage broad adoption.

Policy AG 3.1.3: Pursue programs that value agriculture as both a resource and identity.

Program AG 3.1.3.1: Encourage dissemination of educational materials to residents on local agricultural resources.

Program AG 3.1.3.2: Encourage provision of literature and programs in English and Spanish for resident education.

Program AG 3.1.3.3: Encourage assessment of the impact of proposed developments on agricultural production and natural resources in annexation zones.

Policy AG 3.1.4: Protect open space wherever possible.

Program AG 3.1.4.1: Preserve open space in agricultural production and conservation easements where possible.

Program AG 3.1.4.2: Encourage preservation of open space through Williamson Act or other tax-based incentive programs designed to reduce property tax burden on productive farmers.

Program AG 3.1.4.3: Encourage adoption of open space easements to reduce risk and provide a public benefit where safety concerns such as floodable area and pipeline and transmission lines are present.

Policy AG 3.1.5: Designate passive open space of agricultural lands through direct dedication, in lieu fees, or similar measures during the development process.

Program AG 3.1.5.1: Encourage open space dedication commensurate with the number of units proposed either through direct dedication or in lieu fees for major subdivisions of 4 or more parcels.

Program AG 3.1.5.2: Encourage access easement dedication or in lieu fees for minor subdivisions of 3 parcels or fewer.

Program AG 3.1.5.3: Develop a capital improvement process for funding new passive open spaces.

Goal AG 4: Authentic, healthy, and sustainable food production for healthy people and planet

Objective AG 4.1: Maintain and improve authentic and healthy food production

Policy AG 4.1.1: Promote limited use of pesticides

Program AG 4.1.1.1: Encourage adoption of tolerance levels for pesticide residues in foods

Policy AG 4.1.2: Increase nutrition quality of crops

Program AG 4.1.2.1: Encourage creation of educational programs that teach farmers on increasing nutritional quality of crops

Program AG 4.1.2.2: Encourage funding of agricultural related research to increase quality of crops

Objective AG 4.2: Advocate distribution of healthy foods

Policy AG 4.2.2: Make healthy farming products accessible to the community

Program AG 4.2.2.1: Encourage farm-to-school programs to provide healthy food to students

Program AG 4.2.2.2: Promote establishment of farmers' markets for residents to easily access locally grown crops

Objective AG 4.3: Promote sustainable agricultural practices

Policy AG 4.3.1: Reduce air, water, and climate pollution

Program AG 4.3.1.1: Coordinate with Kern County Air Pollution District to limit practices that produce air pollutants

Program AG 4.3.1.2: Encourage dissemination of information to farmers on irrigation methods and best management practices

Program AG 4.3.1.3: Promote city-wide adoption of alternative energy

Program AG 4.3.1.4: Encourage the education of farmers on integrated pest management to keep pests under control while minimizing use of chemical pesticides

Policy AG 4.3.2: Build and maintain healthy soils

Program AG 4.3.2.1: Support and provide incentives to rotate crops for soil improvement.

Program AG 4.3.2.2: Encourage farmers to monitor soils for organochlorinated pesticides in accordance with DTSC's 2008 Interim Guidance for Sampling Agricultural Properties (Third Revision).

Goal AG 5: A healthy and competitive agricultural industry

Objective AG 5.1: Encourage promotion and marketing of agricultural products grown or processed in the McFarland area.

Policy AG 5.1.1: Promote a wide variety of promotional and marketing activities of McFarland-grown and processed products.

Program AG 5.1.1.1: Permit marketing of products grown or processed in the McFarland area within agricultural use areas.

Program AG 5.1.1.2: Avoid permitting of facilities which generate or handle significant amounts of hazardous material on agricultural lands.

Objective AG 5.2: Bolster the local food economy.

Policy AG 5.2.1: Encourage and support farms and ranches, both large and small, that are seeking to implement programs that increase the sustainability of resources, conserve energy, and protect water and soil in order to increase the viability of diverse farm sizes and types.

Program AG 5.2.1.1: Support expansion in opportunities for farm workers.

Objective AG 5.3: Support agricultural businesses seeking to use organic practices

Policy AG 5.3.1: Recognize the benefits that a flourishing organic sector can provide.

Program AG 5.3.1.1: Support the activities that promote sustainable and organic agricultural production.

Program AG 5.3.1.2: Encourage the exploration of possibilities for production of diverse agricultural products.

Goal AG 6: Stable agricultural uses at the edges and beyond McFarland's urban service area

Objective AG 6.1: Limit intrusion of urban development into agricultural areas.

Policy AG 6.1.1: incentivize long term agricultural use

Program AG 6.1.1.1: Maintain the urban service boundaries to protect agricultural lands at the urban fringe for continued agricultural production.

Program AG 6.1.1.2: Limit extension of urban services such as sewer beyond the urban service boundaries until deemed necessary.

Objective AG 6.2: Reduce economic pressure for conversion of agricultural land to non-agricultural use.

Policy AG 6.2.1: Minimize the influence of speculative land transactions on the price of farmland

Program AG 6.2.1.1: Use voluntary purchase or voluntary transfer of development rights programs to limit intrusion of residential development into agricultural lands.

Program AG 6.2.1.2: Support maintaining the maximum amount of land in parcel sizes that farmers are willing to lease or buy for agricultural purposes.

Policy AG 6.2.2: Minimize the impact of residential parcels on adjacent agricultural operations

Program AG 6.2.2.1: Cluster development parcels to locate lots close to existing residences

Program AG 6.2.2.2: Use natural features such as ridge tops, creeks, and groves of trees to separate parcels from the farming areas wherever practical in areas where clustered subdivision is permitted.

Program AG 6.2.2.3: Place agricultural easements on residual farming parcels at the time that subdivisions are developed where clustered subdivision is permitted to the extent allowed by law.

Program AG 6.2.2.4: Add regulations to the development code to restrict the size and extent of non-agricultural development on agricultural lands.

Goal AG 7: Freedom to manage agricultural operations in an efficient, economic manner with minimal conflict with non-agricultural uses

Objective AG 7.1: Apply agricultural land use categories mainly to areas or parcels capable of the commercial production of food, fiber, and plant materials, or livestock.

Policy AG 7.1.1: Assure that the primary use of any parcel within the agricultural land use category is agricultural production and related processing, support services, and visitor-serving uses.

Program AG 7.1.1.1: Encourage the establishment of agricultural production as the highest priority use on agricultural parcels.

Objective AG 7.2: Protect agricultural operations

Policy AG 7.2.1: Favor protection of the maximum amount of farmable land with buffers

Program AG 7.2.1.1: Encourage the establishment of physical separation of 100 feet to 200 feet at the interfaces of agricultural and residential land uses using topographic features, groves of trees, water courses, landscaped berms, or similar features in creating buffers.

Objective AG 7.3: Apply the provisions of the Right to Farm Ordinance to agricultural lands.

Policy AG 7.3.1: Recognize provisions of existing State nuisance law (Government Code Section 3482.5) in administration of guidelines for agriculture

Program AG 7.3.1.1: Encourage newer uses or applications to mitigate anticipated conflicts with existing agricultural activities.

Goal AG 8: Convenient and accessible co-location of agriculture-related support uses in agricultural production areas

Objective AG 8.1: Facilitate agricultural production by allowing uses, such as processing, storage, bottling, canning, and packaging, and agricultural support services related to the primary agricultural production in the area.

Policy AG 8.1.1: Ensure that agriculture-related support uses on agricultural lands are only allowed when demonstrated to be necessary for and proportional to agricultural production on site or in the local area.

Program AG 8.1.1.1: Encourage the addition of facilities that process agricultural products on agricultural lands.

Program AG 8.1.1.2: Define "agricultural support services" as processing services, maintenance and repair of farm machinery and equipment, veterinary clinics, custom farming services, agricultural waste handling and disposal services, and other similar related services.

Program AG 8.1.1.3: Approve support uses that are subordinate to on-site agricultural production and would not adversely affect agricultural production in the area.

Program AG 8.1.1.4: Determine “subordinate” status from the portion of the site, extent of structures, and relative number of employees devoted to the service in comparison to agricultural production on the site.

Program AG 8.1.1.5: Apply criteria in determining sustainability of related uses to include potential traffic impacts of uses, amount of water uses

would draw from the same aquifer of area wells, and potential detrimental effect of uses on the rural character of the area.

Goal AG 9: Adequate supply of farm worker and farm family housing

Objective AG 9.1: Permit farm family housing units in addition to the number of dwellings allowed on farmlands.

Policy AG 9.1.1: Permit permanent employee housing in addition to permitted housing density according to the needs of sectors in the agricultural industry.

Program AG 9.1.1.1: Encourage farm operators to provide sufficient housing in addition to housing permitted by applicable density for permanent and seasonal agricultural employees and for family members to maintain agricultural production activities.

Program AG 9.1.1.2: Locate agricultural employee housing where it promotes efficiency of the farming operation and has minimal impact on productive farmland.

Program AG 9.1.1.3: Assist nonprofit organizations or agencies in their efforts to establish programs to provide safe and adequate housing for farm workers.

Program AG 9.1.1.4: Allow clustering of agricultural employee housing on a portion of a parcel or a noncontiguous parcel under the same ownership to assure units are close to the primary use.

Program AG 9.1.1.5: Work with lending institutions to develop ways to finance housing construction without encumbering the entire farm and without requiring subdivisions.

Program AG 9.1.1.6: Permit housing for seasonal workers as needed to serve the agricultural industries of the area.

Goal AG 10: Available alternative resources for agricultural production

Objective AG 10.1: Continue participation in the Williamson Act and Farmland Security Zone programs.

Objective AG 10.2: Establish voluntary programs for purchase and transfer of development rights.

Objective AG 10.3: Encourage the use of recycled water

Policy AG 10.3.1: Assure that the quantity and quality of recycled water is appropriate for the intended use.

Program AG 10.3.1.1: Promote the agricultural reuse of recycled water in a manner which would be economically beneficial to agriculture

Program AG 10.3.1.2: Establish wastewater irrigation districts

Objective AG 10.4: Encourage formulation of programs and evaluate alternative funding sources which offer financial incentives to the farm owner to reduce reliance on subdivision and sale of land to raise operating capital.

Goal AG 11: Rapid and efficient agricultural permit processing procedures

Objective AG 11.1: Simplify and shorten the decision-making process on permits for operations on agricultural lands.

Policy AG 11.1.1: Establish procedures and standards in the Development Code to distinguish those agricultural uses and activities which may be approved by administrative action and to expedite the processing of permits for agricultural and agriculture-related uses.

Program AG 11.1.1.1: Allow concurrent processing of multiple permits for agricultural facilities.

Program AG 11.1.1.2: Provide and expedite permitting assistance to the agricultural industry.

Program AG 11.1.1.3: Streamline permitting for temporary use permits for farmworker housing if the requirements of all appropriate agencies are met.

Program AG 11.1.1.4: Maintain provisions for agriculture exempt structures, subject to limitations on the size, occupancy and use of such structures.

Program AG 11.1.1.5: Work with the County to revise City and County codes and design guidelines for parking, impermeable surfaces, lot coverage, etc. for discretionary agricultural support uses on agricultural lands to reduce or minimize urban style improvements and requirements for agricultural lands.

20. APPENDICES

20.1 Appendix 1 – First Community Meeting Feedback

Residents identified the following strengths in the City of McFarland:

- Strong sense of community, identity, and pride.
- Great churches and faith services.
- Strong support for veterans.
- Sense of safety, peace, and stability in McFarland.
- Family, friendly community.
- Beautification has begun through recent infrastructural improvements.
- Many clubs, organizations, and recreational opportunities are available to residents.
- Schools always have many activities going on.
- Good communication between the City and the community.

Residents identified the following as barriers challenging the City of McFarland:

- Limited pet-friendly areas
- Lack of equality in businesses, services, and beautification efforts across the City
- Limited lighting in public areas
- Much infrastructure is outdated
- Limited athletic events
- Speed limits are not enforced
- Highway does not draw people into McFarland
- Poor connections between the east and west sides of the City
- Lack of regional connections to surrounding communities
- There is no circulation, emergency, and evacuation plan
- Lack of gas stations
- Lack of major businesses
- Limited health care opportunities
- Unemployment is high in the winter
- Missing recreational facilities
- Limited affordable housing opportunities
- Lack of local businesses
- Lack of safety and police services

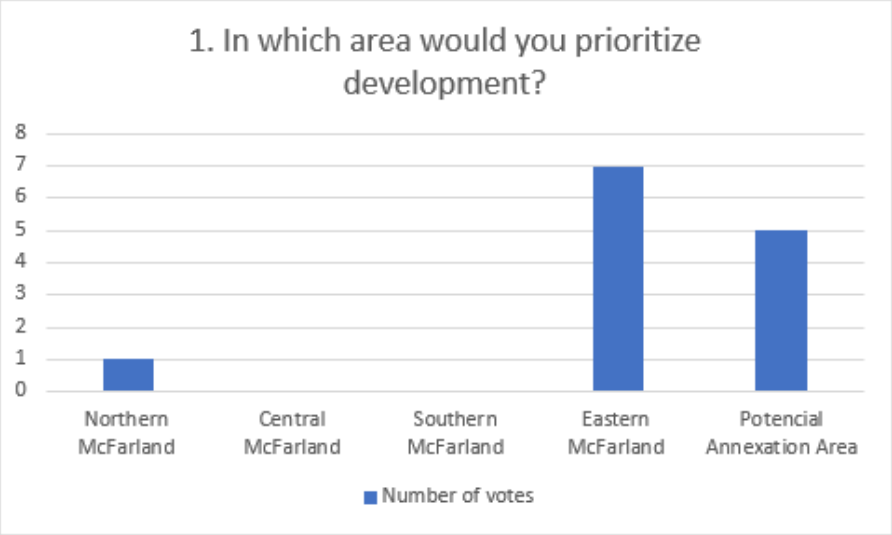
Residents wished for the following:

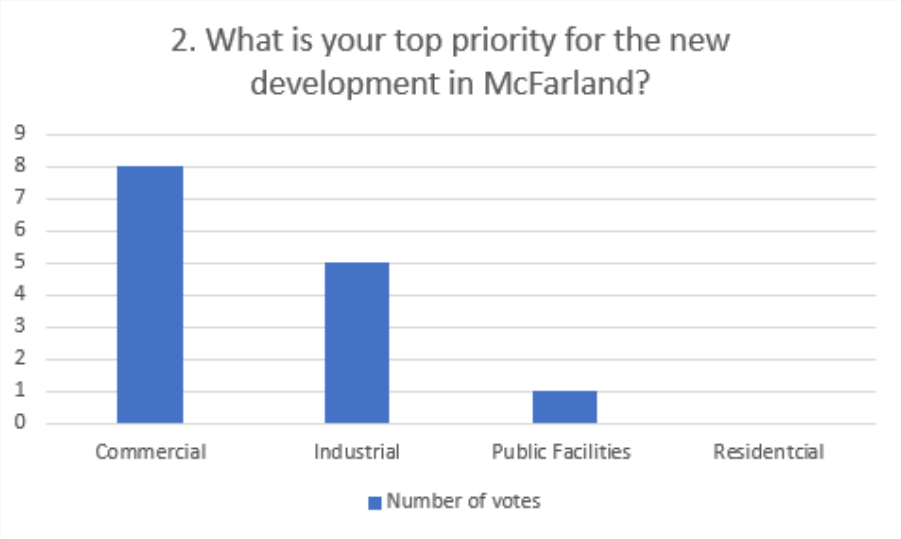
- Incentives for City beautification
- Crossing improvements for Highway 99
- Increase in local businesses and economic development
- Improved highway entrances and traffic control

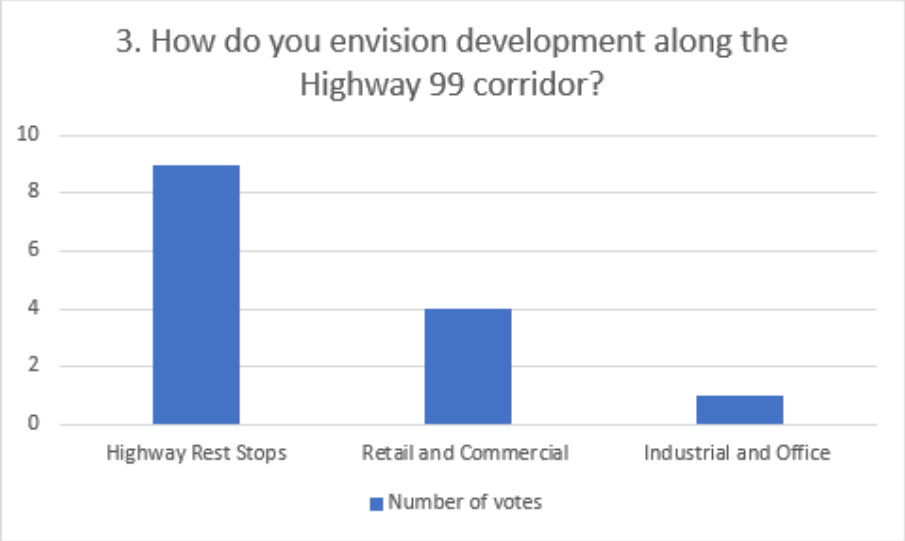
- Integration of trade programs within educational opportunities.
- Further engagement with new technologies
- More opportunities for restaurants, retail, and entertainment
- Opportunities for daycare and senior services
- More variety and affordability in housing stock
- Programs for art and recreation for youth
- New City Hall or government centers
- Implementation of mental health services and education
- Increase in community and cultural events
- Better interaction between government and citizens
- Tertiary water treatment for more usable water

20.2 Appendix 2 – Second Community Meeting Feedback by Element

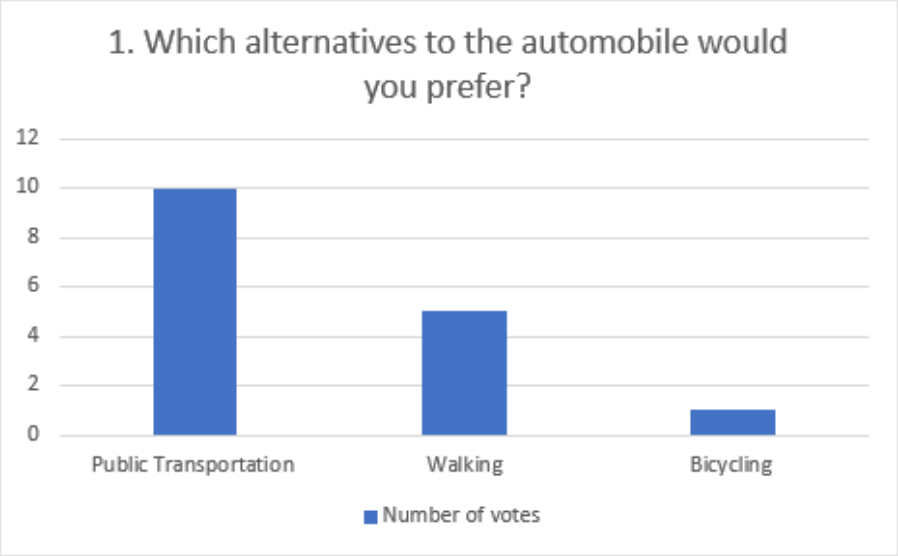
Land Use

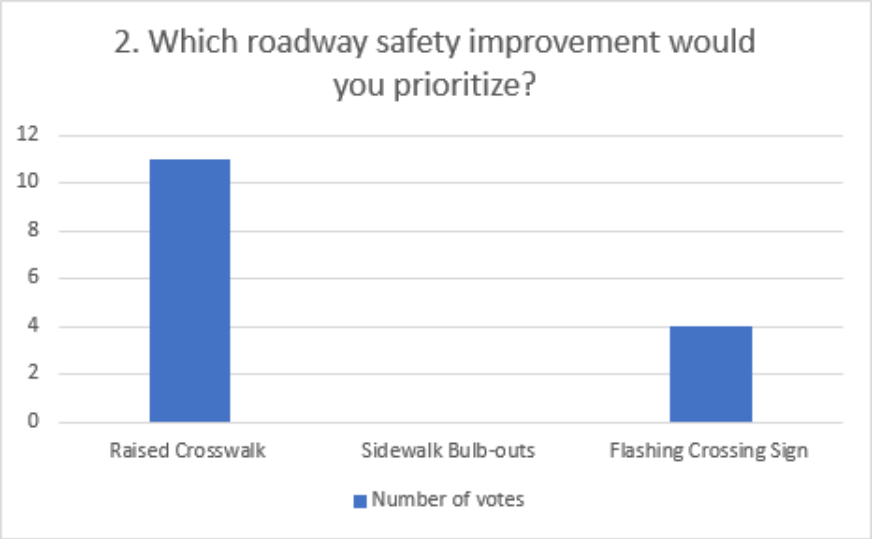


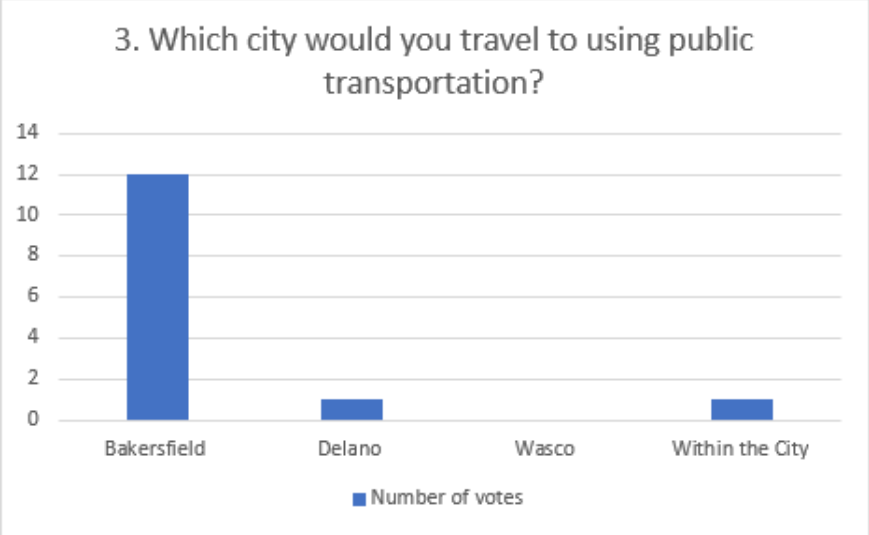


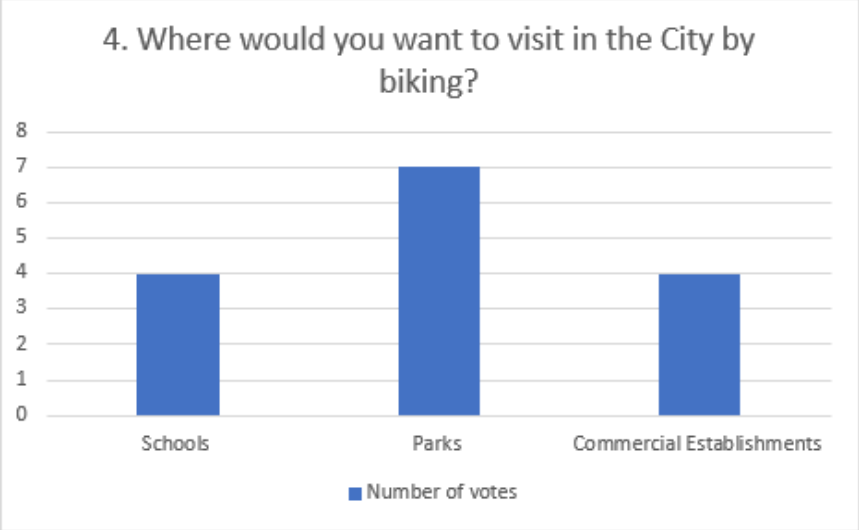


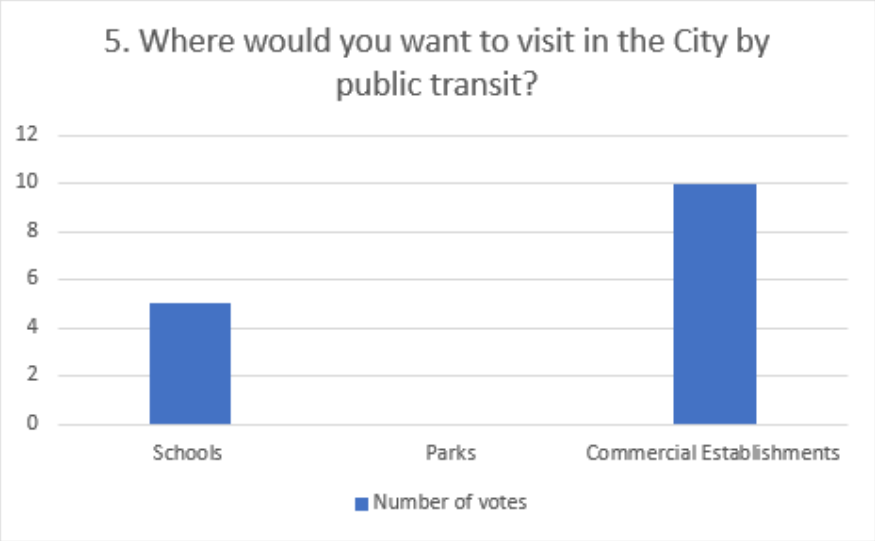
Circulation



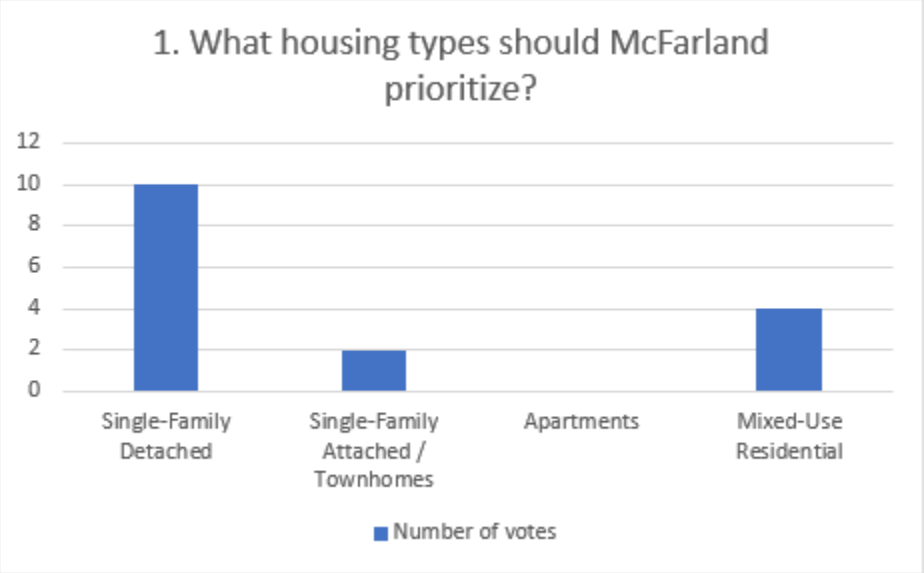

2. Which roadway safety improvement would you prioritize?
12
10
8
6
4
2
0
Raised Crosswalk
Sidewalk Bulb-outs
Flashing Crossing Sign
Number of votes

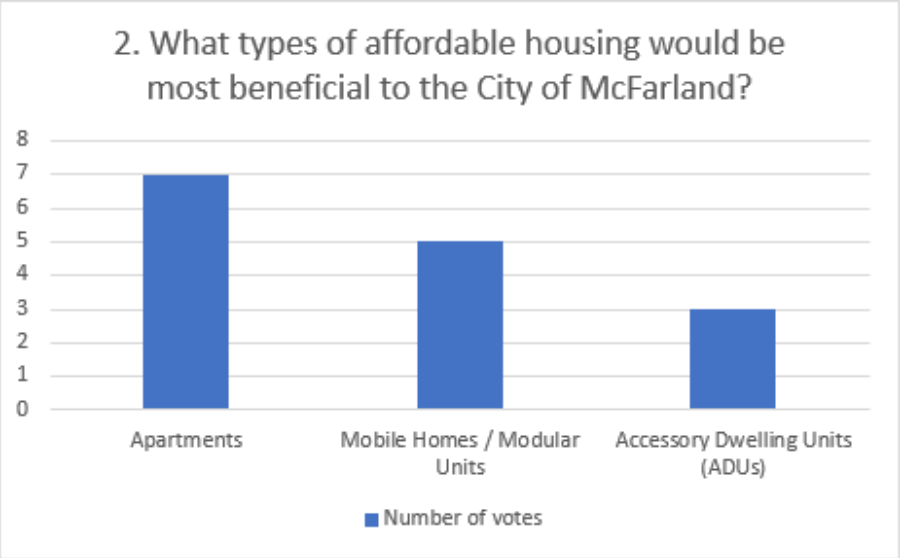

3. Which city would you travel to using public transportation?
14
12
10
8
6
4
2
0
Bakersfield
Delano
Wasco
Within the City
Number of votes

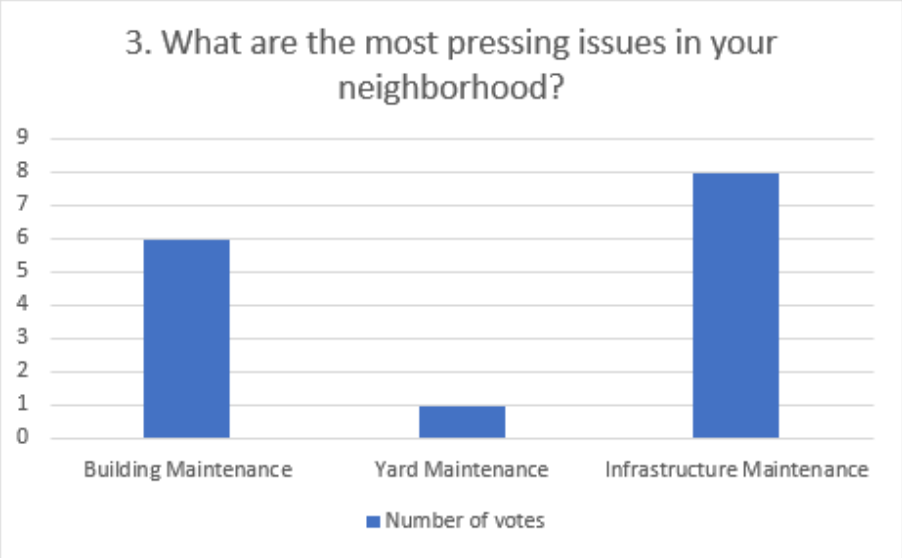

4. Where would you want to visit in the City by biking?
8
7
6
5
4
3
2
1
0
Schools
Parks
Commercial Establishments
Number of votes

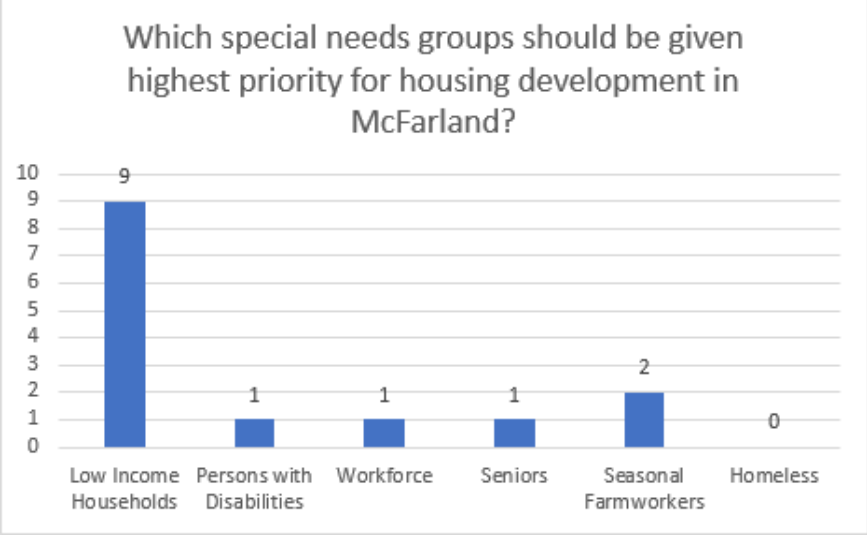

5. Where would you want to visit in the City by public transit?
12
10
8
6
4
2
0
Schools
Parks
Commercial Establishments
Number of votes

Housing

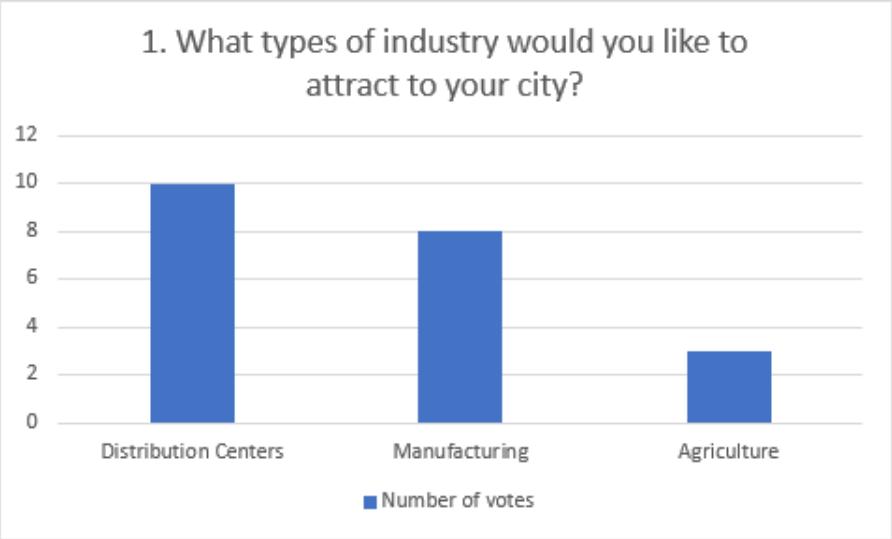

1. What housing types should McFarland prioritize?
12
10
8
6
4
2
0
Single-Family Detached
Single-Family Attached / Townhomes
Apartments
Mixed-Use Residential
Number of votes

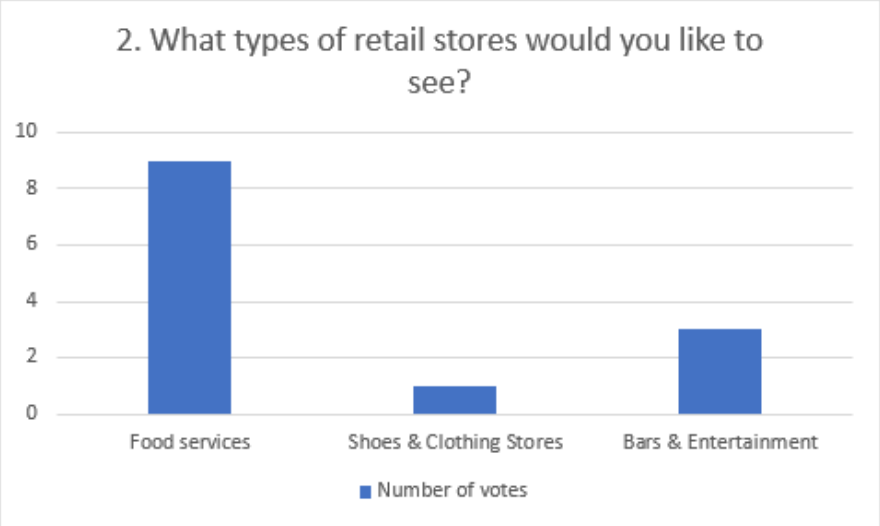

2. What types of affordable housing would be most beneficial to the City of McFarland?
8
7
6
5
4
3
2
1
0
Apartments
Mobile Homes / Modular Units
Accessory Dwelling Units (ADUs)
Number of votes

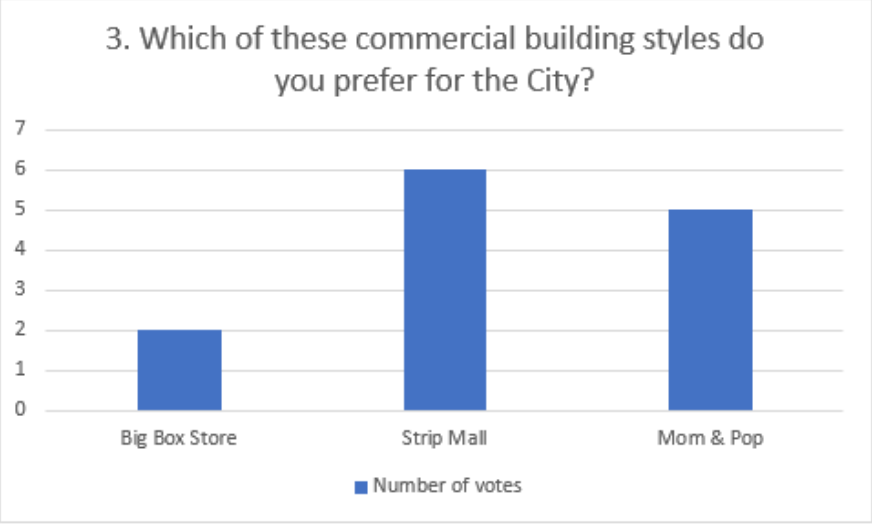

3. What are the most pressing issues in your neighborhood?
9
8
7
6
5
4
3
2
1
0
Building Maintenance
Yard Maintenance
Infrastructure Maintenance
Number of votes

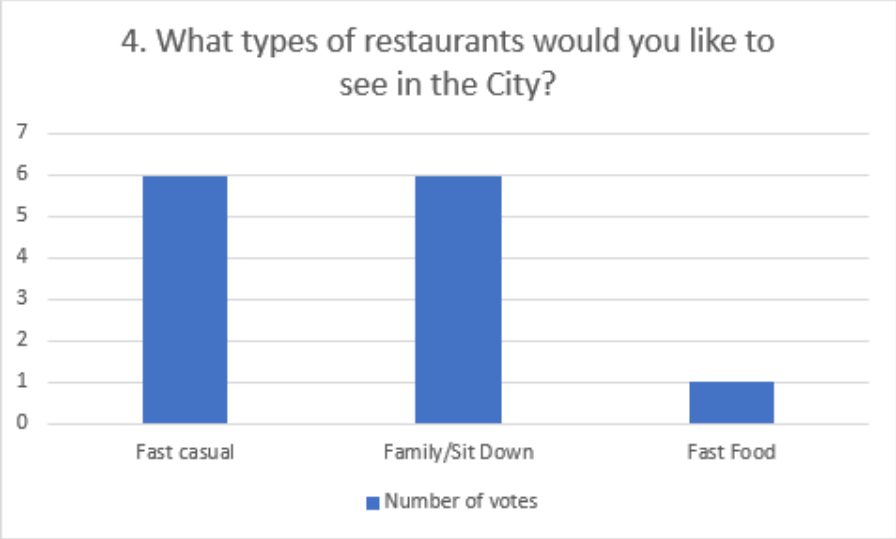

Which special needs groups should be given highest priority for housing development in McFarland?
10
9
8
7
6
5
4
3
2
1
0
9
1
1
1
2
0
Low Income Households
Persons with Disabilities
Workforce
Seniors
Seasonal Farmworkers
Homeless

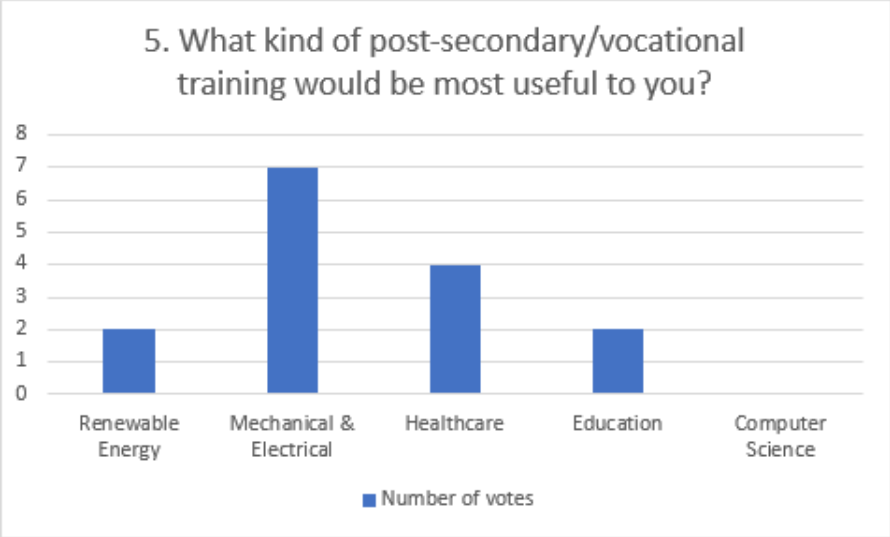
Economic Development



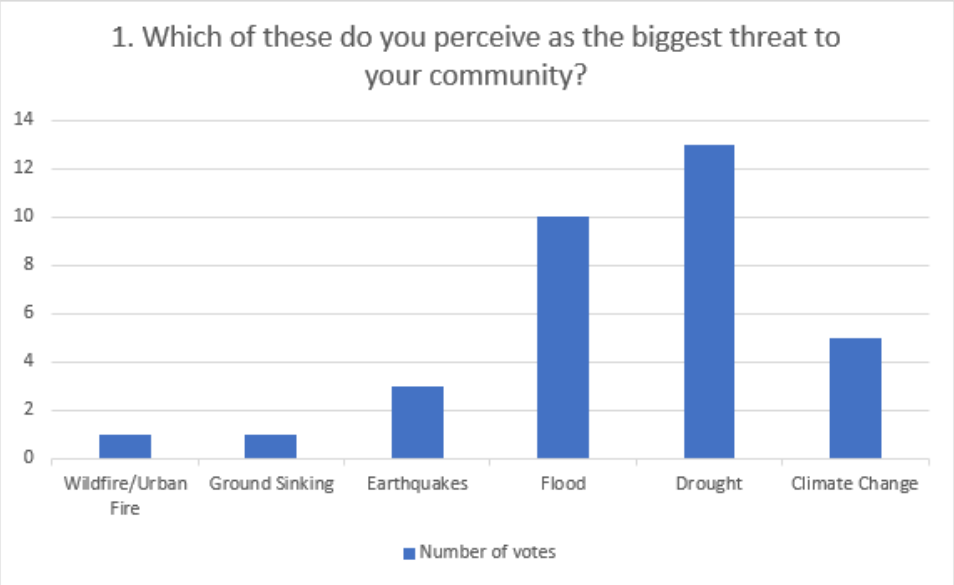


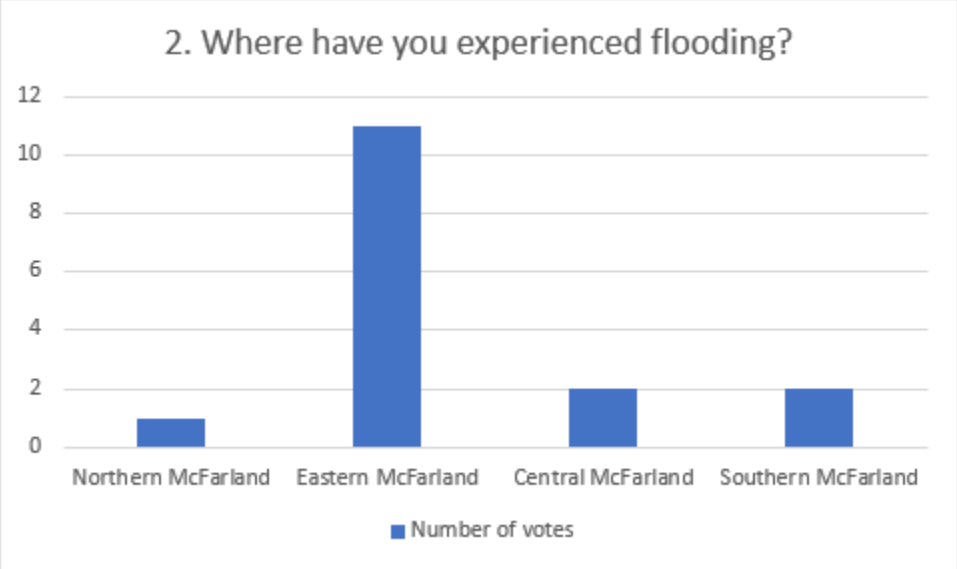



4. What types of restaurants would you like to see in the City?
7
6
5
4
3
2
1
0
Fast casual
Family/Sit Down
Fast Food
Number of votes

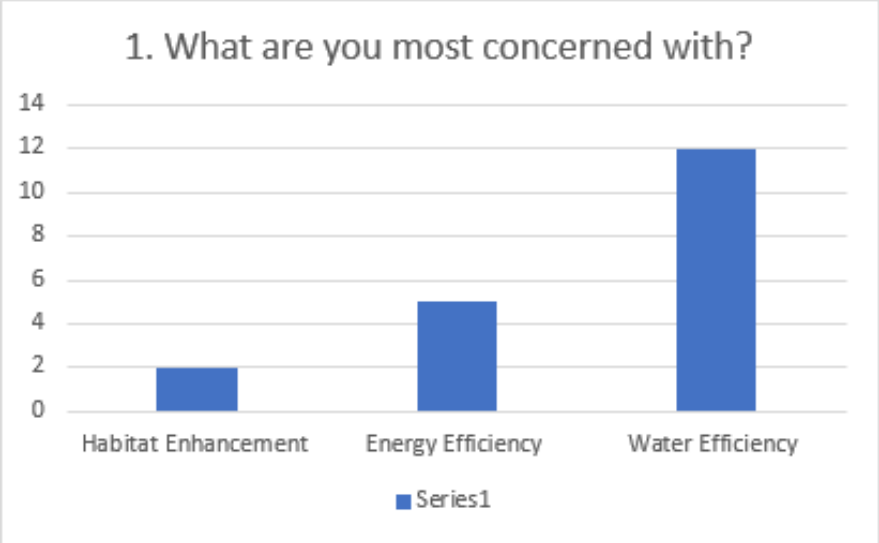

5. What kind of post-secondary/vocational training would be most useful to you?
8
7
6
5
4
3
2
1
0
Renewable Energy
Mechanical & Electrical
Healthcare
Education
Computer Science
Number of votes

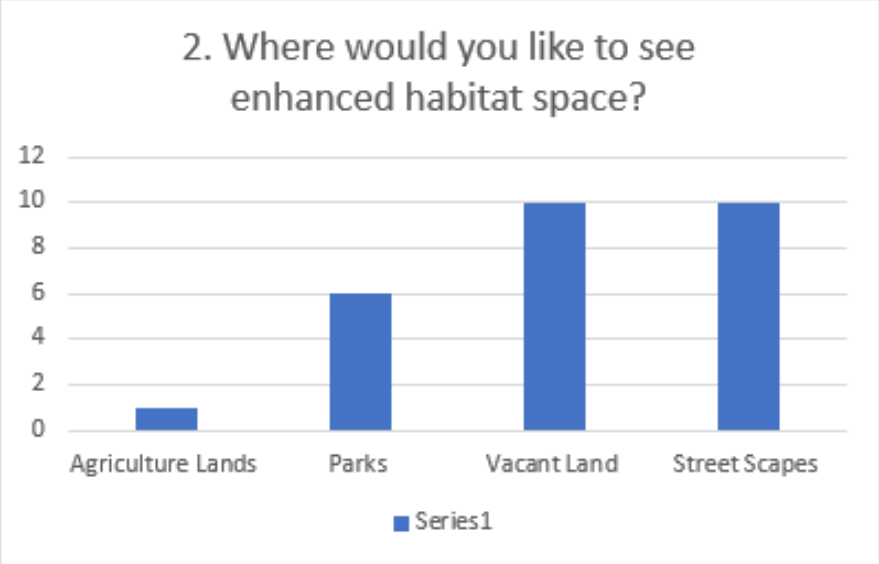
Safety

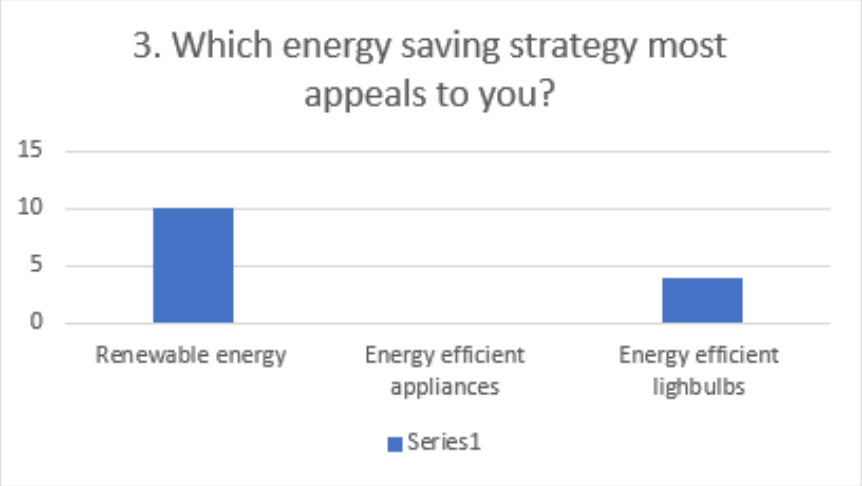


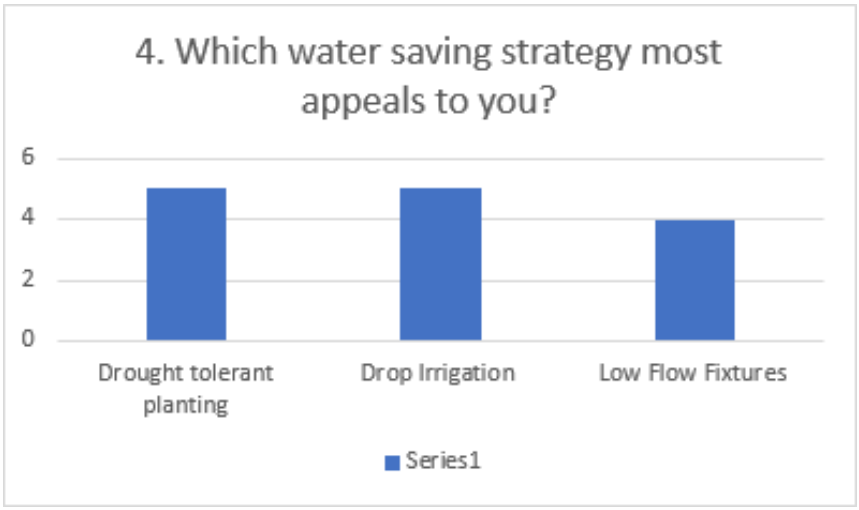


Conservation

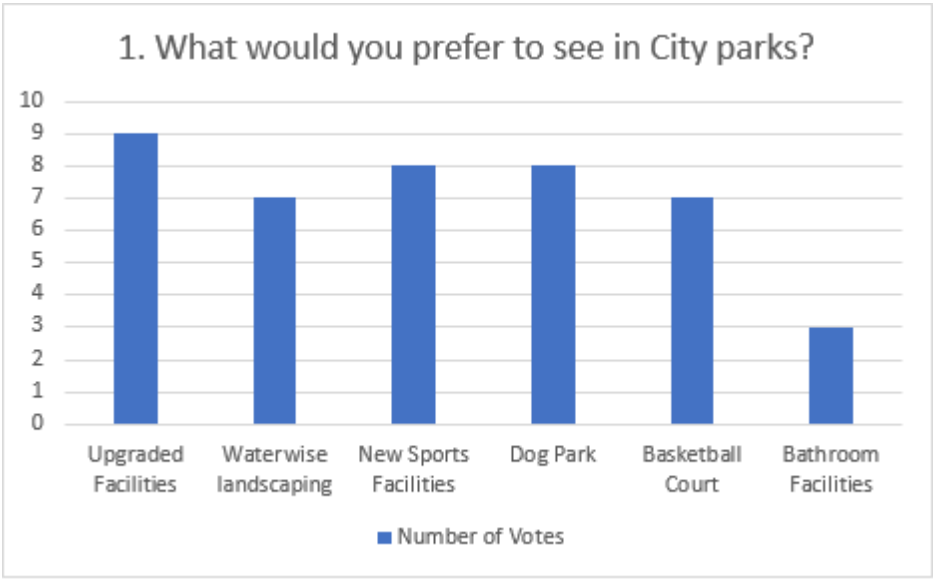

1. What are you most concerned with?
14
12
10
8
6
4
2
0
Habitat Enhancement
Energy Efficiency
Water Efficiency
Series1

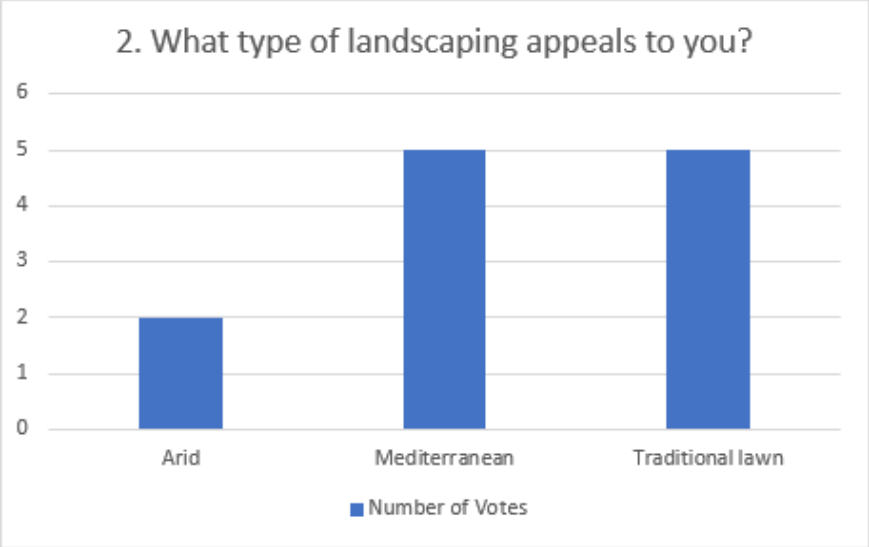

2. Where would you like to see enhanced habitat space?
12
10
8
6
4
2
0
Agriculture Lands
Parks
Vacant Land
Street Scapes
Series1

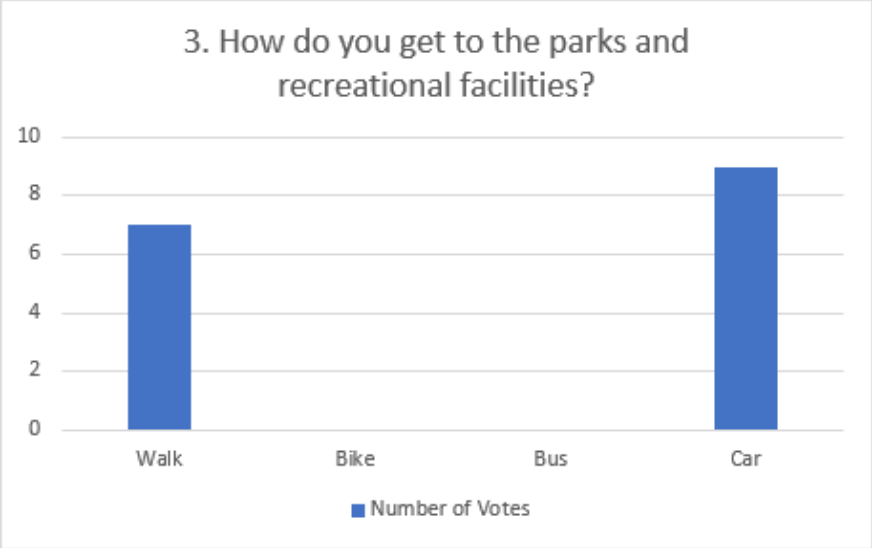

3. Which energy saving strategy most appeals to you?
15
10
5
0
Renewable energy
Energy efficient appliances
Energy efficient lighbulbs
Series1

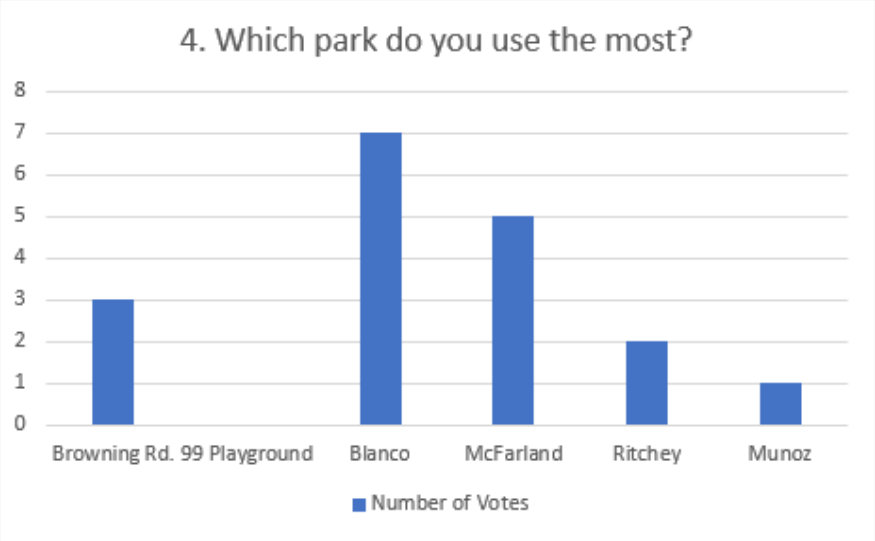

4. Which water saving strategy most appeals to you?
6
4
2
0
Drought tolerant planting
Drop Irrigation
Low Flow Fixtures
Series1

Open Space

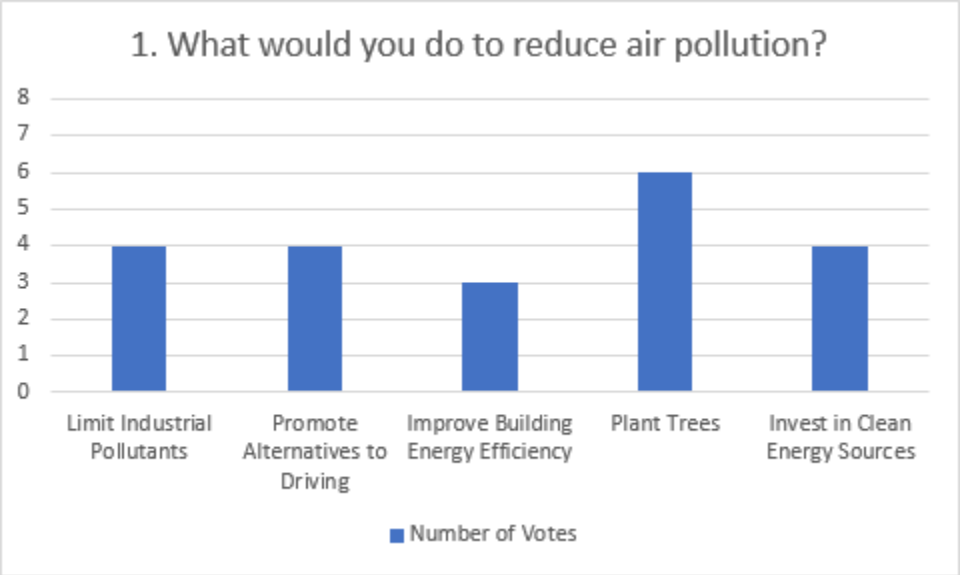

1. What would you prefer to see in City parks?
10
9
8
7
6
5
4
3
2
1
0
Upgraded Facilities
Waterwise landscaping
New Sports Facilities
Dog Park
Basketball Court
Bathroom Facilities
Number of Votes


2. What type of landscaping appeals to you?
6
5
4
3
2
1
0
Arid
Mediterranean
Traditional lawn
Number of Votes

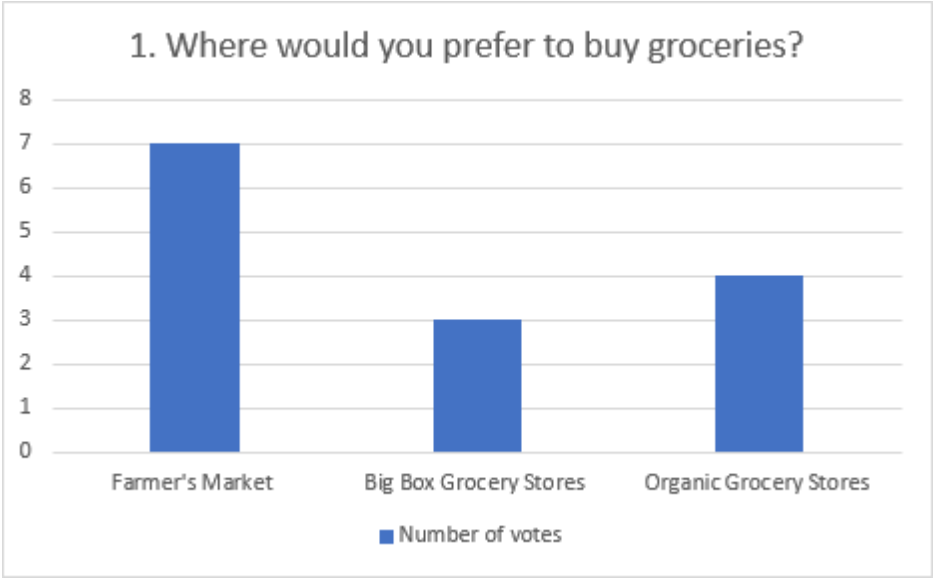

3. How do you get to the parks and recreational facilities?
10
8
6
4
2
0
Walk
Bike
Bus
Car
Number of Votes

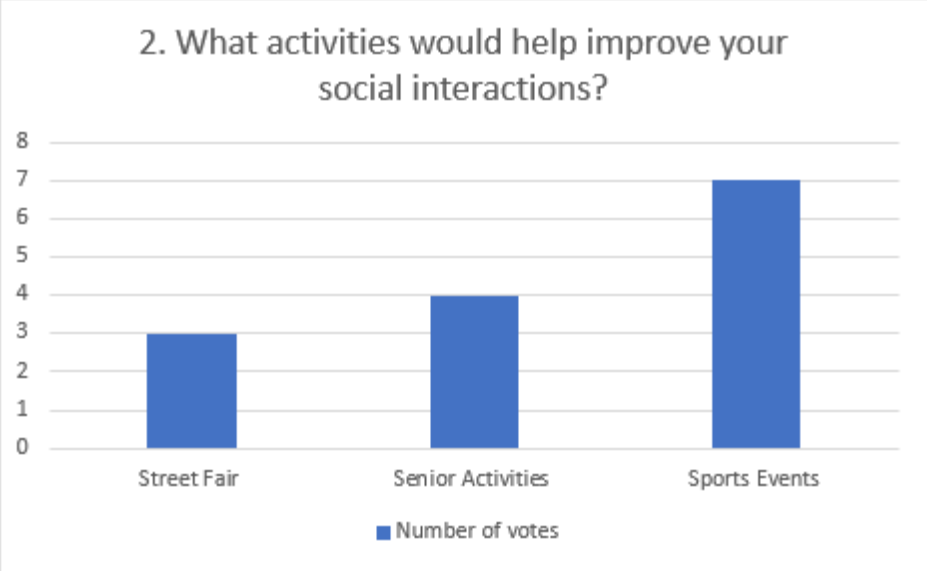

4. Which park do you use the most?
8
7
6
5
4
3
2
1
0
Browning Rd. 99 Playground
Blanco
McFarland
Ritchey
Munoz
Number of Votes

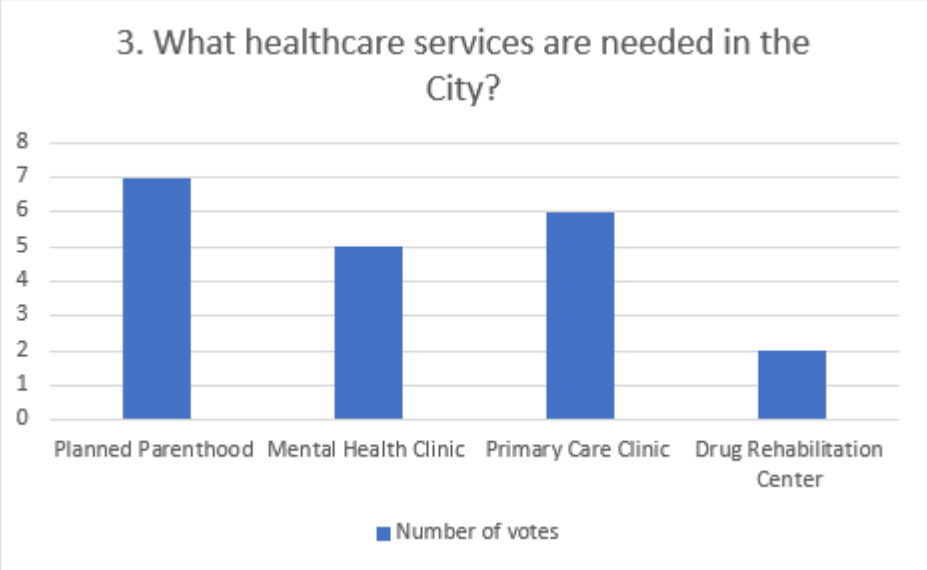
Air Quality



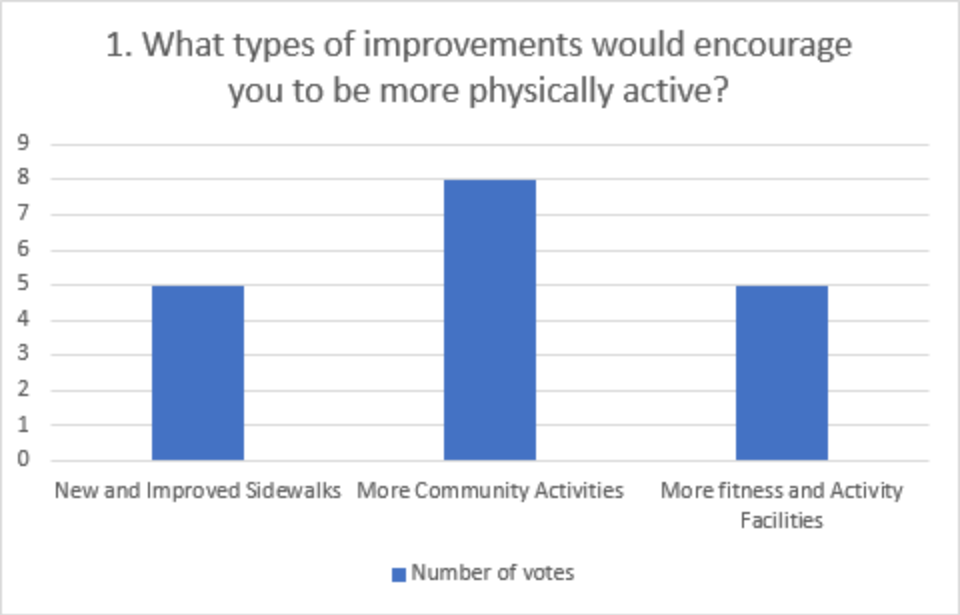
Health

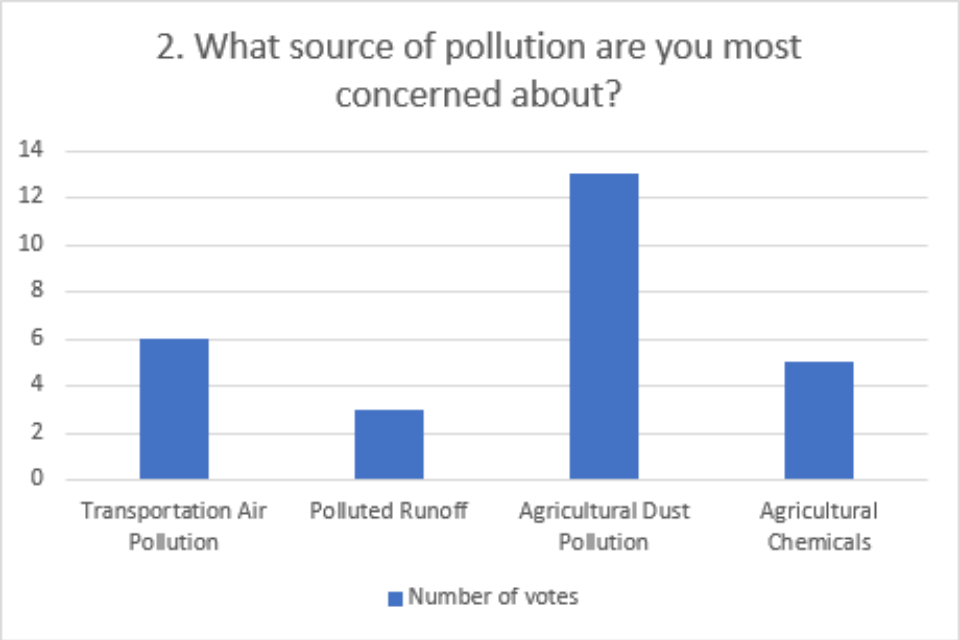


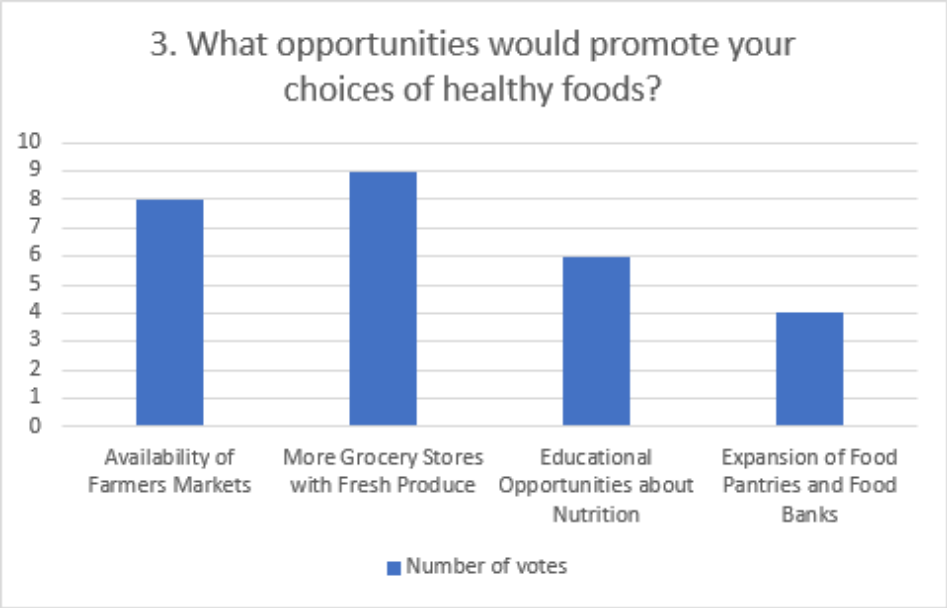


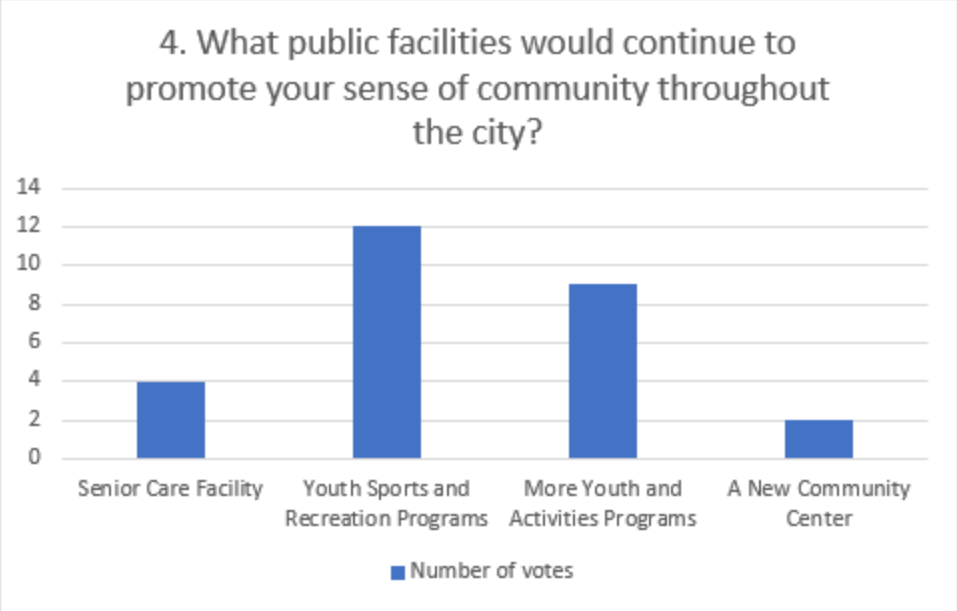


Environmental Justice

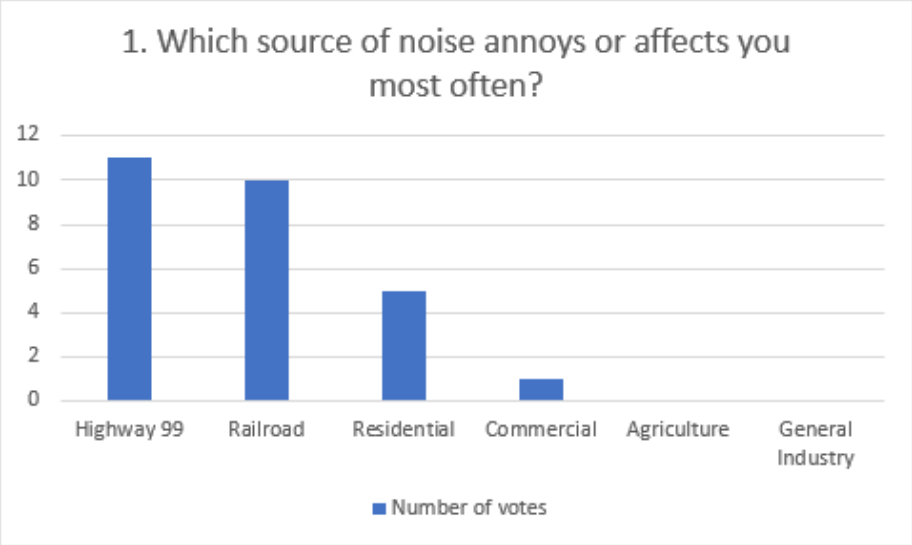

1. What types of improvements would encourage you to be more physically active?
9
8
7
6
5
4
3
2
1
0
New and Improved Sidewalks
More Community Activities
More fitness and Activity Facilities
Number of votes

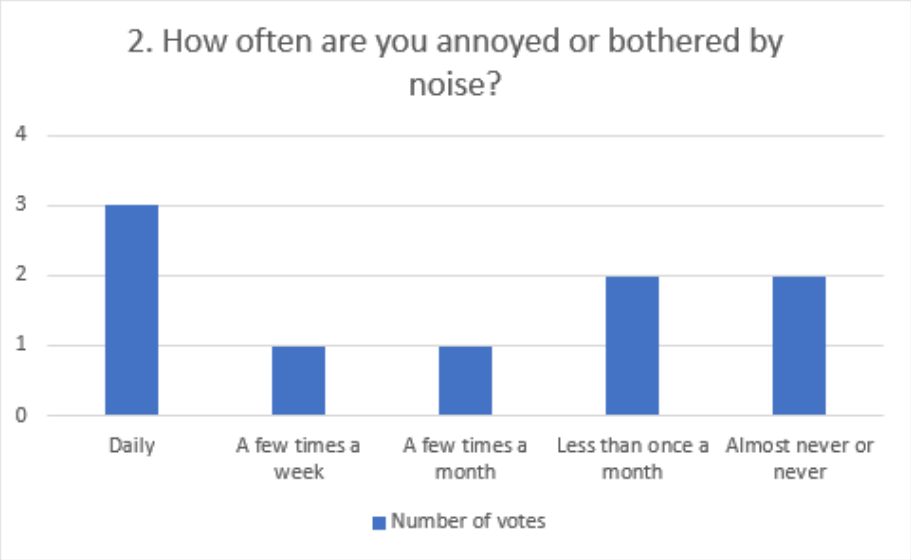

2. What source of pollution are you most concerned about?
14
12
10
8
6
4
2
0
Transportation Air Pollution
Polluted Runoff
Agricultural Dust Pollution
Agricultural Chemicals
Number of votes

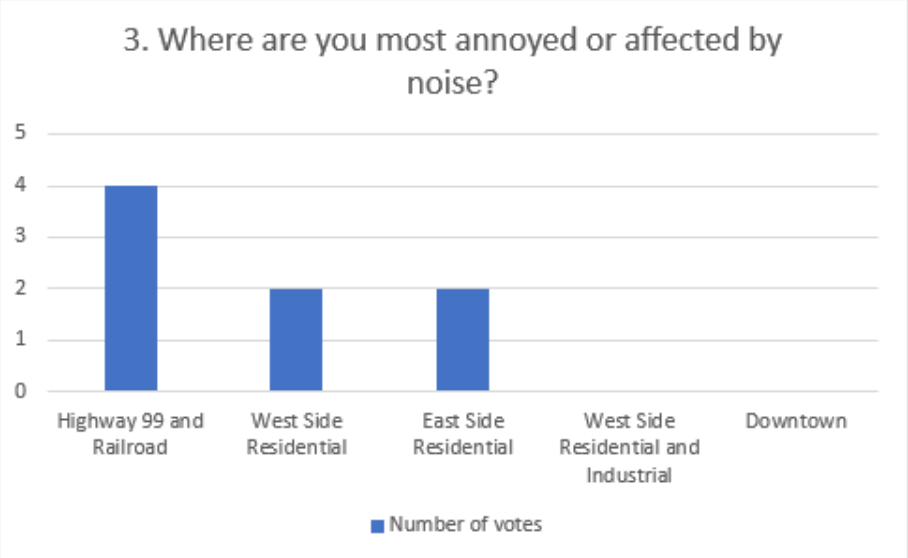

3. What opportunities would promote your choices of healthy foods?
10
9
8
7
6
5
4
3
2
1
0
Availability of Farmers Markets
More Grocery Stores with Fresh Produce
Educational Opportunities about Nutrition
Expansion of Food Pantries and Food Banks
Number of votes


4. What public facilities would continue to promote your sense of community throughout the city?
14
12
10
8
6
4
2
0
Senior Care Facility
Youth Sports and Recreation Programs
More Youth and Activities Programs
A New Community Center
Number of votes

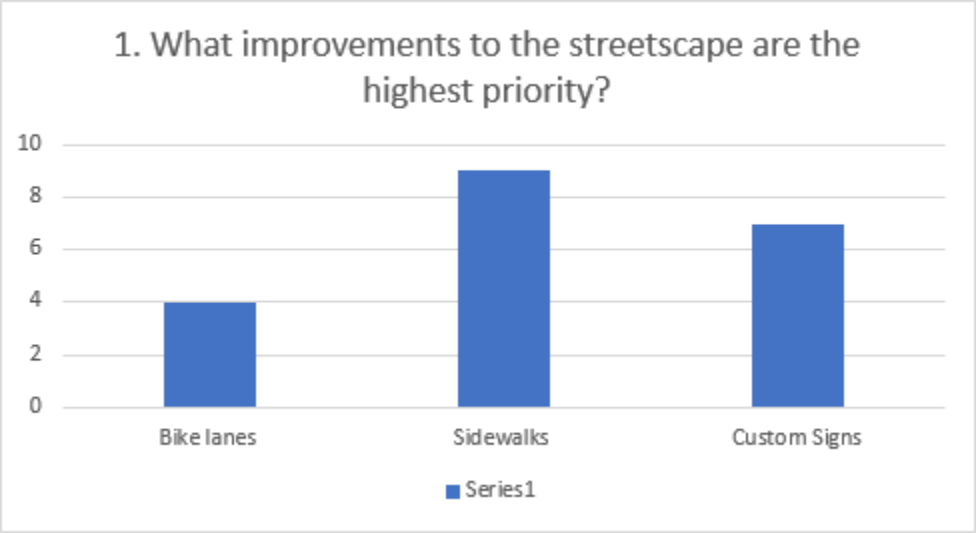
Noise

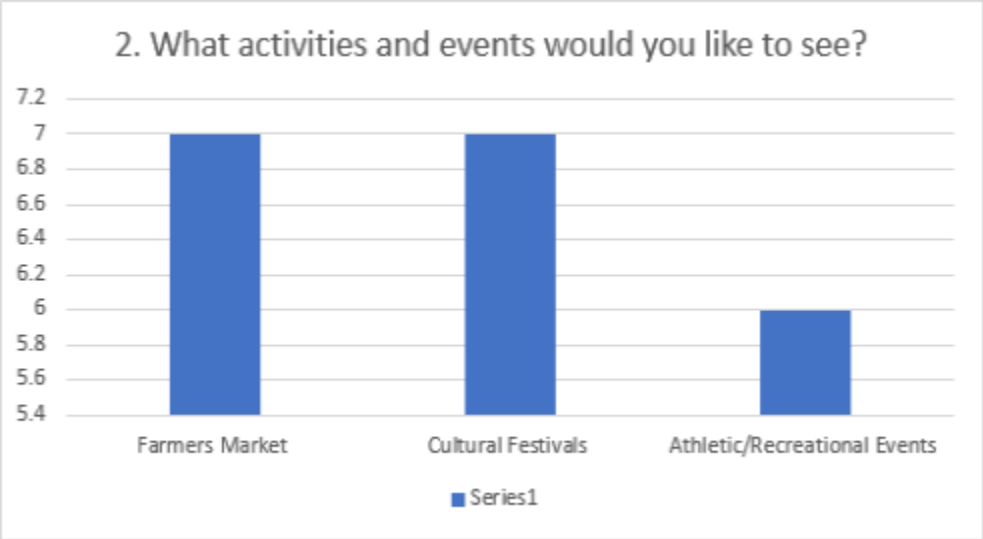

1. Which source of noise annoys or affects you most often?
12
10
8
6
4
2
0
Highway 99
Railroad
Residential
Commercial
Agriculture
General Industry
Number of votes

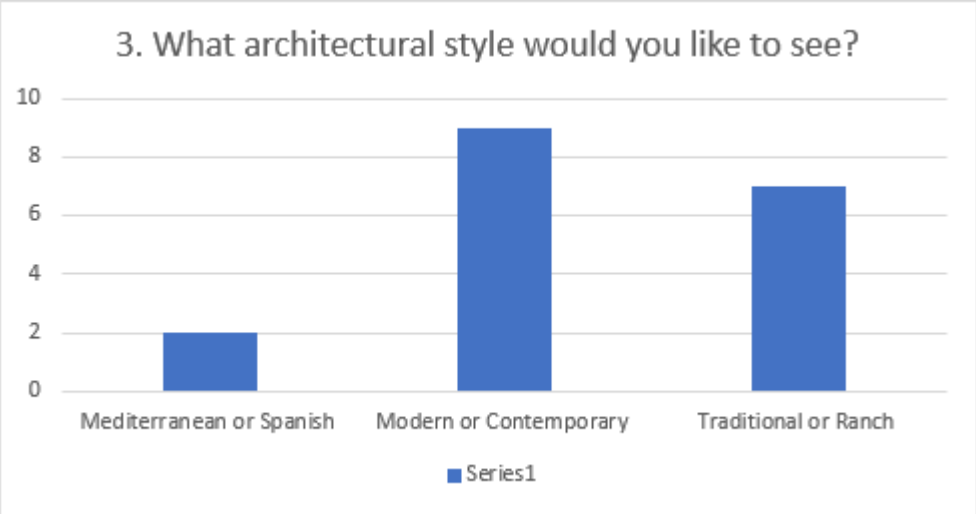

2. How often are you annoyed or bothered by noise?
4
3
2
1
0
Daily
A few times a week
A few times a month
Less than once a month
Almost never or never
Number of votes

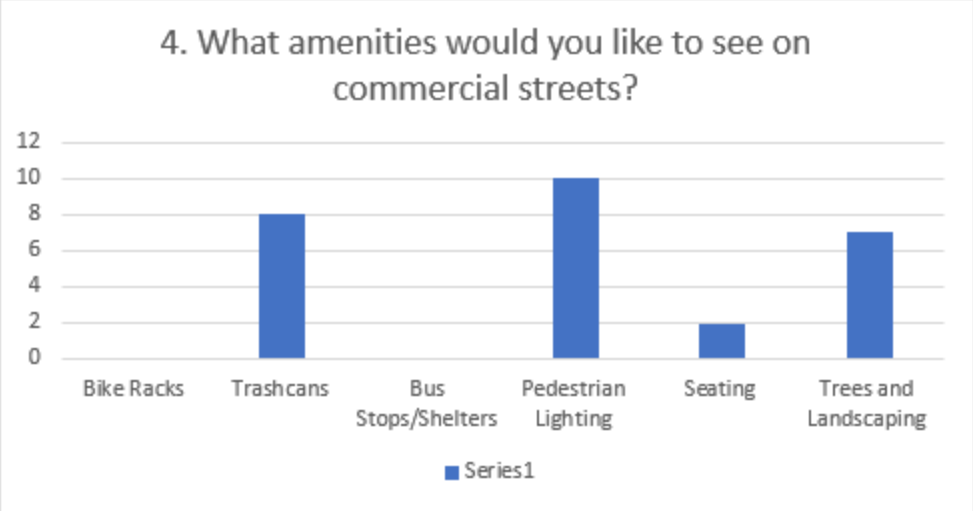

3. Where are you most annoyed or affected by noise?
5
4
3
2
1
0
Highway 99 and Railroad
West Side Residential
East Side Residential
West Side Residential and Industrial
Downtown
Number of votes

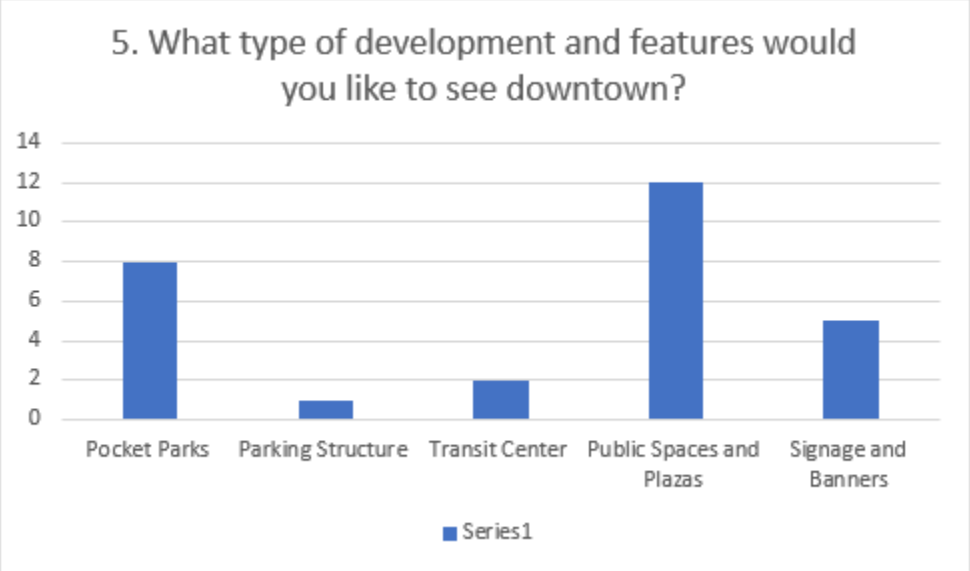
Community Design

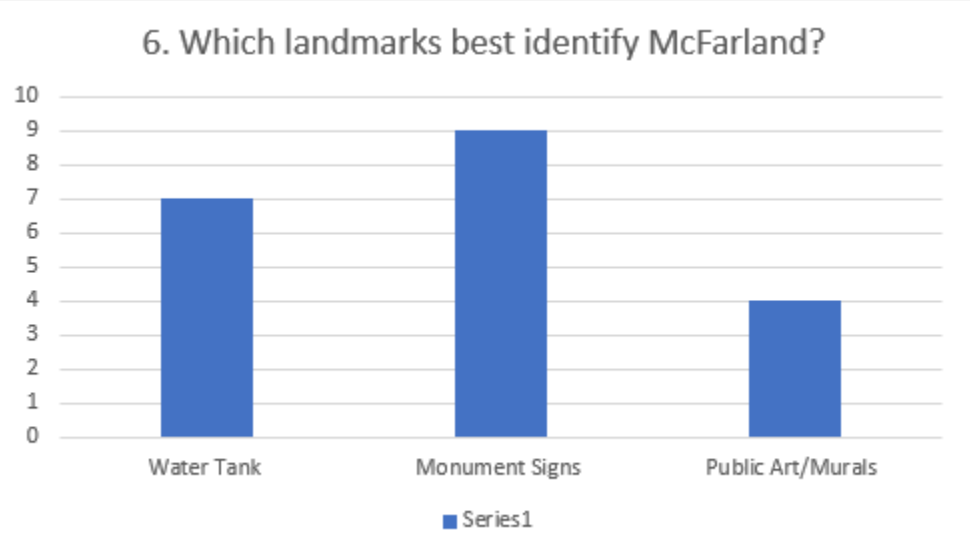




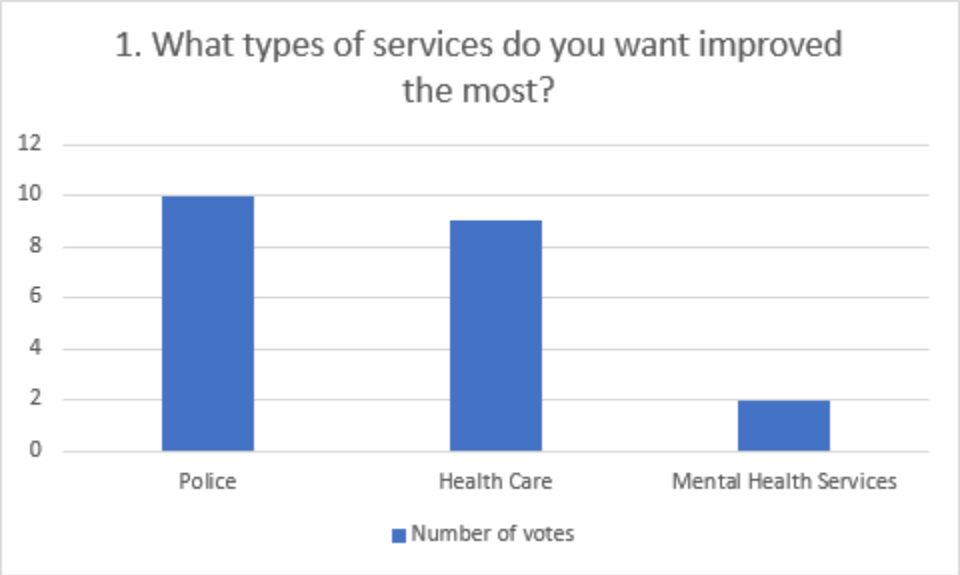


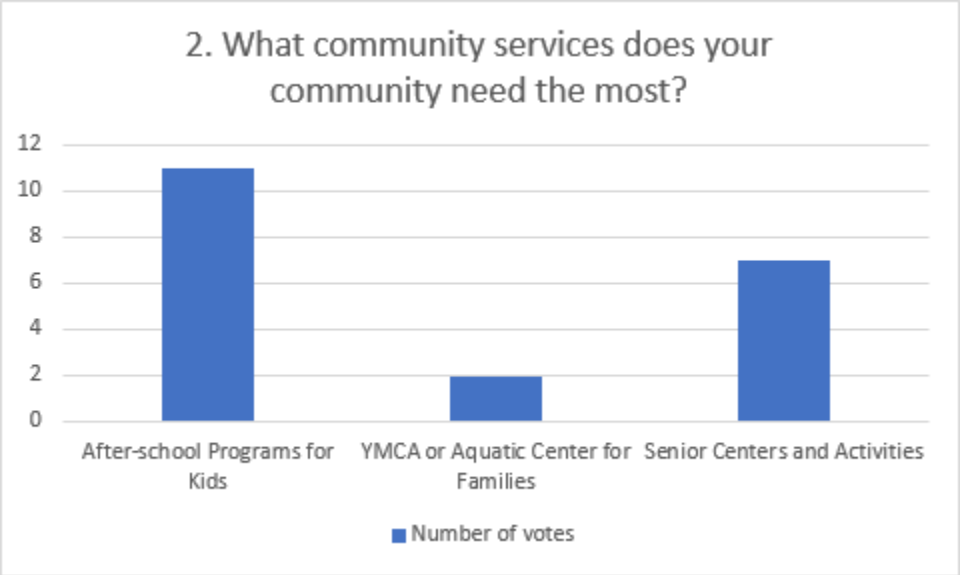

4. What amenities would you like to see on commercial streets?
12
10
8
6
4
2
0
Bike Racks
Trashcans
Bus Stops/Shelters
Pedestrian Lighting
Seating
Trees and Landscaping
Series1

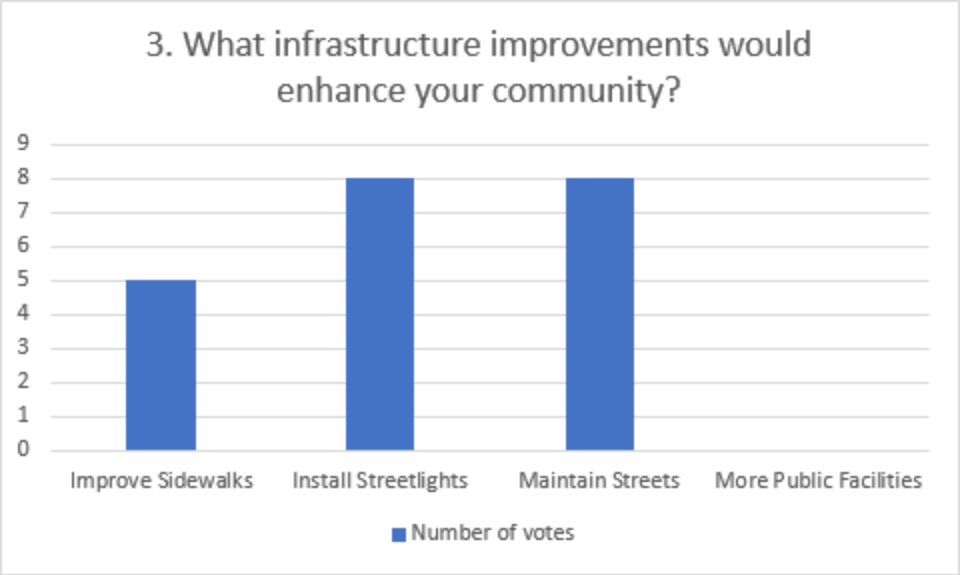

5. What type of development and features would you like to see downtown?
14
12
10
8
6
4
2
0
Pocket Parks
Parking Structure
Transit Center
Public Spaces and Plazas
Signage and Banners
Series1

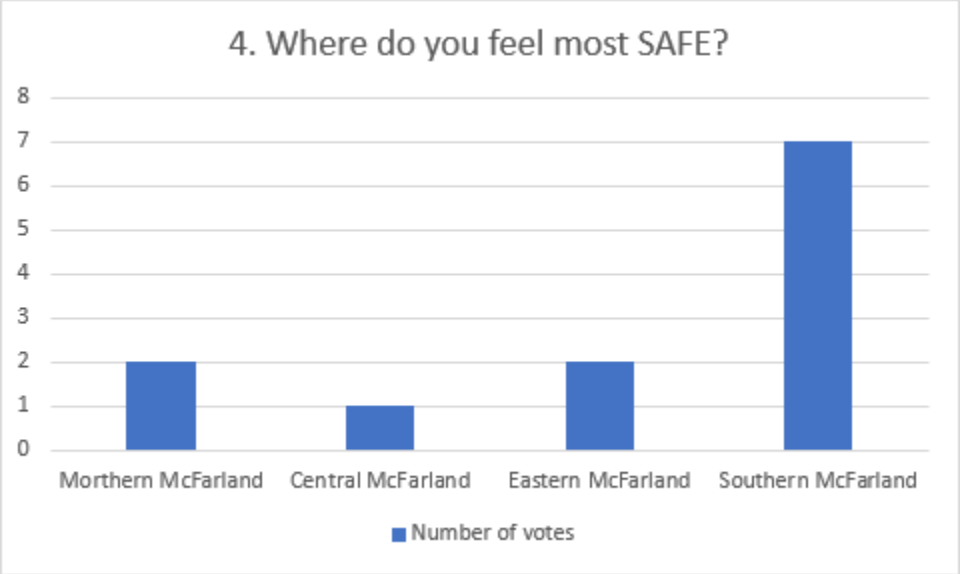

6. Which landmarks best identify McFarland?
10
9
8
7
6
5
4
3
2
1
0
Water Tank
Monument Signs
Public Art/Murals
Series1

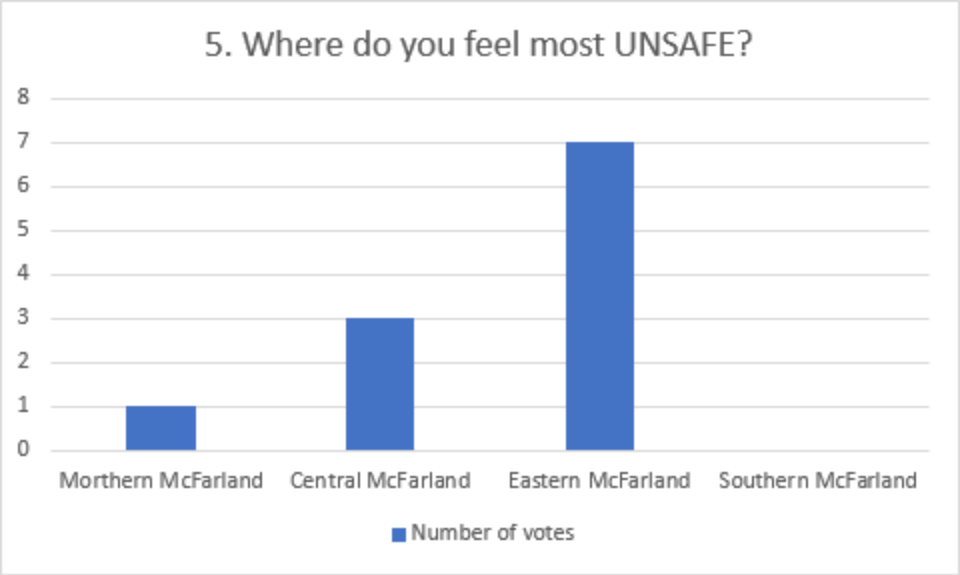
Public Facilities






3. What infrastructure improvements would enhance your community?
9
8
7
6
5
4
3
2
1
0
Improve Sidewalks
Install Streetlights
Maintain Streets
More Public Facilities
Number of votes


4. Where do you feel most SAFE?
8
7
6
5
4
3
2
1
0
Morthern McFarland
Central McFarland
Eastern McFarland
Southern McFarland
Number of votes


5. Where do you feel most UNSAFE?
8
7
6
5
4
3
2
1
0
Morthern McFarland
Central McFarland
Eastern McFarland
Southern McFarland
Number of votes

20.3 Appendix 3 – Third Community Meeting Feedback

At the third community meeting on February 20th, 2020, the community was presented with three alternatives for McFarland's future development: Business as Usual, Redevelopment, and Smart Growth. After the presentation, community members were asked for their preferences regarding the key features and key outcomes for each. This section contains that feedback.

Business as Usual: Outcomes

(5) Loss of Open Space and Agricultural Land

LIKE 13

DISLIKE 11

(6) Extensive Development in Floodplains

LIKE 4

DISLIKE 20

(7) Residential Near Highway, Railroad, and Heavy Industry

LIKE 15

DISLIKE 11

(8) Limited Walkability and Connectivity

LIKE 3

DISLIKE 22

Business as Usual: Key Features

(1) Low-density Residential

LIKE 23

DISLIKE 1

(2) Automobile-oriented

LIKE 15

DISLIKE 8

(3) Highway Commercial Along Highway 99

LIKE 25

DISLIKE 0

(4) Light and Heavy Industry

LIKE 13

DISLIKE 11

Redevelopment: Key Features

(1) Mixed Density Housing (Low, Medium, High)

LIKE 20

DISLIKE 4

(2) Mixed-Use with Commercial

LIKE 21

DISLIKE 3

(3) Accessory Dwelling Unit (ADU) Infill

LIKE 18

DISLIKE 7

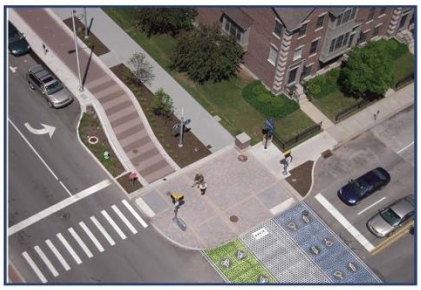
(4) Highway Commercial

LIKE 23

DISLIKE 1

Redevelopment: Key Features

(5) Improved Sidewalks & Bicycle Connections



LIKE 22

DISLIKE 0

(6) Expanded Kern Transit within City

LIKE 22

DISLIKE 1

Redevelopment: Outcomes

(7) Infill Development for Housing

LIKE 20

DISLIKE 4

(8) Increased Density

LIKE 20

DISLIKE 3

(9) Downtown Redevelopment

LIKE 20

DISLIKE 1

(10) Additional ADUs

LIKE 16

DISLIKE 6

Redevelopment: Outcomes

(11) Improved Connectivity

LIKE 18

DISLIKE 1

(12) Expanded Bus Connections

LIKE 18

DISLIKE 2

Smart Growth: Key Feature

(1) Downtown Infill

LIKE	27
DISLIKE	2

(2) Westside Residential Expansion

LIKE	27
DISLIKE	3

(3) Development Along Highway 99

LIKE	29
DISLIKE	0

(4) City Gateways with Signs, Landscaping, and Iconic Features

LIKE	25
DISLIKE	4

Smart Growth: Key Features

(5) Walkable Corridors with Widened Sidewalk, Benches, and Landscaping

LIKE 29

DISLIKE 0

(6) Separated Bike Lanes

LIKE 24

DISLIKE 5

(7) Extended Pedestrian & Bicyclist Barriers on Highway Crossings

LIKE 26

DISLIKE 3

(8) Inner City Bus Service

LIKE 23

DISLIKE 5

(9) Additional Bus Stops for Kern Transit

LIKE 26

DISLIKE 2

CAL POLY

Smart Growth: Outcomes

(10) Increased Housing Density

LIKE 19

DISLIKE 8

(11) Increased Job Opportunities Along HWY 99

LIKE 27

DISLIKE 0

(12) Vibrant Downtown

LIKE 26

DISLIKE 2

(13) Mixed-Use in Downtown

LIKE 19

DISLIKE 8

CAL POLY

Smart Growth: Outcomes

(14) Identified Gateways

LIKE	21
DISLIKE	6

(15) Safe Streets for All Road Users

LIKE	27
DISLIKE	1

20.4 Appendix 4 – Fourth Community Meeting Feedback

Citywide Features

(1) Concentrate Development to the West away from Floodable Areas
    a. Like 14 Dislike 0
(2) Preserve Open Space & Agricultural Land
    a. Like 12 Dislike 2
(3) City Gateways with Signs, Landscaping, and Iconic Features
    a. Like 14 Dislike 0
(4) Prioritize Infill Development for Housing
    a. Like 13 Dislike 1
(5) Redevelop Downtown
    a. Like 13 Dislike 1
(6) Vibrant Downtown
    a. Like 13 Dislike 1
(7) Mixed-Use in Downtown
    a. Like 14 Dislike 0
(8) Increased Job Opportunities along Highway 99
    a. Like 14 Dislike 0

Land Use/Key Growth Areas

(1) Revitalized Downtown: Infill Vacant & Underutilized Space with Mixed-Use
    a. Like 13 Dislike 0
(2) West Expansion: Clustered Low, Medium, & High-Density Housing
    a. Like 12 Dislike 0
(3) Whisler Road Expansion: Mixed-Density Residential with Connection to Commercial
    a. Like 12 Dislike 1
(4) Southern Commercial Corridor: Widened Sidewalks, Crosswalks, & Commercial
    a. Like 13 Dislike 0
(5) Famoso Industrial & Commercial Center: Creation of Light and Heavy Industrial & Highway Commercial Centers
    a. Like 12 Dislike 1
(6) Kern Neighborhood Commercial: Retail Center for Eastern Neighborhood
    a. Like 13 Dislike 0

Circulation Features

(1) Inner City Bus Services
    a. Like 12 Dislike 0
(2) New Bus Stops for Kern Transit at Major Centers along Highway 99
    a. Like 12 Dislike 0
(3) Expanded Sidewalks along Major Pedestrian Corridors

a. Like 12 Dislike 0

(4) Marked Bike Lanes along Major Arterials for Complete Streets
    a. Like 12 Dislike 0
(5) Improved Pedestrian and Bike Corridor Connecting West
    a. Like 12 Dislike 0
(6) Extended Pedestrian & Bicyclist Barriers for Safety on Highway 99 Crossings
    a. Like 11 Dislike 1
(7) Safe Streets for All Road Users
    a. Like 12 Dislike 0

20.5 Appendix 5 – McFarland 2040 Projections and Targets with Space Requirements

	Baseline	Alternative-Specific Targets		
	Business as Usual	**Moderate**	**Aggressive**	**Preferred**
Population				
2017 Population	13,930	13,930	13,930	13,930
2040 Population Projection	23,690	27,855	33,220	33,220
2017-2040 Projected Population Growth	9,760	13,925	19,290	19,290
Housing				
2017 Housing Units	3,080	3,080	3,080	3,080
2040 Housing Need Projection	7,580	8,910	10,630	10,630
2017-2040 Projected Housing Growth	***4,500***	***5,830***	***7,550***	7,550
Jobs				
2017 Jobs	6,745	6,745	6,745	6,745
2040 Jobs Projection	11,835	14,175	17,195	17,195
2017-2040 Projected Job Growth	***5,090***	***7,430***	***10,450***	10,450
Residential Acreage				
2020 Residential Acreage (LU Inventory)	480	480	480	480
2020 Single Family Acreage (LU Inventory)	455	455	455	455
2020 Multi-Family Acreage (LU Inventory)	25	25	25	25
2040 Residential Acreage (need)	1,290	1,140	1,330	1,330
2020-2040 Residential Acreage (need)	***810***	***660***	***850***	850
Commercial Acreage				
2020 Commercial Acreage (LU Inventory)	380	380	380	380
2040 Commercial Acreage (need)	700	840	1,030	1,030
2020-2040 Commercial Acreage (need)	***320***	***460***	***650***	650
Total Acreage				
2040 Residential & Commercial Acreage (need)	1,990	1,980	2,360	2,360
2020-2040 Residential & Commercial Acreage (need)	1,130	1,120	1,500	1,500
Acreage with Reserves				
2020-2040 Residential & Commercial + 30% Reserves	1,470	1,460	1,950	1,950
2020-2040 Residential & Commercial + 50% Reserves	1,700	1,680	2,250	2,250