

# Goals & Objectives

## Blueprint for the San Joaquin County Region

Once the Vision & Values statements were confirmed, the standing Blueprint Program committees developed a set of Goals & Objectives for each vision category. Consensus was reached on the following overall Goals & Objectives:

### 1) Sustainable Planning and Growth

#### **Goals:**

- Create residential and non-residential development that is strategically connected to the community/city core and essential destinations of regional significance.
- Promote residential and non-residential development that respects agriculture and enhances both the natural and developed environment.
- Recognize and allow for increases in development densities over time that allow for changes consistent with community and marketplace realities.

#### **Objectives:**

- Maximize infill development opportunities with emphasis on urban (vertical), smaller footprint development that, among other goals (i.e. pedestrian & bicycle friendly, transit-oriented), results in an overall increase in density from current (“business as usual”) community norms.
- Encourage mixed-use development that emphasizes a change to community-based development (mixed residential densities, retail, job base, community resources, religious institutions and open space, for example), as opposed to more traditional subdivision-based development.
- Identify, pursue, and disseminate/share information on funding opportunities and incentives that promote sustainable growth patterns.
- Reduce the impact of new development on agriculture land/open space as compared to the business as usual scenario.
- Encourage cities to adopt agricultural mitigation policies that preserve at least the same amount of land used to develop.

## 2) Housing Choices

### Goals:

- Provide a variety of innovative housing choices for individuals/ families of all income levels throughout the region.
- Increase the ability of individuals and families to own their own home.

### Objectives:

- Maintain the availability and increase the variety of housing, while emphasizing an overall increase in housing density (e.g. multi-family, single-family attached, mixed density, cluster housing, and infill) over time.
- Integrate housing with employment opportunities (mixed-use that includes office, retail and housing), public transit, and key services (e.g., child and health care).
- Explore home ownership/secure rental housing through innovative programs such as workforce housing initiatives offered by employers.
- Support community programs and private initiatives which provide lifestyle housing choices for target groups (e.g. elderly, disabled, younger citizens, low-income).
- Promote customer-service driven approach by jurisdictions (i.e. “Matrix program” in Sacramento area) to strengthen understanding of and to provide tools for meeting Smart Growth-type goals.
- Look for state and federal incentives available for projects meeting Smart Growth-type development (i.e. density or affordability bonuses) and encourage development of locally-based programs.
- Promote policies that include flexibility and appropriate evaluation methods to minimize and correct unintended consequences (i.e. growth in fringe ranchette development in response to higher urban density).

## 3) Transportation & Mobility Options

### Goals:

- Provide safe, efficient and aesthetically pleasing multi-modal transportation and mobility options/ connectivity for neighborhoods, communities, and between cities/regions.
- Ensure that the physical integrity of the existing transportation system is adequately maintained.
- Use all means available, prior to adding lanes, to maintain and improve traffic conditions on the freeway and major arterial roadways.

- Ensure that the transportation system will support future land use, and conversely, that land-use decisions consider and incorporate both existing and future transit options.
- Identify and pursue opportunities to increase goods movement as an essential part of economic development including value-added agriculture.
- Improve the air, land, and rail transportation systems (both passenger and cargo) to support economic development and tourism.
- Encourage land-use decisions that support the long-term viability of transit alternatives and link transit to employment, schools and residential.

### **Objectives:**

- Improve throughput of existing freeways and major arterials while maintaining a high degree of safety such as the implementation of Corridor System Management Plans (CMPS).
- Incorporate good urban design in development projects (e.g., walkable and bicycle-friendly, access to public transit, mobility options).
- Develop an efficient, high-quality regional transit system that is competitive with the cost and time to drive alone during peak hours.
- Identify and preserve transportation routes and associated rights-of-way across all modalities to meet the mobility needs of future citizens (i.e. future HOV and/or exclusive bus lanes).
- Ensure that transportation modes are not restricted or hindered by land-use decisions (e.g. airport land use compatibility).
- Recognize and minimize inherent conflicts between maintaining LOS measures through increasing capacity and designing for pedestrian and/or bicycle safety.

## **4) Farming and Agriculture**

### **Goals:**

- Ensure that the farming/agriculture industry remains a viable industry.
- Respect the private property rights of the land owner to farm, or not to farm, while providing.
- Provide incentives to discourage farm land conversion for development.
- Promote emerging technologies in agriculture as a way to increase or enhance agricultural industry viability.

### **Objectives:**

- Minimize the annexation of farming/agriculture land for new development in accordance with San Joaquin County Blueprint principles.

- Support current agricultural mapping efforts (Farmland Mapping Program) that seek to classify farmland (“prime farmland,” “farmland of statewide importance,” “unique farmland,” and “farmland of local significance,” etc.) and plan for growth accordingly with particular emphasis on maintaining parcel contiguity.
- Promote, encourage, and monitor regional and interregional programs by key stakeholders which provide incentives to farming/agricultural businesses.
- Encourage more value added agriculture and agricultural tourism (“agritainment”), such as:
  - Farmer’s markets and roadside fruit stands;
  - California wine industry promotion; and
  - Other ancillary agricultural tourism uses (e.g., bed & breakfasts, restaurants, education)
- Discourage incompatible, development inducing uses (both residential and non-residential) within recognized agriculturally zoned areas.
- Strengthen support for physical separators (buffer zones or less intensive non-residential development) at agricultural/urban interfaces to minimize conflicts between residents and the farming industry.
- To identify and support “right to farm” legislation.
- Seek mechanisms to enhance funding for and explore options for ensuring long-term farmland preservation: (e.g. agricultural easements, Super Williamson Act, agricultural reserve designations, and/or new local programs).

## **5) Preservation of the Environment: Open Space, Water, Air Quality, and Other Natural Resources**

### **Goals:**

- Meet and maintain federal and state clean air standards.
- Ensure that there is ample/clean water supply for future generations.
- Ensure that the region’s “prime” natural resources, species and habitats are adequately identified and protected.
- Recognize that open space can take many forms, including agricultural lands, developed spaces (such as urban parks), natural physical separators (trees, hills), accessible recreational areas (such as regional or state parks), and wild or scenic natural areas; each should be considered and planned for according to its predominant use and its placement in the overall San Joaquin County Blueprint document.

### **Objectives:**

- Support, implement, and expand as deemed necessary the San Joaquin County Habitat Conservation Plan (HCP).

- Encourage land use development and transportation projects that incorporate strategies that reduce the dependency on the automobile and involve energy efficient and environmentally friendly design.
- Improve overall health by improving air quality and increasing opportunities for healthy mobility lifestyle choices (i.e. walking/cycling through community or neighborhood design).
- Support greening strategies that improve air quality measures (i.e. decrease in both residential and non-residential energy usage through increased conservation, new building technologies, and low-impact technologies such as solar).
- Recognize, encourage, and monitor regional and interregional efforts by key agencies and stakeholders to ensure a clean and abundant water supply which can dependably serve agriculture, current and future residential and nonresidential land uses, and the environment.
- **Note:** Objective 5 is included due to its identification as an important issue with both citizens and other stakeholders and as a factor relating to other goals and objectives in the Blueprint process. However, due to the volatility of this issue, the number of governmental and private stakeholders involved, and the lack of either direct or even ancillary impact by SJCOG, specific performance measures are not included. We will continue to monitor current and pending legislation and work being accomplished by others with regard to this important issue (i.e. San Joaquin Valley Regional Water Plan, State Water Project Bonds).

## **6) Thriving Economy / Educational Options**

### **Goals:**

- Increase the quality and diversity of job opportunities available in San Joaquin County.
- Strategically position San Joaquin County to compete with other regions throughout the State, the nation, and the global economy.
- Strategically locate and provide adequate sites to accommodate business expansion and retention.
- Encourage and support the expansion of education and training opportunities and increase their accessibility to all residents to foster shared economic prosperity.

### **Objectives:**

- Support cooperative marketing of San Joaquin County at the city, county and regional level with regard to both economic development and tourism opportunities.
- Recognize and support the implementation of the San Joaquin Partnerships Strategic Plan for the San Joaquin County region.
- Support efforts that will expand and/or establish education and training opportunities that will promote San Joaquin County's competitive strengths in an effort to attract and retain the needed human capital.

## **7) Cultural Richness / Unique Attractions**

### **Goals:**

- Support future growth and maintain and support both community specific and county-wide identity.
- Identify and support economic development endeavors that exploit existing cultural, social and historical identity in San Joaquin County, especially as related to the agricultural and wine industries.
- Seek to expand existing cultural assets and create new cultural opportunities for San Joaquin County residents.
- Recognize and seek to integrate the importance of cultural and social attractions and/or venues in economic development/employer attraction and workforce attraction/retention.

### **Objectives:**

- Identify opportunities within existing tourism entities to promote San Joaquin County and its individual cities as tourist destinations.
- Recognize and seek to expand the inclusion of art and culture in planning and architectural design.
- Recognize, support and encourage the work of local agencies/committees committed to history and historical preservation, including both written history and retention of historically important sites and/or buildings in San Joaquin County.
- Within the framework of Blueprint Element 1 (Sustainable Growth & Planning, particularly Value Bullet 1, Goal 2, and Objective 4) and Element 4 (Farming & Agriculture, particularly Value Bullet 3, and Objectives 5 & 7), encourage physical separators for cities as an element of maintaining community specific identity.