

The Pathway to Job Growth and Prosperity in the Greater Modesto Area

King-Kennedy Memorial Center Board of Directors

Latino Community Roundtable

Modesto Chamber of Commerce

NAACP Modesto/Stanslaus Branch 1048

Young Modestans for Jobs

July 15, 2013

DRAFT

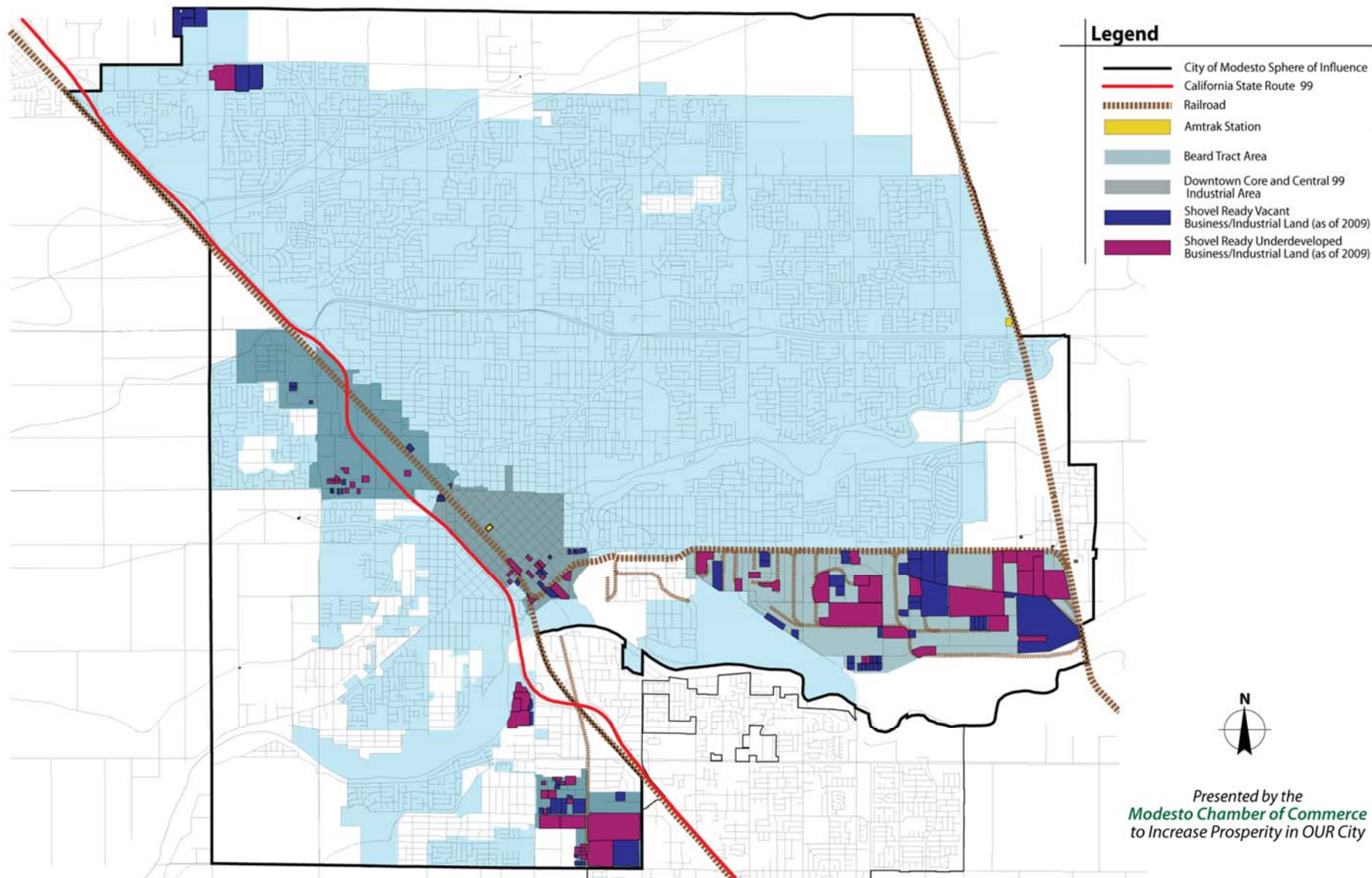
Presented to
Modesto Planning
Commission

Notice:

- *The following is a **draft** analysis and **draft** plan subject to change.*
- *The following will be subject to continuous improvement as we share it with more and more individuals in our greater community who want to make our part of the world economically more competitive with the rest of the world and to increase the number and quality of jobs and to improve prosperity here for us, our children, our grandchildren and our posterity.*

What is our baseline condition? Local.

*Transportation and Job Creating Land
Conditions in Greater Modesto*

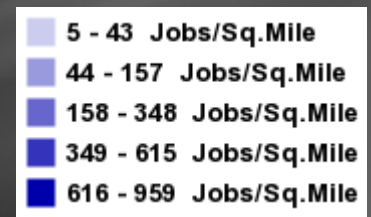
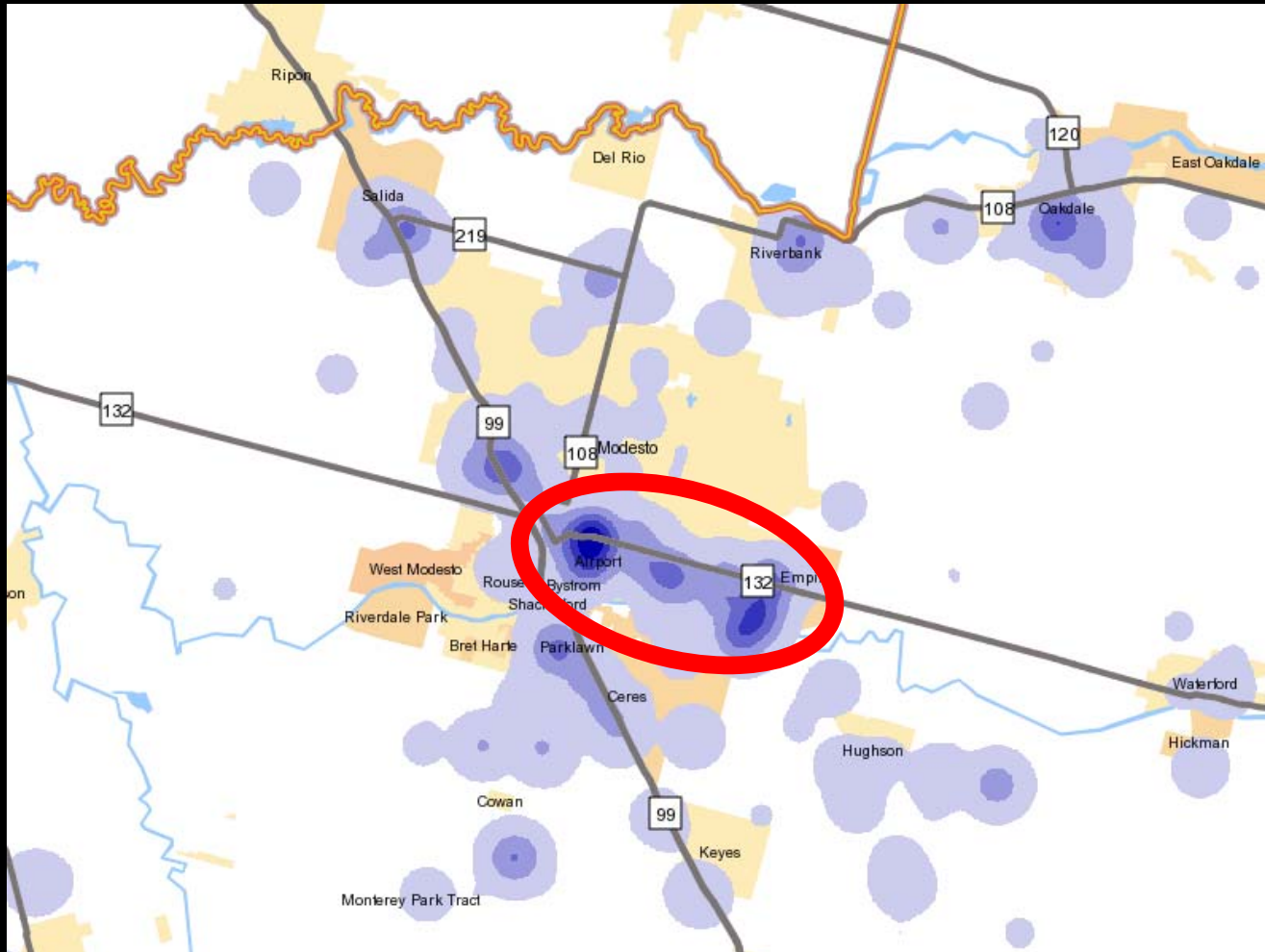


Shovel Ready Business Park/Industrial Land
 Within Greater Modesto

Are Our Jobs Where We Think They Are?

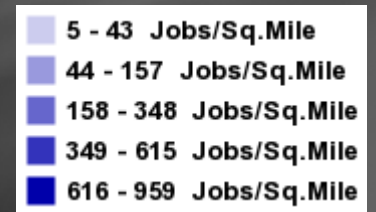
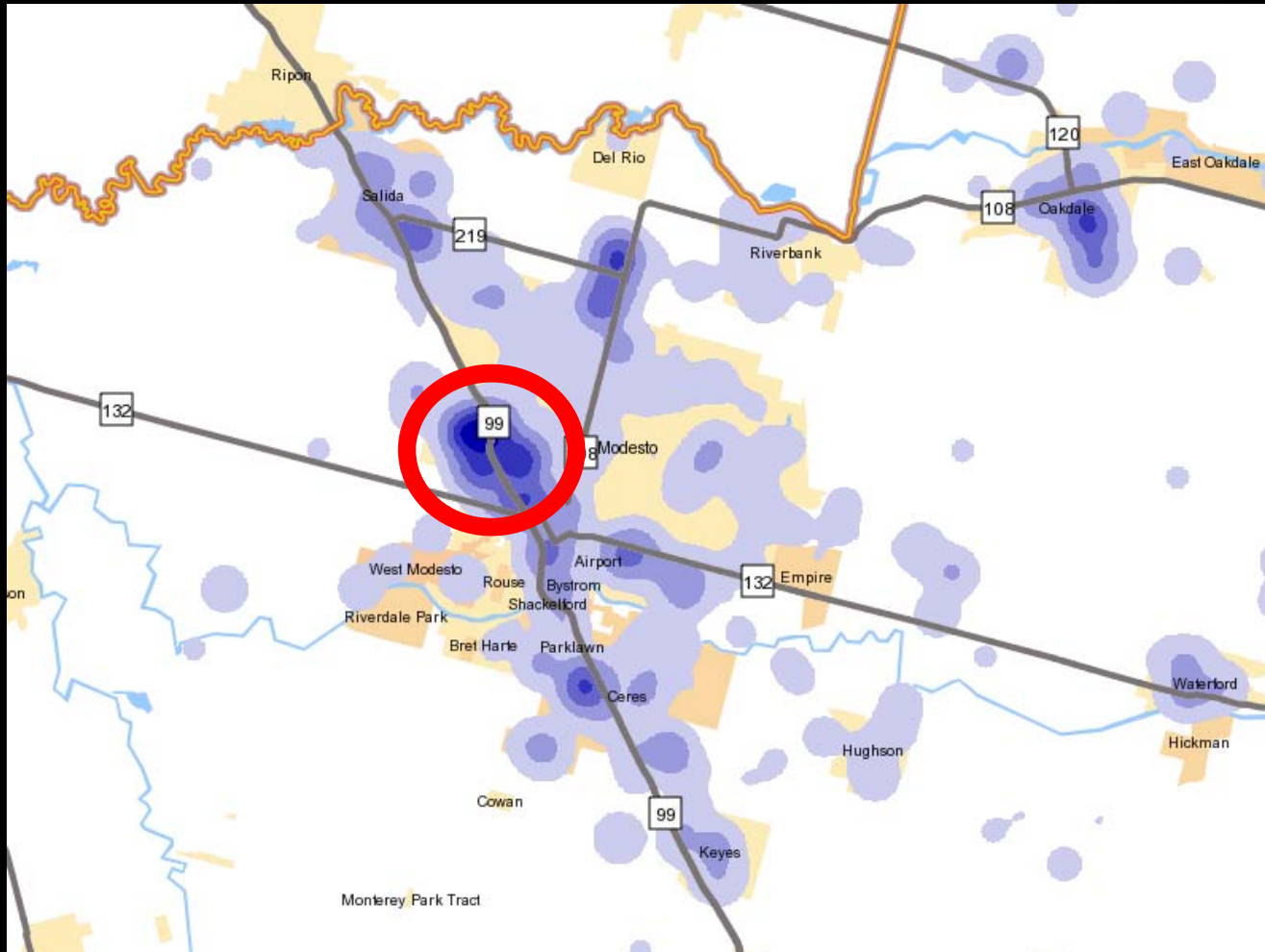


Photograph courtesy of Beard Land Improvement Company



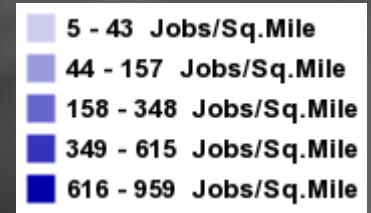
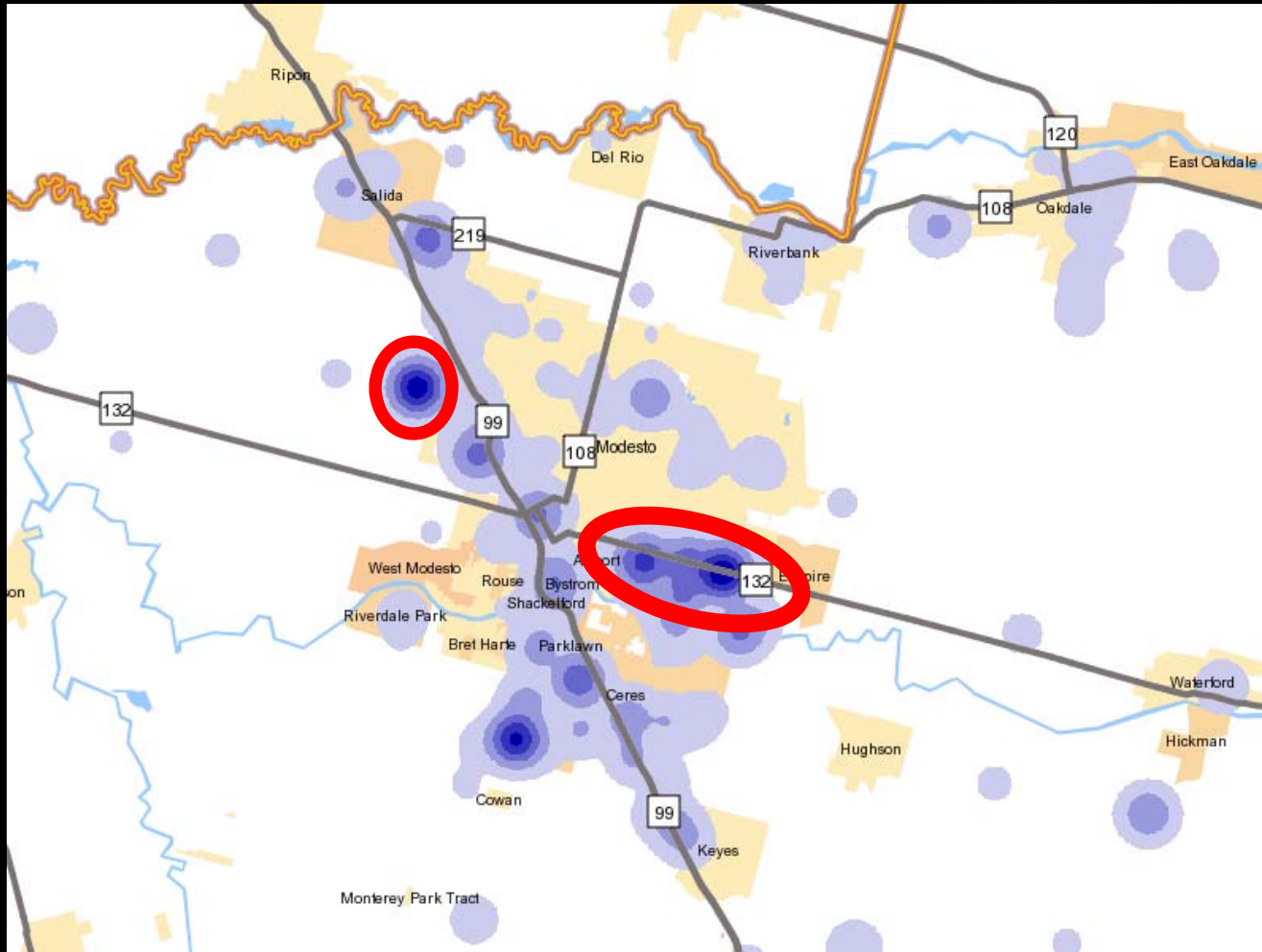
Manufacturing Jobs 2010

source: US Census OnTheMap at onthemap.ces.census.gov/
 (recommended by the Stanislaus Economic Development & Workforce Alliance)



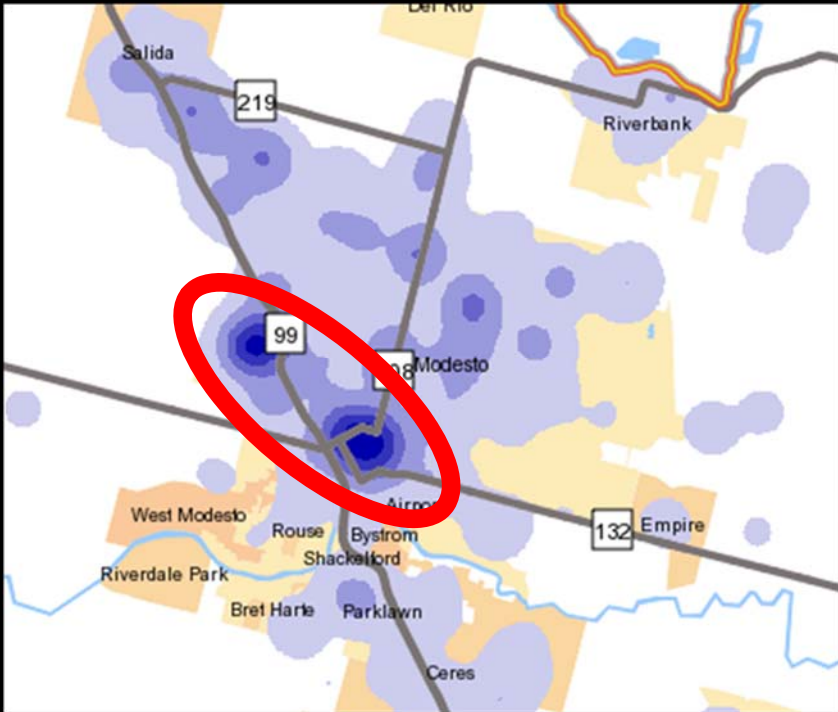
Contractor Jobs 2010

source: US Census OnTheMap at onthemap.ces.census.gov/
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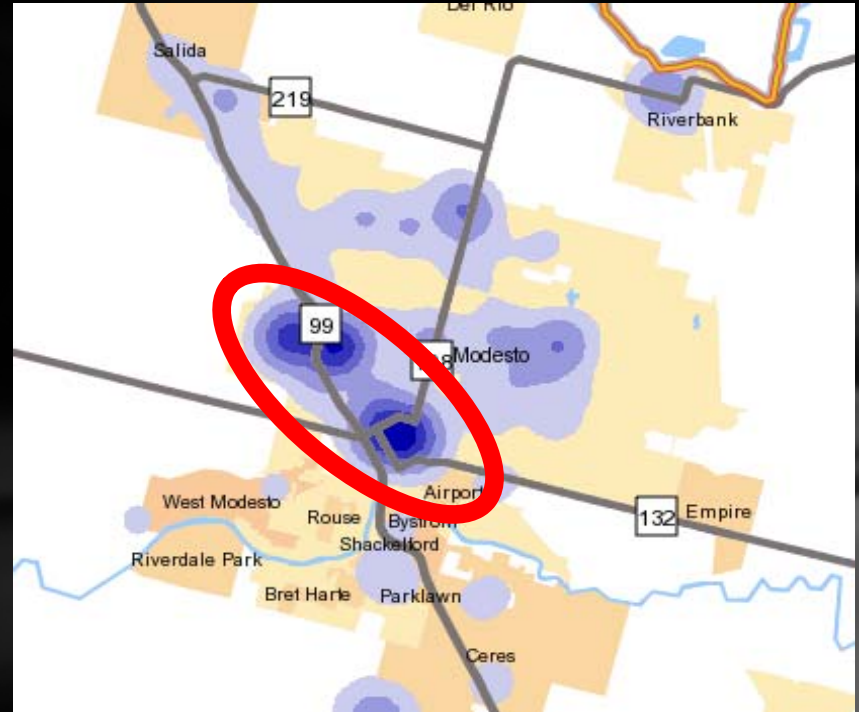


Transportation & Warehousing Jobs 2010

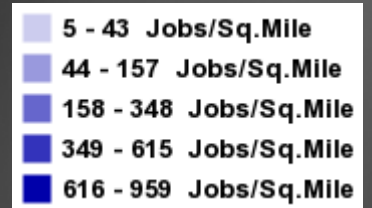
source: US Census OnTheMap at onthemap.ces.census.gov/
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Professional, Scientific & Technical Jobs 2010



Information Jobs 2010

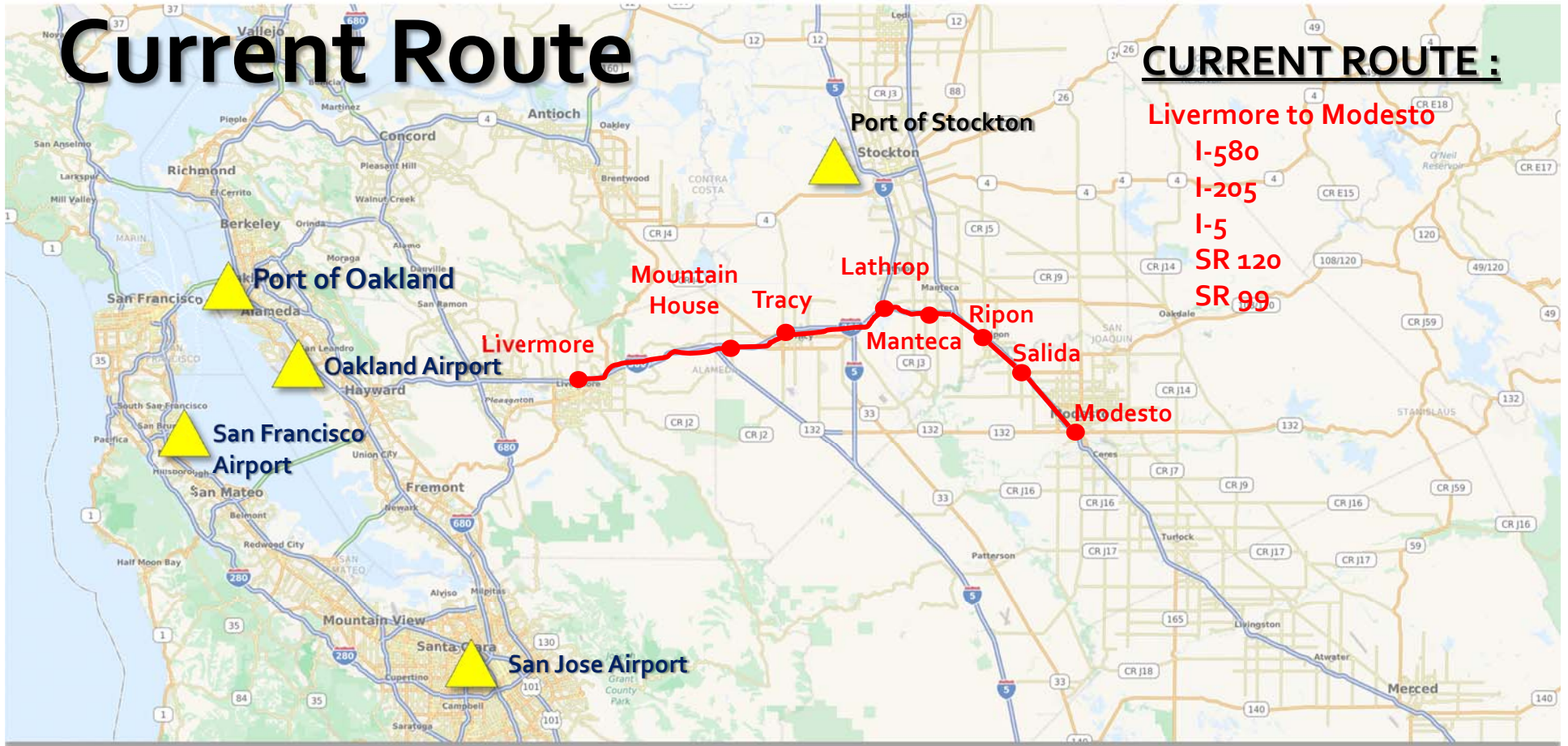


source: US Census OnTheMap at onthemap.ces.census.gov/
 (recommended by the Stanislaus Economic Development & Workforce Alliance)

What is our baseline condition? Regional Freeways.

*Existing & Possible Freeway
Connections to World Markets*

Current Route



CURRENT ROUTE :

Livermore to Modesto

I-580

I-205

I-5

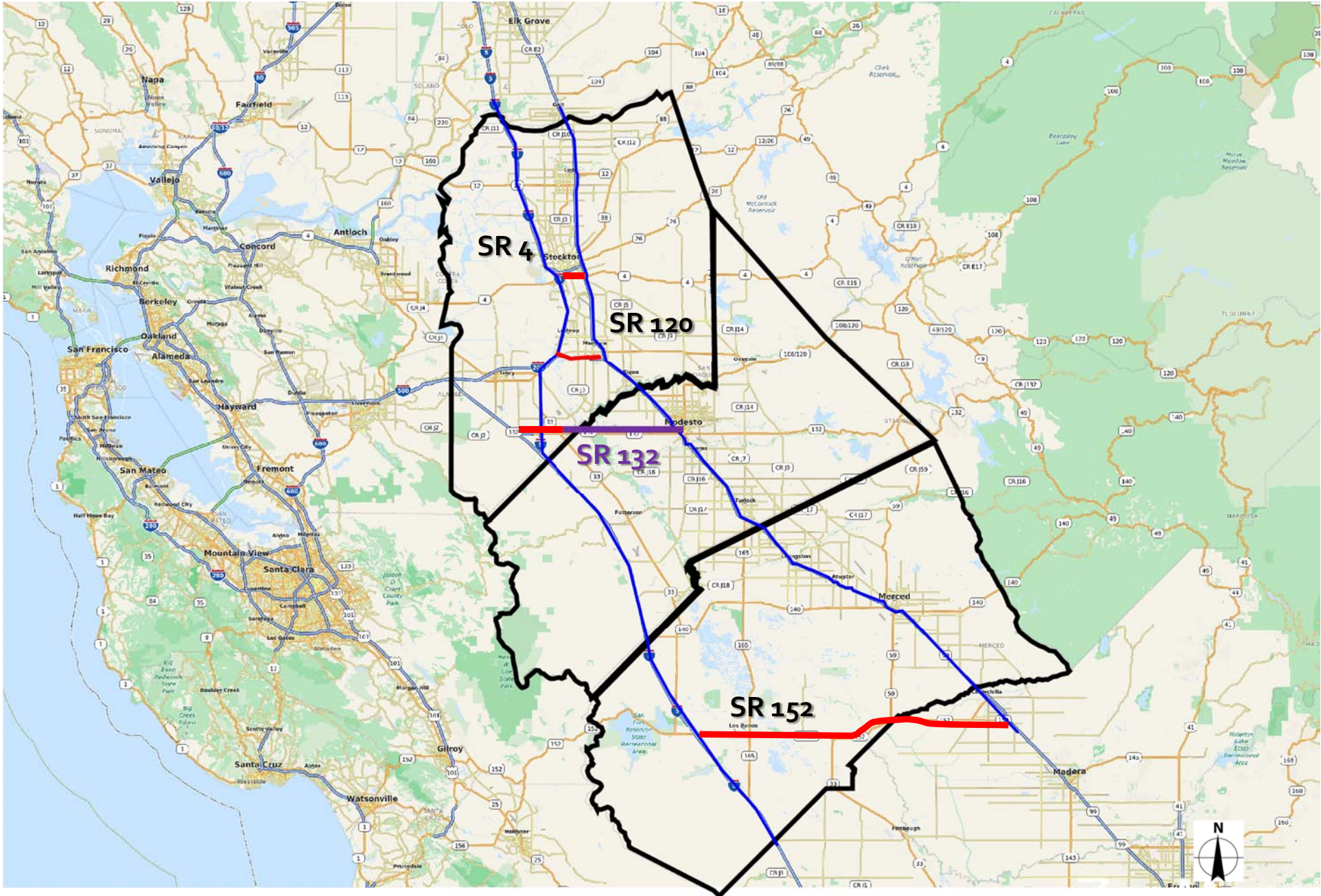
SR 120

SR 99



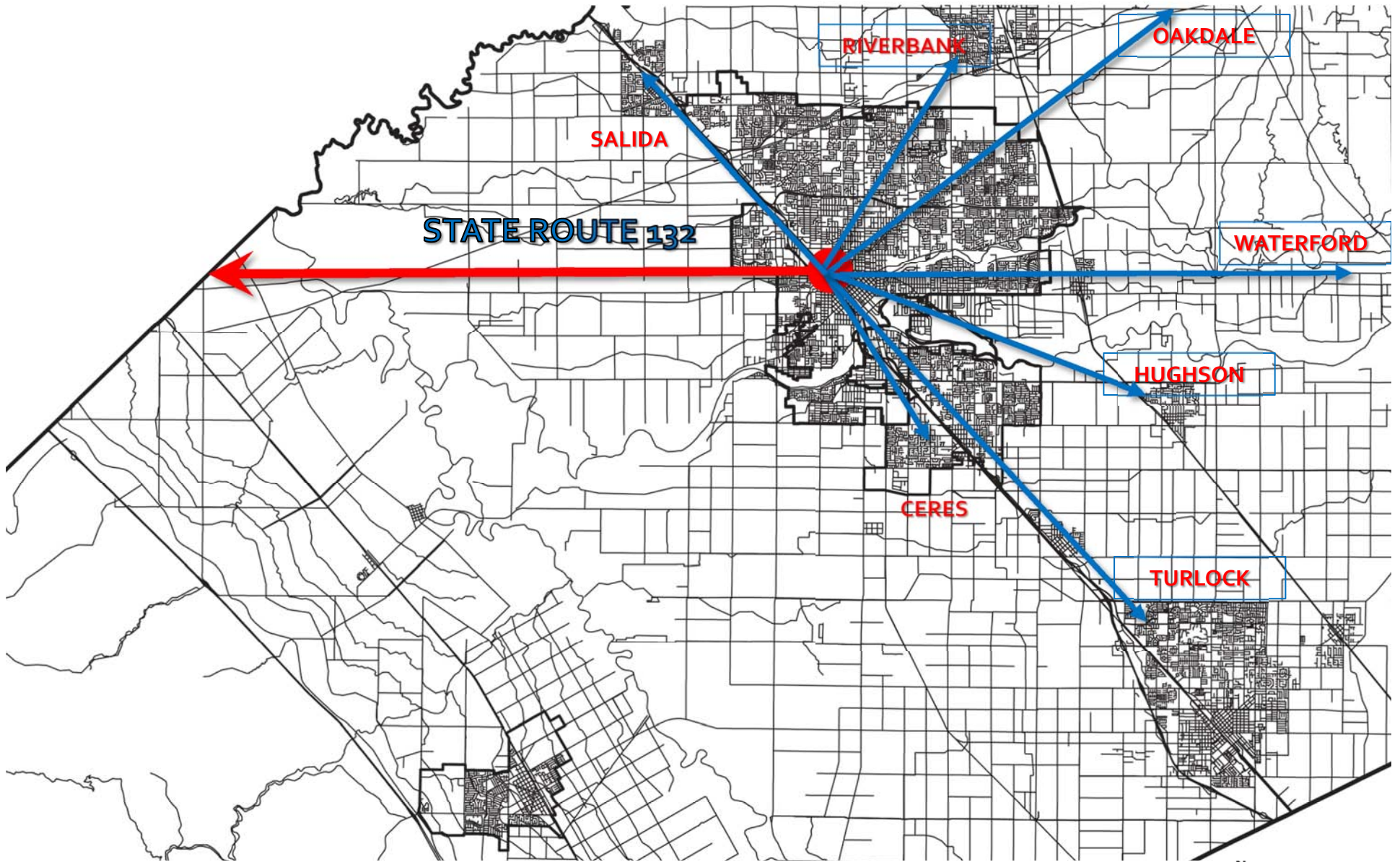
Bay Area to Modesto Freeway Routes

Presented by the
Modesto Chamber of Commerce
to Increase Prosperity in OUR City



Connection Routes to Bay Area

Presented by the
Modesto Chamber of Commerce
 to Increase Prosperity in OUR City



Regional Importance of State Route 132



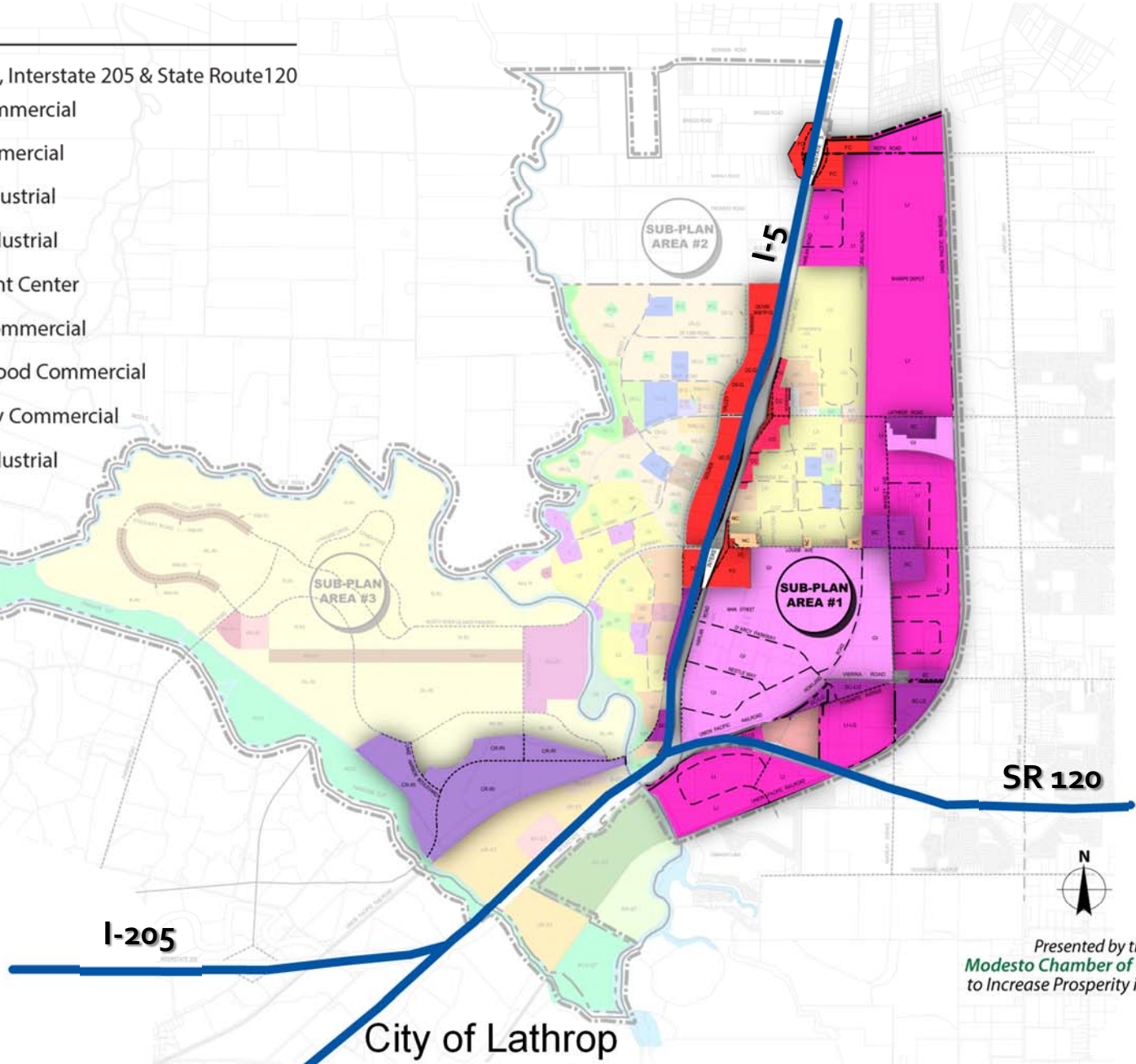
Presented by the
Modesto Chamber of Commerce
to Increase Prosperity in OUR City

What is our baseline condition? Regional Competitors.

How have our regional neighbors & competitors prepared?

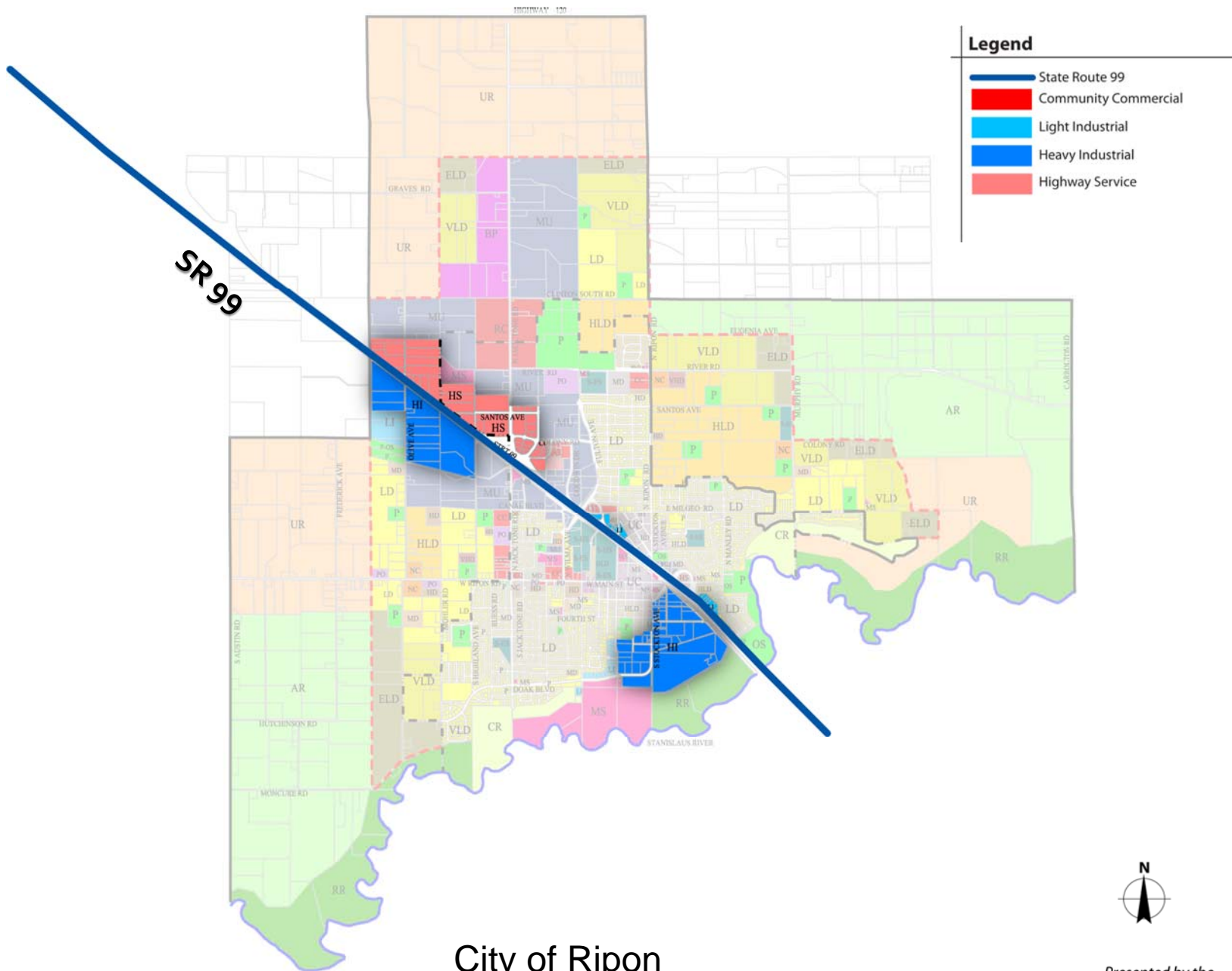
Legend

- Interstate 5, Interstate 205 & State Route 120
- Service Commercial
- Office Commercial
- Limited Industrial
- General Industrial
- Employment Center
- Freeway Commercial
- Neighborhood Commercial
- Community Commercial
- General Industrial



City of Lathrop
Job Land Along Freeways

Presented by the
Modesto Chamber of Commerce
to Increase Prosperity in OUR City



Legend

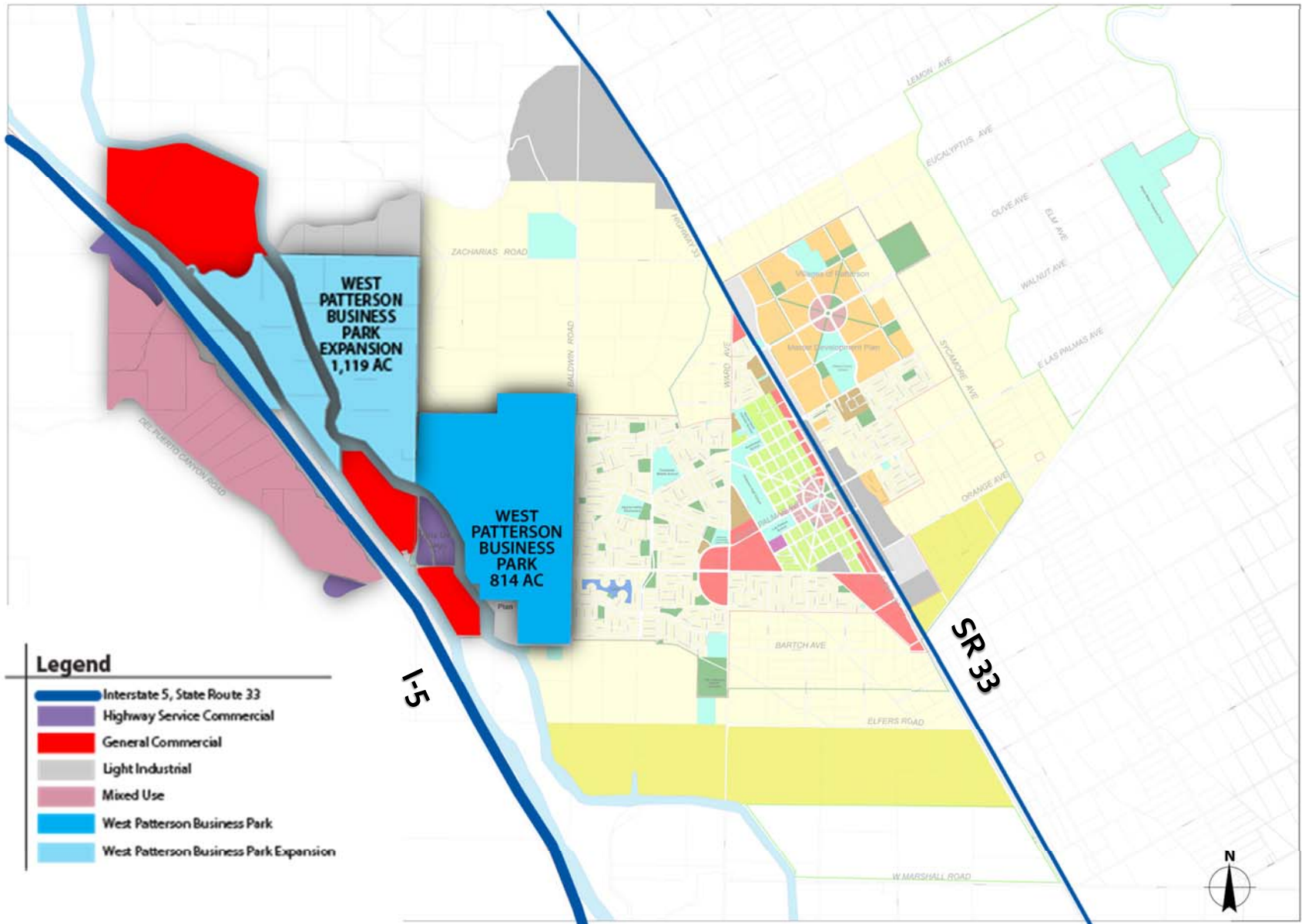
- State Route 99
- Community Commercial
- Light Industrial
- Heavy Industrial
- Highway Service

SR 99

City of Ripon Job Land Along SR 99



*Presented by the
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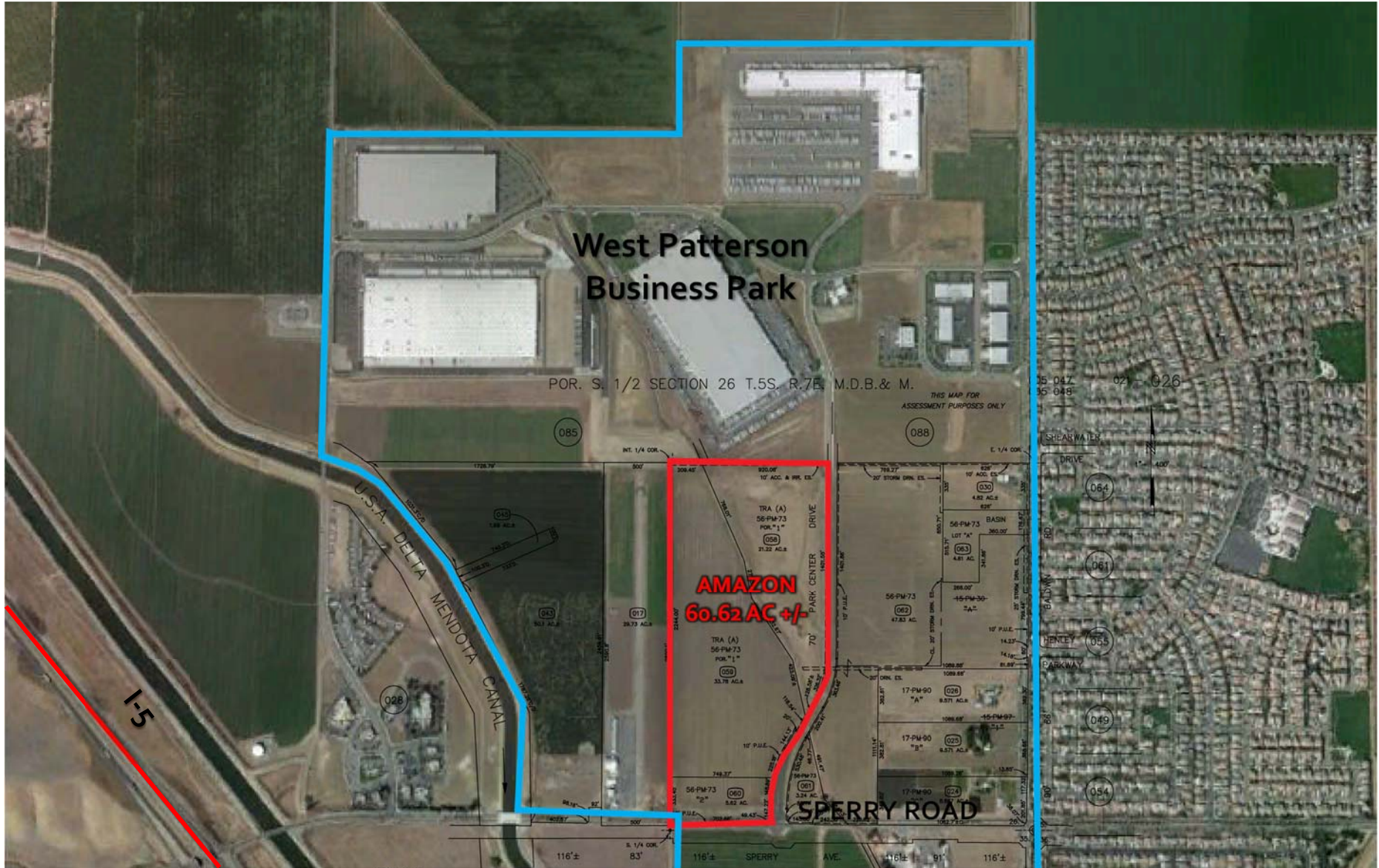


Legend

- Interstate 5, State Route 33
- Highway Service Commercial
- General Commercial
- Light Industrial
- Mixed Use
- West Patterson Business Park
- West Patterson Business Park Expansion

**City of Patterson
General Plan**

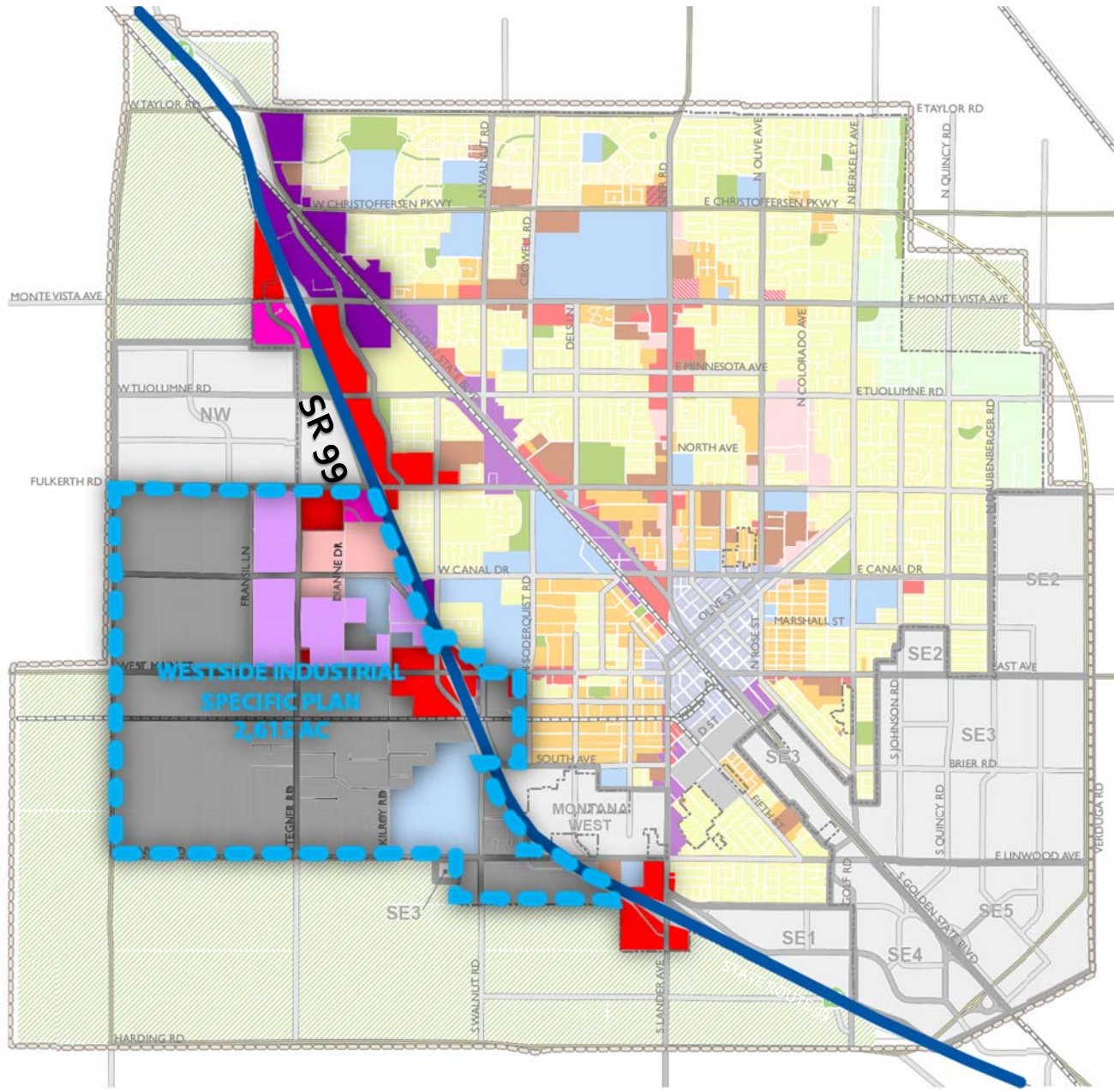
*Presented by the
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Amazon Distribution Center
City of Patterson



Presented by the
Modesto Chamber of Commerce
to Increase Prosperity in OUR City



Legend

-  State Route 99
-  Community Commercial
-  Highway Commercial
-  Heavy Commercial
-  Office
-  Business Park
-  Industrial
-  Westside Industrial Specific Plan

City of Turlock
Job Land Along SR 99



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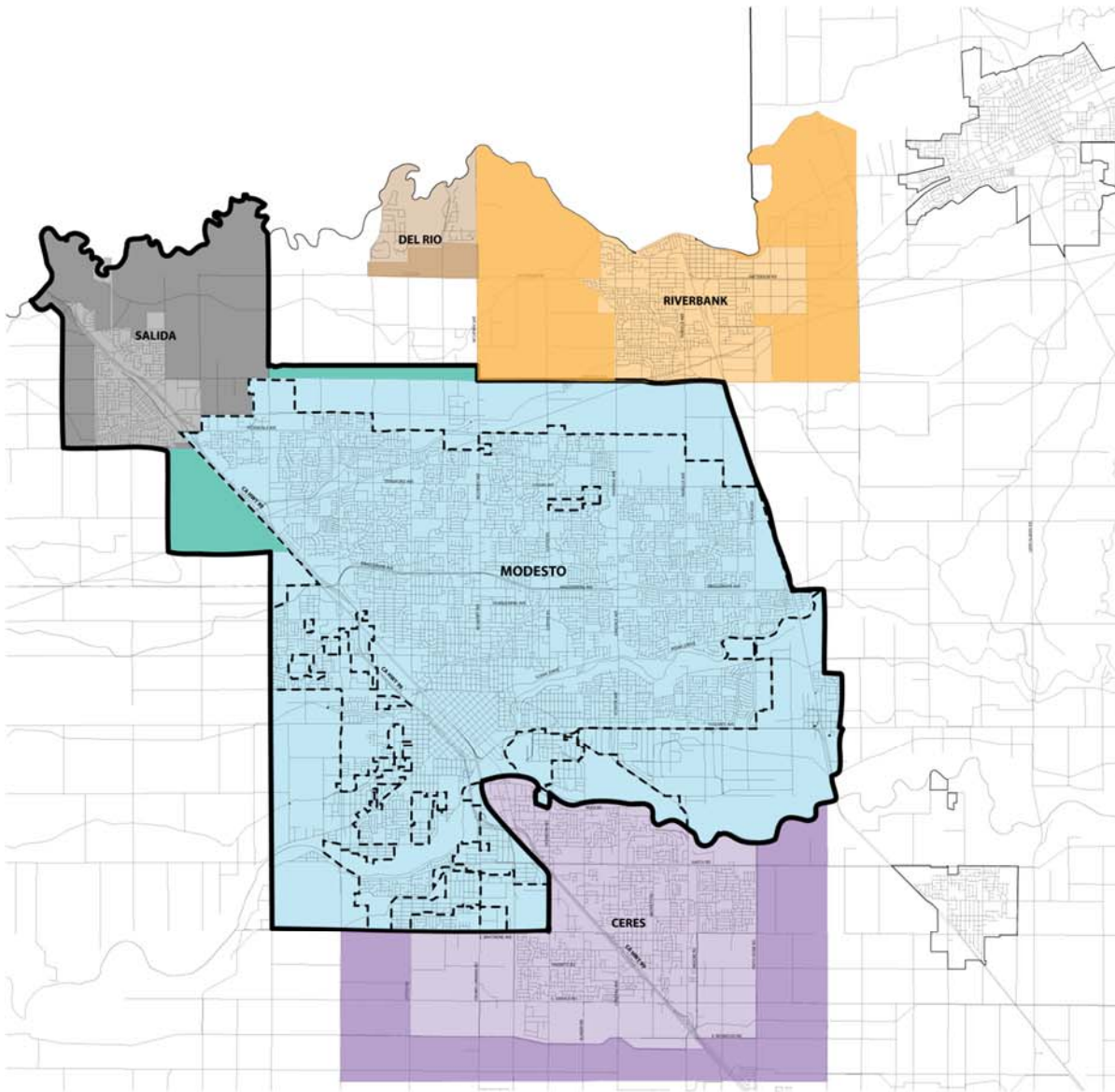
Westside Industrial Specific Plan

Blue Diamond Almond
City of Turlock

Presented by the
Modesto Chamber of Commerce
to Increase Prosperity in OUR City

What is our baseline condition? Neighbors.

What have our immediate neighbors planned?



Legend

- Modesto Incorporated Area - City Limits
- City of Modesto General Plan Area
- City of Modesto Sphere of Influence
- Salida Community Plan
- Salida Sanitary District Sphere of Influence
- Del Rio Community Plan Area I
- Del Rio Community Plan Area II
- City of Riverbank General Plan Area
- City of Riverbank Sphere of Influence
- City of Ceres General Plan Area
- City of Ceres Sphere of Influence



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Planning Areas for City of Modesto
 & Neighboring Communities

“Fixing America’s biggest problems and re-winning the world can only be accomplished one city at a time. Ultimately, all solutions are local. . .

Every city requires its own master plan that is as serious as planning for war.

The plan **must focus** on the following:

1. *Recognize that the **most important solutions are local.** . .*
2. *Have your **whole city wage a war for jobs.** . .*
3. ***Align efforts citywide.** . .*
4. ***Don’t allow local constituencies to look to Washington.**”*

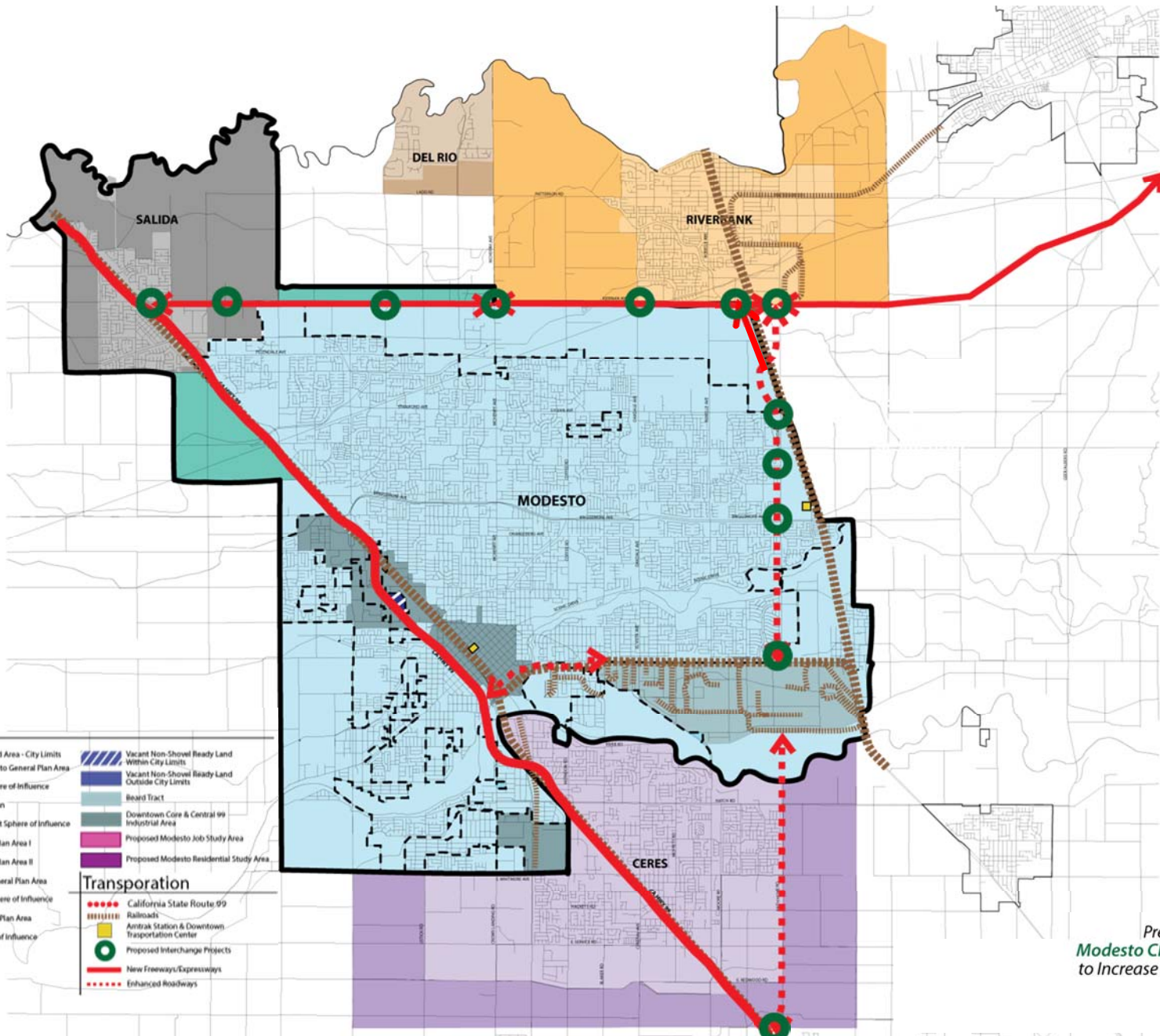
Jim Clifton, Chairman of Gallup

The Coming Jobs War (2011) pp. 64-67

The Plan.

*Improving Transportation and
Increasing Shovel-Ready Land to
Compete Against the World*

DRAFT



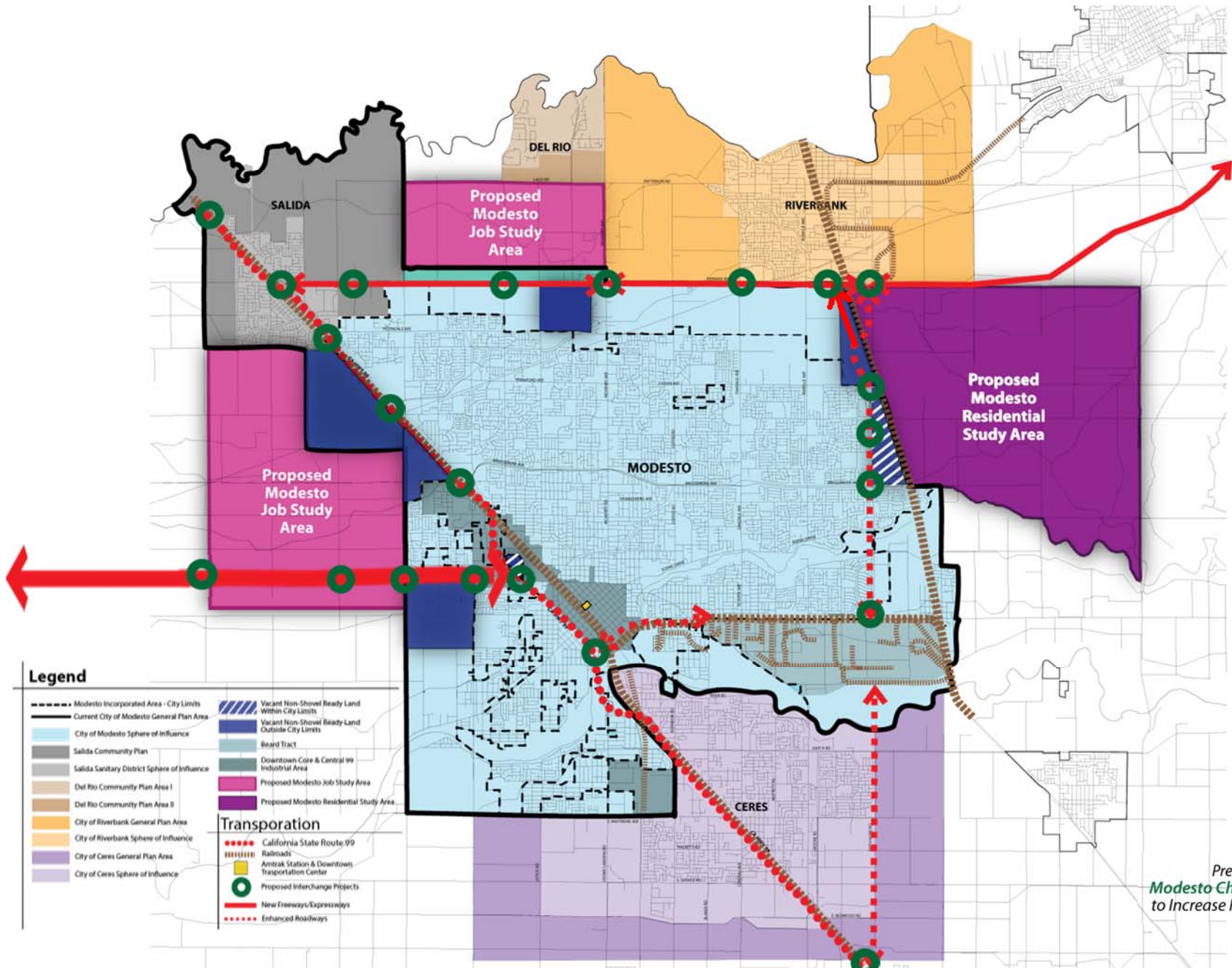
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 - City of Ceres General Plan Area
 - City of Ceres Sphere of Influence
 - Vacant Non-Shovel Ready Land Within City Limits
 - Vacant Non-Shovel Ready Land Outside City Limits
 - Beard Tract
 - Downtown Core & Central 99 Industrial Area
 - Proposed Modesto Job Study Area
 - Proposed Modesto Residential Study Area
- Transportation**
- California State Route 99
 - Railroads
 - Amtrak Station & Downtown Transportation Center
 - Proposed Interchange Projects
 - New Freeways/Expressways
 - Enhanced Roadways



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**Proposed General Plan Update
 for City of Modesto**



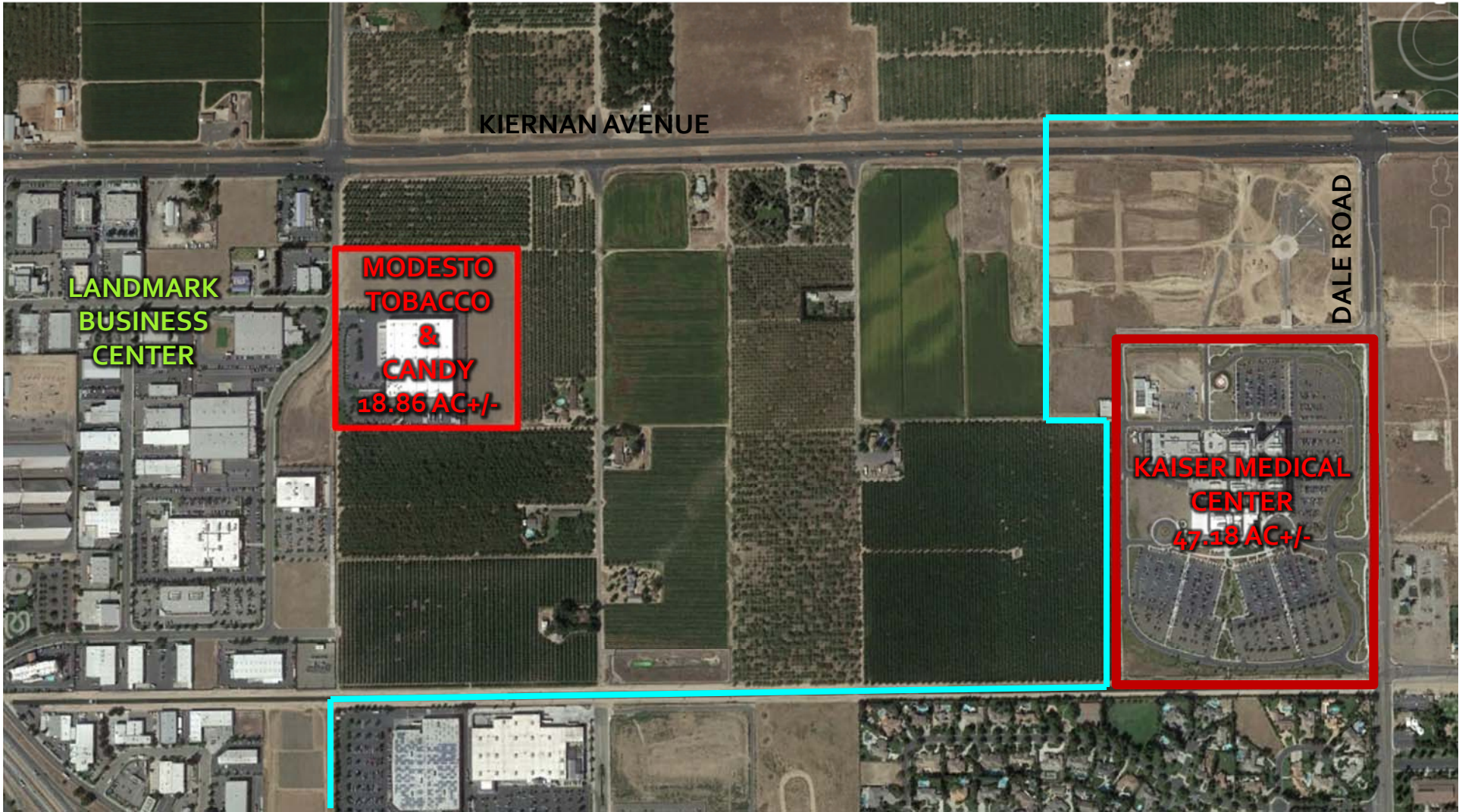
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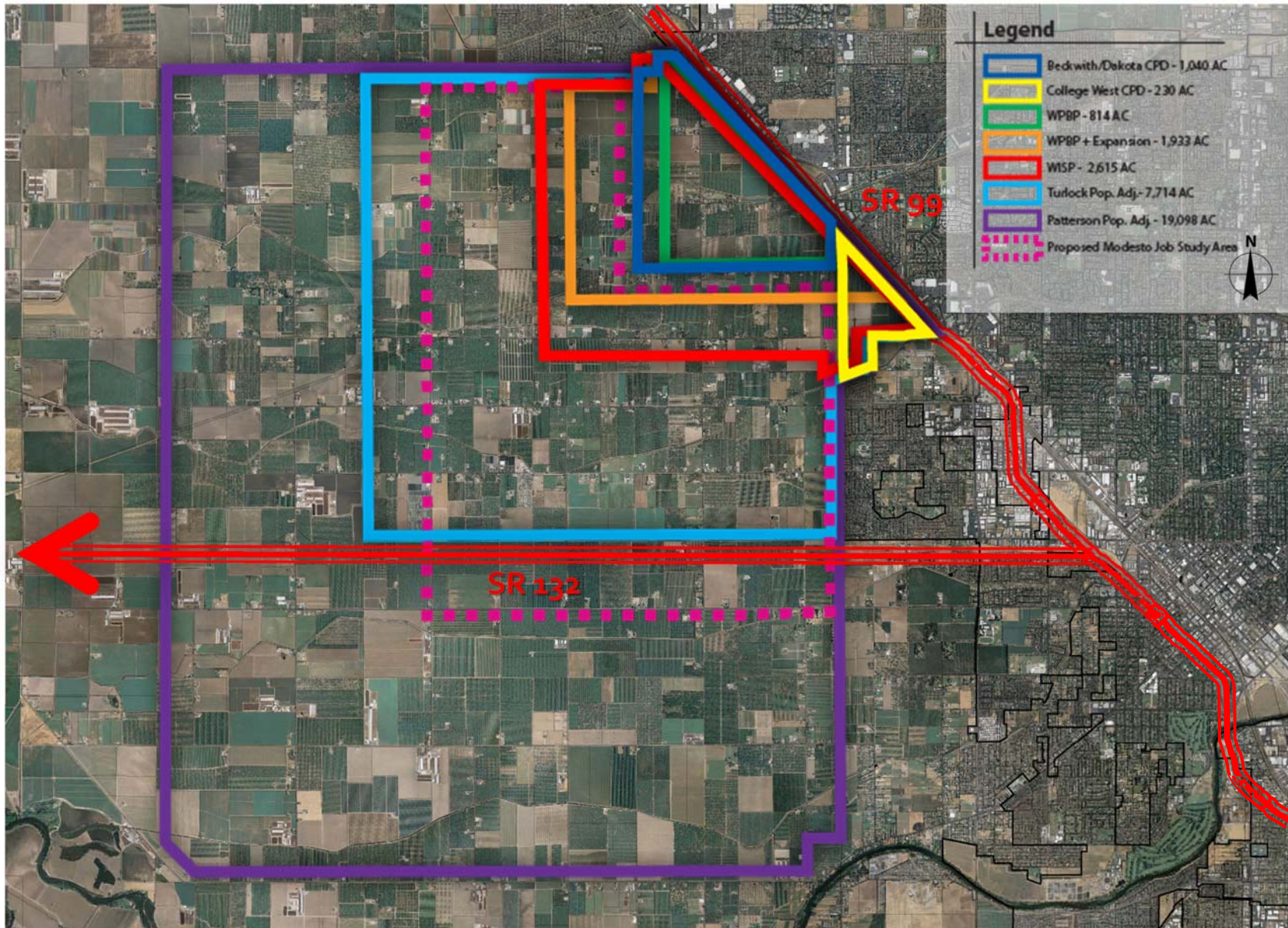
**Proposed General Plan Update
 for City of Modesto**



Kiernan West Business Park
Or Salida Community Plan?



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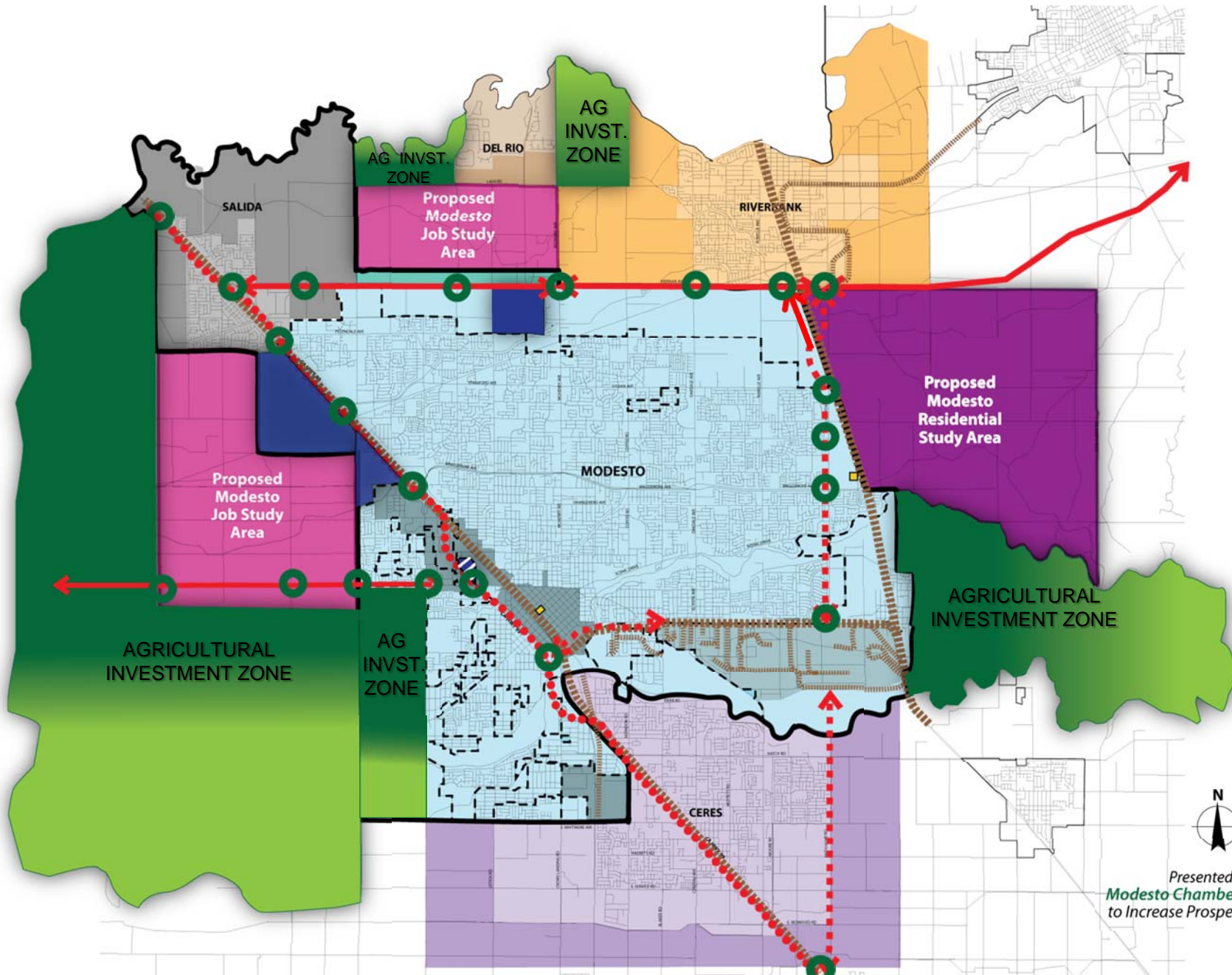


Why is Modesto held to a Double Standard?

Presented by the
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 to Increase Prosperity in OUR City

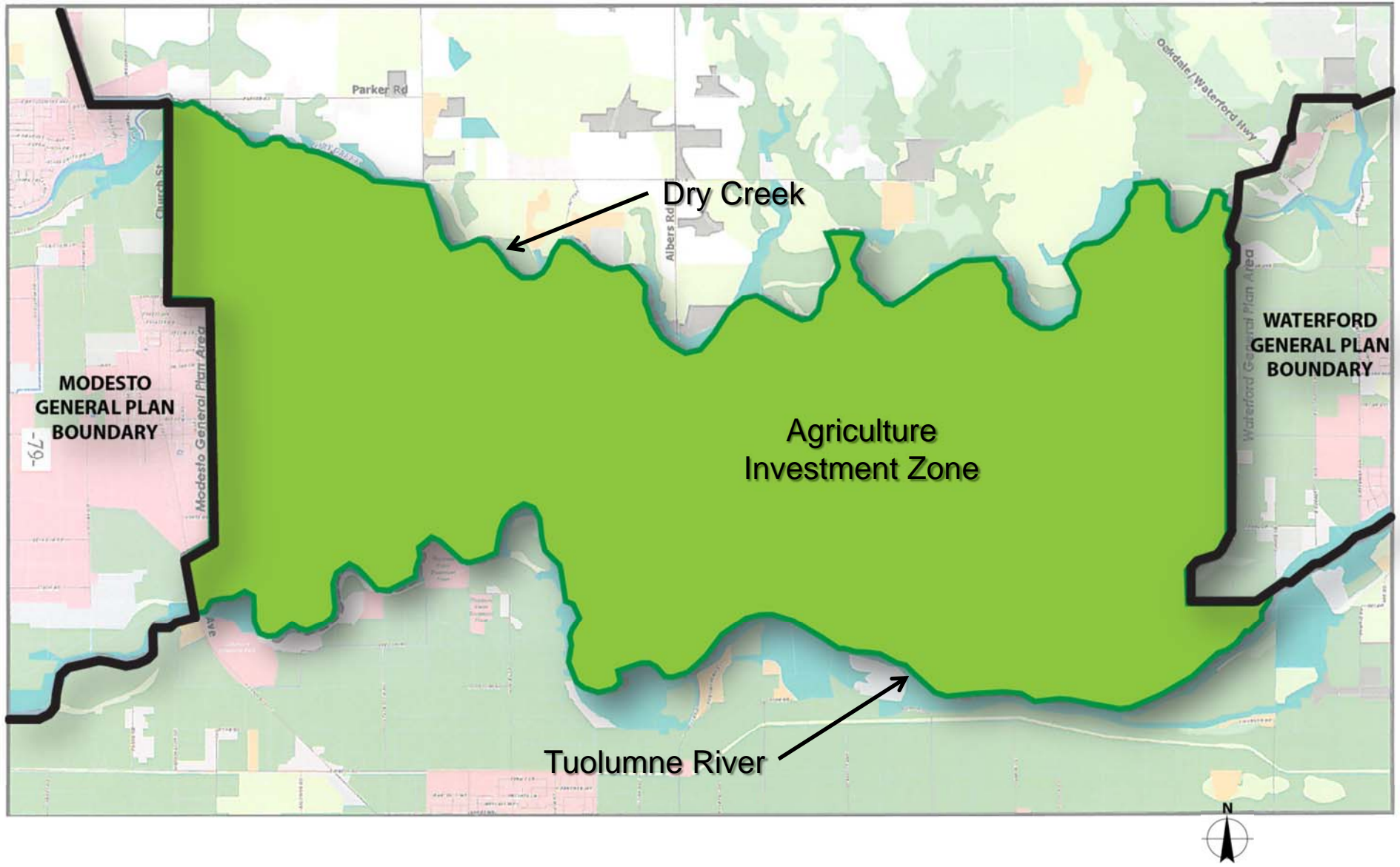
Ag Investment Zones...

- The potential growth-inducing impacts of such an ambitious plan must be addressed directly
- Need to identify areas where agriculture remains out of the path of development so ag investment can be encouraged and protected
- Freeways cannot be synonymous with sprawl
- *Some possibilities...*



Presented by the
Modesto Chamber of Commerce
 to Increase Prosperity in OUR City

Agricultural Investment Zones
 Around the City of Modesto



Modesto - Waterford
Agriculture Investment Zone

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