

Stratford Community Plan

STRATFORD
The Heart
of
Kings County



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CHAPTER ~ 1 ~

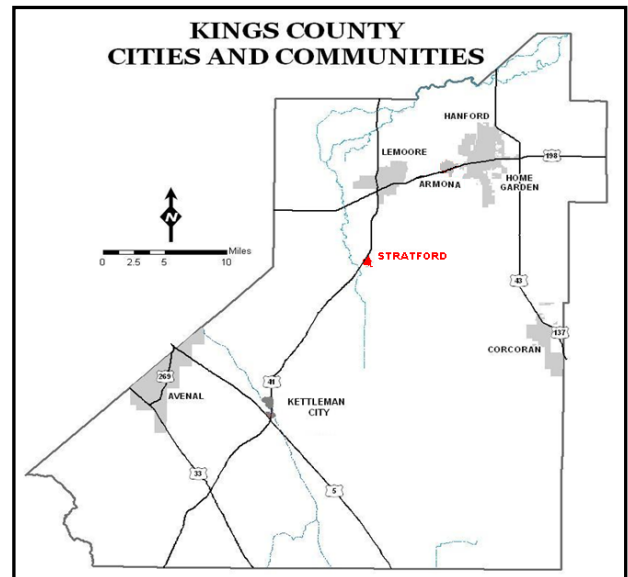
INTRODUCTION



Stratford is one of four unincorporated community areas within the County of Kings that receives municipal type services from a community district. Located in west central Kings County, the community is located along State Route 41 approximately 7 miles south of the City of Lemoore (see Figure 1.1. for location map). Under the jurisdiction of the county, services such as street maintenance, sheriff, and fire protection are provided by County Departments. Other municipal services necessary to support the community, such as water and sewer are provided through the Stratford Public Utilities District (SPUD). Community land use planning is under the authority of the County, however, SPUD services which are independent from the County are critical to maintaining necessary services to existing residents, businesses and any future growth that may occur. The Stratford Public Utilities District differs from other community districts throughout the County with its establishment under the State of California Public Utilities District Act. Other communities receive services from Community Service Districts.

Figure 1.1. Location Map

This *Stratford Community Plan* represents efforts by the Kings County Community Development Agency to conduct community studies and surveys, and engage the community in public participation meetings to gather resident and stakeholder input. This document is based upon the input of community residents and stakeholders and serves as a planning guide that is unique to the Stratford community yet fully integrated into the County's comprehensive General Plan Update. This plan is consistent with all other required elements of the *2035 Kings County General Plan* as defined by the State of California General Plan Guidelines, under authority of section Article 5 (Authority for and Scope of General Plans).



A. Existing Community Character

At the turn of the twentieth century, two pivotal events lead to the formation of the town of Stratford. In 1906 the Empire Investment Company purchased 15,000 acres of land and subdivided it in 1907. The Southern Pacific Railroad also built a short spur line through the town in order to tap grain depots on the north side of the Tulare Lake Basin. Over the years agricultural industries in this region of Kings County shifted from wheat growing and shipping, to dairy/milk production, and then to cotton and other feed crops which are currently the dominant crops in the Stratford region. With this shift in agricultural production, much of the community's commercial activity has declined and residents are left to drive farther distances to meet their daily service needs.



The Stratford Community still maintains a small rural town atmosphere with a centrally located commercial core along Main Street and Laurel Avenue. The Stratford School is also located in the center of the community and is within easy walking distance from surrounding residences. This community once had a vibrant commercial core, however, as regional economies have shifted Stratford has been left with many vacant buildings and little economic reinvestment. The community has evolved to primarily serve as a bedroom community to adjacent cities. The centrally located commercial core of this community, however, has much of the infrastructure and right-of-way in tact that can be built upon to reinvigorate the community downtown. At present, the commercial core currently provides residents with two convenience stores, Orton's Equipment Company, NAPA Auto Parts, and a few other miscellaneous retail establishments. Public services within the downtown core include a County Library, County Fire station, and Sheriff substation.

B. Demographics

According to the 2000 Census, Stratford has a population of 1,264 residents, 292 households, and 260 families residing in the community. The racial make up is 33.5 % White, 1.2% African American, 2.0% Native American, 1.7% Asian, 0.6% Pacific Islander, 54.8% from other races, and 6.3% from two or more races. Slightly more than three-fourths (75.9%) of the community is identified as Hispanic. Nearly two thirds 64.4% of all households included minors under the age of 18 living in the household, and 74.3% of households were comprised of married couples. About 10% were single female households, and 11.0% were non-family related individuals living together. The average household size was 4.33 and the average family size was 4.57. Children under the age of 18 comprise the largest percentage of the community population at 39.7%, and adults, age 35 to 44, comprising the next largest population group with 14.5%. Adults age 55 and older represented only 9% of the population. The median age of residents was 24. Community wide, Stratford contains approximately 2% less females than males. The median income for a household in Stratford was \$29,205, and the median income for a family was \$35,481. About 20.2% of families and 24.8% of the population were considered below the poverty line.

C. Community Plan Public Participation

A series of community meetings were held in Stratford with residents of the community and other stake holders. The first of four meetings was kicked off on June 4, 2007 with the final concluding meeting held on August 13, 2007 where draft community plan concepts were presented. One hundred participants attended the first meeting and attendance declined to about 60 by the last meeting. During these meetings, residents expressed their concerns and desires for the community, and provided input and feedback to County Planning staff on the plan's development.

Figure 1.2. Stratford Meeting



Throughout these community meetings, challenges within the community described in section D were identified and strategies for overcoming these community challenges were developed. This community plan has considered these factors, and evaluated alternatives by which they may be addressed to enhance and improve the community's existing conditions and future sustainability.



D. Community Challenges

1. The downtown commercial core along Main Street that serves as the primary hub of the community is in a state of decline and has limited commercial re-investment. These factors limit the perceived desirability and marketability to commercial business investors, which are critical to the revitalization of the Stratford community.
2. The community has limited employment opportunities for residents and the local workforce/local jobs connection is lacking which hinders a balanced jobs/housing ratio.
3. The Stratford community has evolved into a bedroom community with most residents commuting to adjacent urban areas such as Hanford, Lemoore, Visalia and Fresno which hinders Stratford from becoming a self-sustaining community.
4. Insufficient water pressure exists in the community water system to provide adequate fire flow to meet current requirements.
5. The Stratford School is operating near capacity and has limited opportunities for gaining sufficient voter support for new construction with a majority of the District population located on the Lemoore Naval Air Base and Santa Rosa Rancheria.
6. The lack of community amenities and few job opportunities is perceived to have kept residences depreciated and less desirable in the housing market which prevented the Stratford community from benefiting from increased housing valuation over the past several years.
7. Stratford experiences some overcrowded housing conditions and lacks housing alternatives. Additional housing growth is needed to provide residents and the County with alternative housing options, and is also needed to support the desired businesses that residents want.
8. Limited law enforcement presence exists within the community since the community's population base is insufficient to support a full time Kings County Sheriff's Substation. In addition, the sheriff's department provides services countywide and patrol units cover large territories resulting in higher response times.
9. Traffic speeds through the Community continue to be problematic especially on Laurel Avenue, Main Street, and Empire Street where speeding typically occurs.
10. Uninhibited use of ATVs and Quads are used in the Community and were the primary cause of vandalism to the Stratford School playing fields which have now been fenced off.
11. Stratford is currently void of parkland and there exists limited funding support for these services. The Stratford School is the only public open space providing recreational opportunities within the community, however, this open space area is now fenced.
12. Underutilized infill properties for residential and commercial growth exist throughout the community, and are not effectively being utilized which could increase Stratford's community build out and efficient extension of community services.
13. Stratford is bounded by State Route 41 to the west and by the Kings River floodplain to the west and south. These constraints severely limit the community's outward growth potential and will require critical evaluation of where future residential, commercial and industrial growth occurs.
14. Little to no development has occurred in Stratford over past five years which hinders the community from progressing through revitalization efforts.
15. Deteriorated community conditions and limited law enforcement presence have detracted from citizens building a sense of pride in their community.
16. The Stratford Public Utilities District sewer system will require significant upgrades to accommodate additional growth within the Community.



E. Community Opportunities

1. The Stratford PUD has applied for a small community wastewater grant, for the purpose of expanding their existing sewer system and create additional sewer capacity for new development.
2. The Stratford PUD water system quality currently meets the Federal EPA Standards for Arsenic and some additional capacity is available for infill development.
3. Critical emergency services are located within the community and in the nearby City of Lemoore. County Fire Station No. 10 is fully staffed and equipped and also provides emergency medical response. The Fire Department is also supplemented with an active and responding community group comprised of 3 active volunteer firefighters.
4. Stratford residents currently use a makeshift track south of Sixth Street and west of Empire Street to run BMX, Quad and other types of vehicles. Possible development of a track for said activities would provide an outlet for residents to legally participate in such sporting activities.
5. The existing centralized community core has much of the base layout and infrastructure in place to serve as a foundation for downtown reinvestment. Coupled with new residential infill, Stratford can capture economic growth and rebuild a sense of community.
6. Stratford residents desire basic commercial and retail services within the community such as a full service grocery store, restaurant(s) , and gas station.
7. Stratford is still surrounded by agricultural open space, which creates a separate sense of place for the Community and is not likely to be encroached upon by other community or city urban development.
8. Undeveloped commercial properties exist along Main Street and Laurel which may allow opportunities for traffic calming devices, development of new retail establishments and possible street façade redesign.
9. Stratford has considerable potential for establishing itself as a walkable community. The existing commercial core, the grocery store, churches, and school are mostly all centrally located and within easy walking distance. Additional residential and commercial development can build upon this foundation and continue to enhance the community as a compact smart growth community by precluding residential development west of State Route 41.
10. Stratford's connection to the highway corridor, and central location between Lemoore and Kettleman City create a potential for future expansion of KART services within the community.
11. Private landowner and development interest have expressed desire to expand the community and improve community services.



CHAPTER ~ 2 ~

COMMUNITY LAND USE



The Stratford Community Plan Land Use designates the general distribution, location and intensity of land uses within the community and its future growth areas for residential, commercial, industrial, and public facilities. The Stratford Community Plan Land Use map provides the foundation for land use decisions within the community and incorporates substantial changes to address the community's long term sustainability. Strong community support exists for more concentrated development and revitalization within the existing community and Stratford Public Utilities District boundary. New compact residential growth with more emphasis on community walkability will provide more desirable and affordable housing units, while a revitalized centrally located Downtown Commercial Core is intended to meet the daily needs of residents. Additional highway and multiple commercial is planned immediately east of State Route 41 to draw sales from travelers.

Table 2.1: Stratford Community Plan Land Use Designations

Stratford Community Plan Land Uses	Total Acres	% Non Ag Acres	Vacant Acres	% Vacant
Mixed Use	18.52	2.31%		
Downtown Mixed Use	18.52	2.31%	9.88	53.33%
Residential	166.22	20.73%		
Low Density	14.40	1.80%	1.11	7.71%
Low Medium Density	40.82	5.09%	20.45	50.09%
Medium Density	72.07	8.99%	26.11	36.23%
Medium-High Density	30.21	3.77%	22.75	75.31%
High Density	8.72	1.09%	6.08	69.72%
Commercial	59.64	7.44%		
Rural Commercial	25.38	3.16%	2.92	11.51 %
Service Commercial	3.43	0.43%	3.45	100.00%
Transportation Commercial	30.83	3.84%	26.83	87.03%
Industrial	35.88	4.47%		
Light Industrial	17.78	2.22%	17.78	100.00%
Heavy Industrial	18.10	2.26%	18.10	100.00%
Public/Quasi-Public	50.34	6.28%	5.81	11.54%
Open Space	102.46	12.78%	0	n/a
Reserved Land	368.95	46.00%	0	n/a
Reserved Low Medium Density	3.89	0.49%	0	n/a
Reserved Medium Density	278.82	34.77%	0	n/a
Reserved Medium High Density	33.95	4.23%	0	n/a
Reserved Multiple Commercial	18.06	2.25%	0	n/a
Reserved Mixed Use	34.22	4.27%	0	n/a
Planned Land Use Total	802.00	100.00%	161.27	



Table 2.2: Planning Area and Agricultural Acreage

Stratford Community Plan Land Use	Total Acres	% of Planning Area
Total Planning Area	1760.23	100.00%
Limited Agriculture	958.22	54.44%

Note: agricultural land is not factored in for calculating planned community growth areas. This land use is calculated to determine the amount of agricultural designated land within the Stratford Community Planning Area.

The following Land Use Goals, Objectives and Policies are established to guide short and long range land use decisions within the community and are unique to this Community Plan. All other land use references are incorporated herein by reference to the *Land Use Element* of the General Plan.

The Stratford Community Plan Land Use Map incorporates land use changes to establish General Plan consistency with zoning. The map also displays the Primary and Secondary Sphere of Influence as defined by the Local Agency Formation Commission of Kings County (LAFCO). All planned urban areas except for Reserve Community Expansion Areas are located within the Primary Sphere of Influence as adopted by LAFCO and effective January 1, 2008. The Secondary Sphere of Influence serves as an area of interest to the community and SPUD, and is also used to define the Planning Area of this Community Plan.

A. Residential Areas

Residential areas within the existing Stratford Community are centrally located and laid out in a grid street pattern to the north and south of Main Street and Stratford School. The current planning trends within the San Joaquin Valley are emphasizing a return to traditional neighborhood design with an emphasis on increased connectivity and access between neighborhoods and commercial centers, open space areas, and public facilities. As Stratford already exists with a centralized community core design, additional residential growth can interconnect with this layout and maintain traditional neighborhoods that enhance the connectivity of the entire community.

The Stratford Community has limited housing diversification and community interest exists to increase the available housing options within the community. Residential growth is planned for the existing community and sphere, and Community Expansion Area.

Figure 2.1. Stratford Planned Growth Areas

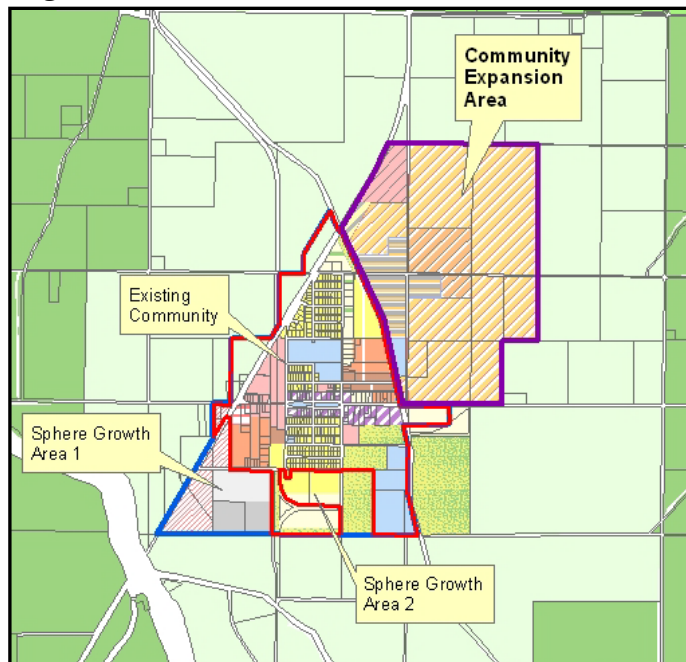


Table 2.3 below represents the potential number of new housing units which could be built within the existing community boundaries of Stratford. Available units include vacant residential land within existing neighborhoods as well as new development within the primary sphere.

Table 2.3: Existing Community Vacant Residential Land

Housing Type	Associated Net Density Range	Assumed Average Net Density	Available Acres	Number of Units	% New Housing Units	Land Use Designation
Single family (large lot)	2-4	3	18	54	10%	LD, LMD
Single family	4-7	6	21	126	23%	MD
Mixed Use	10-20	10	3	30	5%	DMU, MU
Multi-Family	7-24	15	23	345	62%	MHD, HD
TOTAL			65	555	100%	

Assumes a 20% area of available acreage is devoted to infrastructure and pedestrian connectivity.

Table 2.4 below represents potential buildout within the planned community expansion area of Stratford located east of the Stratford Canal. This area will be held as Community Expansion Reserve Residential Land until sufficient buildout has occurred within the existing community boundary.

Table 2.4: Community Expansion Reserve Residential Land

Housing Type	Associated Net Density Range	Assumed Average Net Density	Available Acres	Number of Units	% New Housing Units	Land Use Designation
Single family (large lot)	2-4	3	3	9	1%	RLMD
Single family	4-7	6	195	1,170	81%	RMD
Mixed Use	10-20	10	10	100	7%	RMU
Multi-Family	7-11	9	19	171	11%	RMHD
TOTAL			227	1,450	100%	

Assumes a 30% area of available acreage is devoted to infrastructure and pedestrian open space connectivity.

Table 2.5 on the following page represents a summary of growth within Stratford over the various phases of growth. Each phase of growth provides a running total of both population and buildout up to that point in time. At buildout the total population will contain approximately 2,330 units and a population of approximately 8,396.



Table 2.5: Estimated Population Growth by Area

Estimated Population Growth	Community & Sphere In Fill		Community Expansion Area Phase 1		Community Expansion Area Phase 2	
	Pop.	Units	Pop.	Units	Pop.	Units
Base existing and projected populations	1,264	292	3,206	847	5,421	1,480
New development within existing community	1,942	555	N/A	N/A	N/A	N/A
New development outside existing community	N/A	N/A	2,215	633	2,975	850
TOTAL ESTIMATED POPULATION	3,206	847	5,421	1,480	8,396	2,330

Note: Existing population and housing units is based upon Census 2000 figures. Housing assumes an existing persons/household density of 4.33, and all new development was assumed to have an average density of 3.50.

SCP GOAL 2A New residential growth reinforces Stratford’s desire to remain a compact small town community while also building sustainable quality neighborhoods that meet the growing needs of the Community’s diverse population.

Stratford’s residential areas were built around a centralized community core with the downtown and elementary school located in the center. Existing residences are within easy walking distance of the town core. Although minimal new residential growth has occurred within the community over the last decade, opportunities for new growth could effectively change the character and connectivity of the community. When buildings, parking areas, streets, driveways, and public spaces are developed in a compact manner, the community may benefit through shortened trips and less dependence on the automobile. This also reduces the pressure on and consumption of agricultural land resources, the use of energy, and increase in air pollution. Additionally compact development promotes better utilization of district and County services, such water, sewer, streets, and emergency services, by taking advantage of existing public facilities and minimizing the need for new facilities.

SINGLE FAMILY RESIDENTIAL

Vacant single family residential infill land exist within the community northeast of Empire Street and 1st Street, and south of 6th Street at the southern end of the community. Additional community expansion to the northeast beyond the Stratford Canal is also designated Reserve Single Family Residential.



SCP OBJECTIVE 2A.1

Residential development shall be designed to remain walkable and integrated with adjacent neighborhoods.

SCP Policy 2A.1.1: New residential development proposals shall integrate pedestrian accessibility into their planned layout which serves to connect neighborhoods and provide non-automobile alternative modes of connectivity.

Existing Stratford residential areas are efficiently laid out along a grid street pattern to the north and south of the central commercial core. New residential development integration of similar interconnected street and pedestrian infrastructure will ensure that new community growth provides a walkable streetscape that remains connected to the existing community.

SCP Policy 2A.1.2: New residential growth shall remain directed east of State Route 41 to keep growth centralized around the existing community and prevent development from crossing over the highway.

The Stratford community is bounded along the west by State Route 41 with the residential and commercial portions of the community located east of the Highway. Residential development shall not be allowed to develop west of State Route 41 as it would increase safety issues for pedestrian and school children crossing the highway to reach the elementary school and businesses.

SCP OBJECTIVE 2A.2

Ensure new residential development occurs in an orderly manner that contributes to and maintains the necessary infrastructure and services needed for a sustainable community, while avoiding the premature conversion of prime farmland.

SCP Policy 2A.2.1: New residential infill development within the area bounded by State Route 41, Lincoln Avenue, and the Stratford Canal shall receive priority allotment for receiving water and sewer service from the Stratford Public Utilities District.

The Stratford Community has approximately 65 net acres of vacant residential land within the existing Community which should be prioritized for receiving District water and sewer service. This will encourage infill development and increase the Community's chances for re-investment into the existing community while also reducing outward growth pressure and conversion of agricultural land.

SCP Policy 2A.2.2: Residential expansion beyond the existing Stratford Public Utilities District boundary shall remain designated as residential reserve and not be considered for annexation until such time as adequate water and sewer infrastructure improvements have been made that can adequately serve new community growth.



Community expansion is designated northeast of the existing district boundary. This area, however, is to remain in reserve due to the limited service capacity of the District’s water and sewer system. Considerable infrastructure improvements will be necessary in order to accommodate additional community expansion beyond the existing District boundary. Reserve Residential designations are to expand outward from the existing community as an extension of the existing community core.

MULTI-FAMILY RESIDENTIAL

Alternative housing options are increasingly becoming more common as housing, transportation and living costs continue to climb. Census statistics also show a shift in household trends where the traditional two parent household with children is declining and proportionally smaller. The new majority of households now tend to be single parent, single-person, empty nesters and couples without children. The needs of these types of households are quite different and tend to choose higher density housing in mixed density communities that offer vibrant neighborhoods versus the traditional single family house located away from the community core. Stratford’s multi-family designated land and community expansion area can enhance the community’s residential options and better position the community to the accommodate the changing household and lifestyle needs of future residents.

SCP OBJECTIVE 2A.3

Multi-Family Residential designated land within the Stratford Community Plan area enhances the diversity of housing options available within the community and remains centrally located near public facilities and commercial services.

SCP Policy 2A.3.1: Multi-Family Residential designated land within the existing community shall remain concentrated along the northeast and southwest edges of Main Street to remain centrally located and within short walking distance to Stratford’s downtown.

Underutilized and vacant multi-family residential designated land already exists within the existing Stratford Community and adjacent to the downtown community core. This is an underutilized land resource that could potentially benefit the community by locating alternative higher density residential near the elementary school and other commercial services.

SCP Policy 2A.3.2: Alternative housing options such as apartments, townhomes, duplexes, and triplexes should be considered for development within the Multi-Family Residential designated areas to increase housing diversification within the Stratford community.

Figure 2.2. Multi-Family Design Example

Multi-Family Residential infill properties located northeast and southwest of the downtown community core are planned to accommodate higher density residential development that is located within close proximity to the community’s core services. Housing alternatives are seen as vital to providing affordable housing options for community resident’s and their children given the inflated housing prices that have resulted over the past decade and limited inventory of transitional housing options available. These Multi-



Family designated areas provide Stratford with an opportunity to create a more diversified level of housing. The use of quality higher density housing can provide attainable housing for seniors, young families, and first time home buyers, while also concentrating development to preserve outward development pressure on agricultural lands.

SCP Policy 2A.3.3: An additional density bonus may be considered for townhome or condominium unit developments that target entry level home buyers.

Townhome and condominium developments that are designed for purchase and ownership of the units can greatly increase the number of first time home buyers entering the real estate market to begin building equity. Multi-Family housing unit developments that help facilitate this effort should be considered for additional density bonus allowance as an encouragement.

COMMUNITY EXPANSION RESIDENTIAL

SCP OBJECTIVE 2A.4

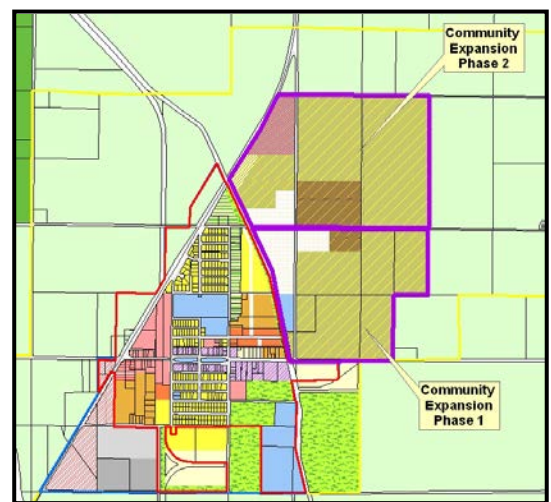
Community Expansion Area residential growth increases the diversity and distribution of housing types within Stratford to provide alternative housing options that accommodate various lifestyles and affordability ranges.

Single Family and Multi-Family Residential Reserve land use is designated northeast of the existing community, east of the Stratford Canal. The Community Expansion Area is planned to accommodate future additional residential growth, and is anticipated to encompass a greater degree of housing alternatives and higher density. Stratford’s existing residential inventory does not lend itself to providing housing alternatives from which residents can transition into as lifestyles change. The Community Expansion Area is an opportunity for Stratford to add housing options that may meet the long term needs of a more diversified population.

SCP Policy 2A.4.1: The Community Expansion Area shall occur in accordance with a phased growth plan that is prepared through a Specific Plan.

Future community expansion, northeast of the Stratford Canal, shall occur in an orderly manner to prevent the creation of neighborhood islands or the isolation of residences. To achieve systematic growth and prevent infrastructure adversity to the Stratford PUD, new development should be constructed in two phases and considered after considerable infill has occurred within the District’s Primary Sphere of Influence. Phase one should consist of territory along the east and west sides of 20th Avenue, between Lansing and Laurel Avenues. The remaining Phase two area would consist of territory along the east and west sides of 20th Avenue, north of Lansing Avenue.

Figure 2.3. Community Expansion Area



SCP Policy 2A.4.2: Removal of the “Reserve” designation and conversion to residential land use designations shall occur through the adoption of a Specific Plan in order to address the critical infrastructure and public services needed to accommodate future growth expansion of the community.

The Residential Reserve land use designations are intended to serve as place holders for future residential community growth and identifies in general the types of land uses desired in the expansion area. A Specific Plan submittal may propose alternative land use designations, distribution and layout designs since the Specific Plan would address in more detail the infrastructure, circulation, services and other facilities that may allow for modified layout of land uses. Any alternative land use modifications should however remain consistent with the general character of community desired growth. The Residential Reserve designation is not intended to steadfastly restrict residential land use designations to the generalized Residential Reserve designation.

SCP Policy 2A.4.3: New residential growth within the expansion area shall seamlessly connect new development with the existing community and integrate pedestrian connections and common design guidelines.

New residential growth within the Community Expansion Area is intended to build upon the existing community and establish interconnected pedestrian and circulation routes to reinforce this small community’s connectivity.

SCP Policy 2A.4.4: New residential growth shall integrate a variety of housing opportunities throughout the expansion area, and incorporate affordable housing opportunities.

New residential growth within the Community Expansion Area shall integrate the consideration of Medium Density Residential and Multi-Family Residential development. This should include small lot detached home sites, courtyard housing, duplexes, townhomes, and apartments to promote a varied mix of housing options and affordability ranges.

SCP Policy 2A.4.5: The Reserve Residential designated areas shall accommodate a diverse range of housing types that may include alternative multi-family construction.

Figure 2.4. Multi-Family Triplex Example

Community Expansion Area residential growth has the potential to more diverse multi-family type housing options that can increase the number of entry level and transitional equity building real estate investments. The County will continue to lose young college educated individuals and young professionals to other areas unless entry level home sites are made available where young adults can affordably buy into real estate and build equity to even have a chance to enter the increasingly un-affordable housing market. According to the Urban Land Institute the oldest of the echo boomers—whose generation, estimated to number 75 million, is larger than their parents’ generation, the baby boomers—are now in their late 20s, forming their first households and looking to buy their first homes and are willing to trade size for quality and a walkable location. They are also much more



attuned to the imperatives of global warming and climate change than their parents are, so a more compact location that necessitates less driving may be desirable to them. Developers should be encouraged to increase density to provide more transitional housing units to meet the future needs of the County’s young adults. Increasing homeownership will serve to help stabilize the neighborhood and create more stakeholders and customers, which will in turn stimulate retail development.

SCP Policy 2A.4.6: Higher Density residential uses shall be centrally located next to Mixed Use areas within the Community Expansion Area.

The planned expansion area to the east includes higher density residential designated land that is adjacent to Mixed Use areas. Given the close proximity to these complimentary land uses, higher density residential development has the potential for enhanced accessibility to services, jobs, and other community based activities.

B. Commercial And Industrial Areas

The commercial and industrial land use distribution within Stratford is aimed at revitalization of the existing community core area, an increase in highway commercial and industrial opportunities, and future planned area for a secondary yet interconnected Mixed Use commercial core area. These areas are intended to increase the business and economic investment growth within the community, thereby increasing local job opportunities for residents. Convenient availability of goods and services is a key factor to a sustainable community, and without sufficient commercial and industrial employment or goods Stratford is much less likely to remain sustainable. Successful retail goods and services provided locally enable residents to stay within the community to shop for their daily needs rather than shopping elsewhere or possibly relocating to a location with more established retail developments. The Stratford Community has an existing central downtown commercial core, although, retail choices are limited to Hardin’s Grocery and Orton’s Equipment Company. The downtown core is in need of revitalization and lacks a definable downtown identity with little economic incentive for investment. Potential exists for economic development and reinvestment within the community. By revitalizing the downtown and other key areas, residents will not be forced to travel outside their own neighborhoods to shop for basic goods and services.

SCP GOAL 2B Stratford’s commercial and industrial areas are enhanced and expanded in an efficient manner to increase the jobs/housing balance and meet the needs of local residents and visitors.

DOWNTOWN AREA

SCP OBJECTIVE 2B.1

Establish the Downtown Commercial Area of Stratford as a Downtown Mixed Use core for the community in a manner that encourages private investment, revitalization and visual distinction.

SCP Policy 2B.1.1: The Downtown Mixed Use designated area shall allow a mix of business, office and housing uses within common building structures.



A big challenge of retail is the recruitment of retail workers, and their need for a convenient place to live. A stock of potential workers living close by enhances the attractiveness of the site for retailers and reduces vehicle miles traveled for the workers. Potential developments may include a mix of locally owned and operated businesses, especially specialty food stores (selling baked goods, ethnic foods, coffee, and wine), ethnic restaurants, pharmacies, art shops, antique stores, hardware stores, and service providers (laundry, video rental, garden). A new Downtown Mixed Use zone district will be established in Stratford and will indicate the type(s) of land uses that can be established on each floor. This will ensure uniform application of uses and maximum utilization of commercial and residential uses in a more compact space.

SCP Policy 2B.1.2: Mixed Use designated land within the Downtown Mixed Use Area shall be required to integrate a balanced mix of residential and commercial uses.

California is becoming an “economy of choice” driven more by consumers than employers. Residents can now choose to live and work in more rural settings because of the greater connectivity to urban areas and global markets, especially with access to the internet. They can choose among different locations, all of which may be lower cost than larger urban areas but also offer distinctive sets of quality of life amenities and experiences. Mixed Use development with multiple uses integrated within a common structure can help fulfill this need for current and potential residences. However, the dual benefit of providing residential and commercial uses together can only be realized when both types of uses are integrated into the building design. Mixed Use development, often makes an area more attractive than nearby communities that have fewer housing and retail choices. Such Mixed Use neighborhoods make it easier for people to park their car in one place and accomplish several tasks, which not only reduce the number of car trips required but also reduce overall parking needs for the community. Having households within walking distance of shops also builds in a market for those businesses.

TRANSPORTATION COMMERCIAL AREA

SCP OBJECTIVE 2B.2

Allow for the establishment of new commercial and industrial zoned areas that will capitalize on State Route 41 travelers and accessibility to increase economic opportunities for Stratford and its residents.

SCP Policy 2B.2.1: Establish a Transportation Commercial Area at the southwest edge of Stratford along the east side of State Route 41 and between 6th Street and Lincoln Avenue to increase commercial highway sales.

Residents from Stratford have to travel five miles north on State Route 41 to fuel their vehicles at the nearest service station in Lemoore. In addition, the community doesn't contain a vehicle repair shop, and residents are required to repair their own vehicles or tow them to a vehicle repair service provider in another community. The establishment of the Transportation Commercial Area may also provide the community with additional eating establishments that would also be supported by State Route 41 travelers.



INDUSTRIAL AREA

SCP OBJECTIVE 2B.3

Promote industrial development that will contribute to Stratford's overall economic vitality.

Local jobs within Stratford are very limited, and as a result the jobs/housing ratio is very low. Very few job generators exist in the community. The addition of added industrial designated land to the southwestern portion of the community gives businesses the opportunity to move into Stratford. Industrial designated land can increase employment opportunities within the community and should remain as a critical economic component to the community's overall land use distribution.

SCP Policy 2B.3.1: Light Industrial and Heavy Industrial land use shall be designated near the State Route 41 corridor and Transportation Commercial area, located between 6th Avenue and Lincoln Avenue, and west of 20 ½ Avenue.

Industrial designated land shall be located in the southwestern portion of the community, since the prevailing wind is northeast to southwest, to prevent environmental impacts such as noise and odors causing a nuisance to the residents of Stratford.

RESERVE MIXED USE AREA

SCP OBJECTIVE 2B.4

New commercial and Mixed Use growth within the Community Expansion Area establishes a second community core area that enhances the overall community and capitalizes on the community's frontage along the Stratford Canal.

SCP Policy 2B.4.1: Reserve Mixed Use distribution within the Community Expansion Area may be revised or adjusted through a Specific Plan, however, the layout of a new community core area of Mixed Use shall integrate vertical Mixed Use and remain centrally tied to the existing community.

The Mixed Use Expansion Area contains 34.22 acres and is strategically positioned within the center of the Stratford Community enhancing the overall walkability of the community. Surrounding residential development is situated to provide a built in market for the Reserve Mixed Use Area.

SCP Policy 2B.4.2: Design guidelines should be established for the Community Expansion Area Mixed Use core that integrates Basque and European theme design to foster community identity.

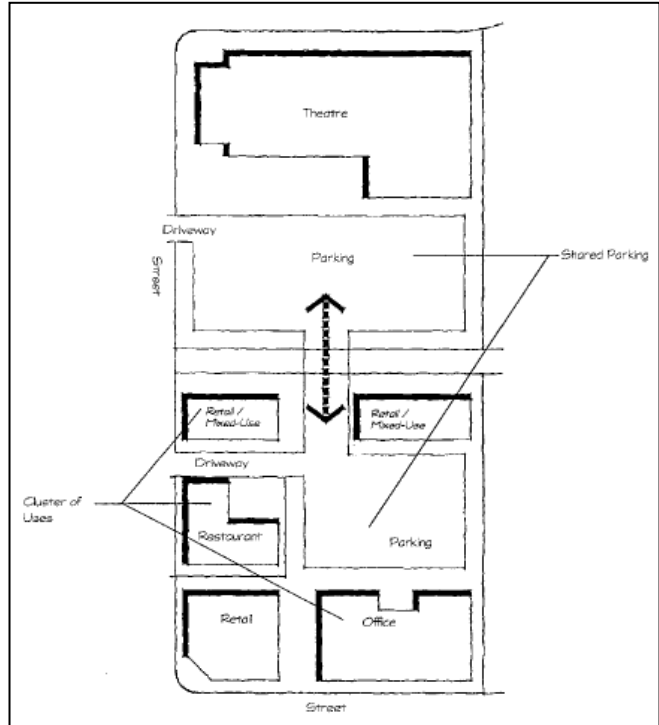
A community core based theme that emphasizes Basque or European design into the Mixed Use area can enhance the character of the commercial draw and increase the visual and pedestrian amenities along the Stratford Canal.



SCP Policy 2B.4.3: Develop a Parking Plan for the Reserve Mixed Use Area to allow compact Mixed Use development to occur in greater density by alleviating typical parking requirements while still providing for adequate customer parking.

Figure 2.5. Compact Development w/Shared Parking

When new retail development within the Community Expansion Area occurs, there will be an increased demand for parking. A redesigned street and parking layout could potentially resolve any parking limitations while allowing commercial uses to share joint parking areas. For instance parking stalls used for office and daytime retail could also be utilized for evening activities such as dining and entertainment uses which would effectively share the parking between the two uses. A Parking Plan should therefore be developed to establish an effective plan for providing sufficient parking while maintaining the Community direction to create a walkable community. Current parking standards should not be used to justify large expansive concrete parking areas that are detrimental to the effective use of properties for Mixed Use development. Multiple entrances to shops will be encouraged so they are accessible from the front sidewalk as well as from off-street parking areas. On-street parking is critical for many stop-and-go retailers such as coffee shops, dry cleaners, and specialty food stores because it is the most convenient type of parking and allows for a steady turnover of shoppers. Mixed Use development will create a more pedestrian-friendly environment that separates people from passing vehicles on Lansing Avenue and 20th Avenue which will help preserve and enhance the walkability of this community.



SCP Policy 2B.4.4: Require new development within the Reserve Mixed Use Area to be designed with small setbacks which promote the implementation of pedestrian oriented landscaping and amenities to shape outdoor spaces and streetscape. Building facades should also be constructed with awnings designed in a European or Basque motif.

The first goal of the neighborhood shopping street will be to satisfy and enhance the lifestyles of Stratford's residents. Mixed Use development will create a more pedestrian-friendly environment that separates people from passing vehicles on Lansing Avenue and 20th Avenue. Mixed Use will help to preserve and enhance a small walkable community and pedestrian features in the Community Expansion Area while providing interconnectivity to residential areas. Aesthetically pleasing amenities should include sidewalks, tree lined streets, and other landscaping such as a landscaped parkway. To enhance downtown aesthetics and promote a pedestrian friendly downtown core, building facades should be constructed with awnings, or if architectural design prohibits awnings, sidewalks shall contain planter boxes containing drought tolerant tree varieties which will provide



shade for pedestrians. Sidewalks should be wide enough to allow an unimpeded pedestrian flow; sidewalks with brick or patterned concrete also can have a positive effect.

Other features should include waiting benches, light-posts, stairway entrances and landscaping to accentuate public space and set the foundation for a safe and inviting environment. Lighting should be bright enough to ensure security in the evening, but sodium vapor—often referred to as “slum lighting”—should be avoided in favor of white lighting, which renders more realistic colors, and a more inviting, comfortable, and reassuring feeling for shoppers. Benches can also become instrumental when incorporating public transit stops.

Mixed Use along the canal must incorporate construction design features and amenities that enhance the aesthetic appeal produced by the tree lined earthen canal. The setting is ideal for restaurant, coffee shop, and bakery businesses that could draw customers to the area throughout the day and into the evening.



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CHAPTER ~ 3 ~

COMMUNITY OPEN SPACE AND RECREATION



Stratford is void of parkland within the community. A five acre grass field exists within the center of the community as part of the Stratford School grounds. This School District owned open space area of their property, however, has been subject to vandalism and resulted in the fencing off of this community resource. Additional maintenance supervision and or law enforcement presence will be needed if the community is to retain a community park. ATV and Quad use within the community remains a popular choice of recreational activity, however, unstructured use of these vehicles was the primary cause of the community losing the School's open space resource. Planning for the provision of a community park will need to consider this community norm, and may even lend itself to the possibility of planning for recreational vehicle use areas. Along the southern outskirts of town, Stratford also has open waterways along the Kings River and the recreational area known as "Empire Pool".

A. Community Open Space

SCP GOAL 3A **Areas of open space within Stratford enhance the quality of life of residents and are maintained to ensure long term sustainability and provision of recreational opportunities.**

SCP OBJECTIVE 3A.1

Provide sufficient park space and open space within the community and provide gathering places in centralized locations to enhance small town connectivity and support a more compact growth community built environment.

SCP Policy 3A.1.1: **Require all new residential development to provide for the establishment of a 4.2 acre park planned north of Laurel Avenue and West of 20th Avenue along the canal.**

The Stratford Community Plan Land Use Map designates Public land to the north of Laurel Avenue and West of 20th Avenue along the canal as a location for a new park. Designating this site for future Public use will ensure that new residential development will contribute to a park location for the benefit and use of the community's residents.

SCP Policy 3A.1.2: **Require new residential development to establish an ongoing funding mechanism to support the long term maintenance of the new neighborhood park and connective pathways along open space corridors.**

Provide for the future maintenance of the new community park and open space corridors that accommodate pedestrian and bicycle pathways. Little to no funding is available for maintenance of



these facilities, which can serve to enhance the Community’s quality features. Therefore, new development shall be required to provide annual assessments for the necessary ongoing maintenance of these multi-beneficial and community enhancing facilities. Efforts should also be made to engage cooperation with community volunteer and civic groups to assist in maintenance activities. According to annual buyer surveys, the National Association of Realtors has found that the amenity homebuyers most want is walking trails and paths.

SCP Policy 3A.1.3: Adopt a Communitywide standard for new residential development to provide recreational public open space land or in-lieu payment to a Community Park fund.

Available parkland does not exist in the Stratford community. A minimum standard of 2 acres parkland per 1,000 individuals shall be provided for Stratford residents. To raise funds for the development of this parkland, in-lieu fees shall be paid by new residential development for the creation of parkland. This standard shall be upheld by all new residential development throughout the community. Fees shall be dependent on the number of homes constructed per acre and California Department of Finance figures for Stratford shall determine the average number of residents per household. Therefore, Table 3.1 Parkland Dedication Formula shall determine the acreage of land to be dedicated by the developer. Fees shall be payable at the time of the recording of the final map or parcel map.

Table 3.1: Parkland Dedication Formula
Number of Dwelling Units * Average Residents per Dwelling * 0.002 acres = Acreage Dedicated to Parkland
Note: Department of Finance figures shall determine the average number of residents per dwelling Two Acres of parkland per 1,000 individuals = 0.002 acres

B. Community Access to Open Space

SCP GOAL 3B Stratford’s built environment provides enhanced community resident connectivity to outdoor recreational open space and physical activities.

SCP OBJECTIVE 3B.1

Establish and enhance the safety of pedestrian, school children, and bicycling connection routes that link residential areas to commercial, open space, and recreational uses.

Waterways within and surrounding the community provide natural amenities to local residents. Establishing a comprehensive network of pedestrian/bicycle pathways linking residential areas to these open space areas has great potential to increase a healthy and sustainable living environment. Stratford currently has no official community park. However, a new community park is planned to the east of the canal and north of Laurel Avenue. Any new development within the Community’s secondary sphere of influence should therefore enhance access to this area. Higher density structures allow greater flexibility in siting buildings, which makes it possible to preserve open space and distinctive natural features of the site.



SCP Policy 3B.1.1: New development shall integrate pedestrian and bicycle pathways that connect residents to community parks, community gathering places, and school sites.

Stratford has many centralized community features, however, there exists limited pedestrian and bicycle infrastructure. New residential, commercial, and Mixed Use development shall be required to construct sidewalks to increase the Community’s overall connectivity and pedestrian infrastructure leading to recreational open space areas.

Figure 3.1. Sidewalks

Pedestrian and bicycle pathways between residences and other community services and facilities are essential to establishing a walkable community. Some inconsistent sidewalk segments exist within the community (see Figure 3.1.). New development must also be guided away from the typical residential subdivision that tend to wall off neighborhoods from other uses and thereby ensure a dependence upon the automobile for travel. More recent and progressive subdivision designs are returning to traditional neighborhood layouts with grid street patterns and sidewalks, or integrate separated alternative mode transportation pathways. In order to maintain and build upon Stratford’s compact and walkable Community size, new residential development shall be required to integrate pedestrian and bicycle pathways that connect to open space areas.



According to a Centers for Disease Control Health Styles survey, less than 20 percent of kids currently walk to school. Implementation of this policy will provide the community with safe routes for children to walk to school and open space areas.

SCP Policy 3B.1.2: Open space land along riparian corridors and canals shall be preserved and pathways should be integrated to enhance the overall connectivity of the Community.

An agricultural irrigation canal runs along the eastern edges of the community. This water conveyance corridor can be used for integration of future bicycle and pedestrian pathways that can enhance the connectivity of the Community. Land that is part of the trail system along the existing water conveyance corridor is to be preserved because at community buildout the trail system will be able to serve as an interconnecting pedestrian/bicycle pathway which bisects the community and connects residents to open space and commercial centers. All future development within Stratford shall protect this valued resource and not directly encroach upon the agricultural canal system or its proposed trail system. Development proposals should design community connectivity features that integrate pathways with the park and trail system. Any development impacting these resources should consult with the appropriate District and County entities having authority over these resources to ensure conjunctive use compatibility. These types of open space and pedestrian connectivity facilities will likely increase in importance as future development increasingly moves towards more compact residential design.

Figure 3.2. Canal & Multi-use Pathway



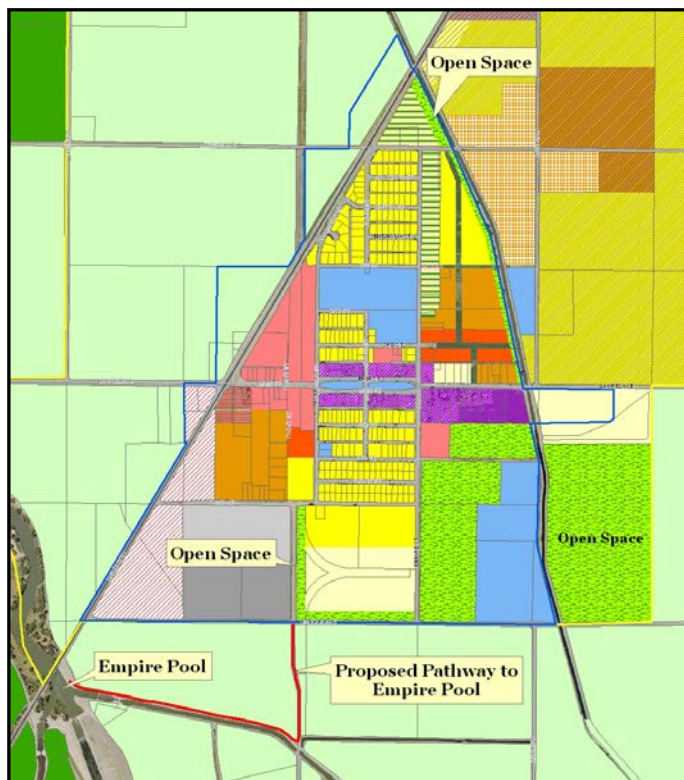
SCP Policy 3B.1.3: Open Space buffers shall be integrated along community edges to increase separation of residences from industrial uses and wastewater treatment processing, and increase community integration with pedestrian trail amenities.

Residents in the Community have stated concerns about occasional foul smells emanating from the sewer ponds and concerns over industrial operations to the south. Therefore, land surrounding the wastewater treatment facility shall remain undeveloped and provide an open space buffer for the community. An additional 100 ft. buffer shall also line the west and south edges of planned residential located south of 6th Street, between Empire Street and 20 ½ Avenue to increase separation of residences from potential future Light Industrial and Heavy Industrial uses to the west and agricultural operations to the south.

SCP Policy 3B.1.4: Community accessibility along 20 ½ Avenue south of 6th Street should be enhanced to increase safe pedestrian and bicyclist connection to the Empire Pool.

The Empire Pool is one of Stratford’s local amenities that serves as a prime example of agricultural and recreational use of water. Maintained by the Empire Westside Irrigation District, the watering hole below the weir serves primarily as a temporary irrigation water storage holding basin. The secondary benefits to the adjacent community, however, have been noted to provide opportunities for fishing, boating, swimming and camping. As a recognized recreational amenity and asset to the community, 20 ½ Avenue south of 6th Street should integrate a safe pedestrian and bicycle pathway. Development of the Open Space buffer along 20 ½ Avenue can integrate the first segment of the pathway.

Figure 3.3. Open Space and Recreation



CHAPTER ~ 4 ~

COMMUNITY IDENTITY AND ECONOMY



Stratford has long standing ties to the County's history, however, the community that once took pride in its heritage has since seen it fade away as other communities within the County grew in prominence. Stratford's origins began in 1899 when settlers of the Tulare Lake Basin dug three miles of canal to irrigate the farms of Blakeley, Clawson, Lovelace and others who had settled on the margins of what was once water filled Tulare Lake. Stratford technically came into being in 1905 when the Empire Investment Company purchased 19,000 acres from the Bates, Davis and Miller Company. The Empire Company plotted a town site which was given the name "Stratton," named in honor of William Stratton, who was a foreman-manager with Empire Ranch and one of the areas first settlers. A depot was erected in 1906 when the Southern Pacific Railroad reached the area to transport the abundantly produced lake bottom grain and in 1907, the town officially was organized by the sale of town lots from the ranch. After applying for the establishment of a post office for "Stratton," in 1908, the community was informed that a post office had already been established in Colorado with the name "Stratton". The name of the community was then slightly altered to form it's present name of Stratford. The town soon after quickly grew into a thriving community that supported local farms and became recognized for its annual production of one million pounds of butter and one million bags of grain.

Present day Stratford still contains aspects of its historical roots. Orton's Equipment Company, founded by James Orton in 1912, is still thriving, the old water tower is visible throughout the community, and the "Stratford Arches" still stand to greet residents and their visitors. However, Stratford is now a shadow of the thriving community it once was. With a current population of over 1,200, the community once contained full service grocery stores, retail merchants, restaurants, and a service station. Now through focused revitalization efforts the community has an opportunity to regain their community identity centered on themes of 1950's and 1960's rural farm town communities and the Basque immigrants that helped develop the area.

The community desires a stronger economic base and more community oriented businesses and job opportunities. The community could also benefit from the use of gateways, streetscape, and community signage to increase the aesthetic appeal of the community. This Chapter presents policy direction that aims to enhance Stratford's identity and economy.

A. Community Identity

Stratford's identity has evolved and shifted over time, and much of the historical significance of this region has been forgotten. In re-establishing a sense of place that recreates a look and feel from the past, new construction must be connected to the historical community design features and type of built environment that is desired. Murals, signage, mosaics and functional art can all play a role in fostering a sense of place.



SCP GOAL 4A Stratford establishes a unique and inspiring image and identity that is rooted in the community’s heritage and reflected in the built environment.

Communities that are attractive, desirable and marketable places in which to live, work and invest are often places with well defined design features and amenities. These types of features coupled with safety and mobility serve to draw people in to wanting to experience a part of it. Economic investment typically follows as the area then becomes recognized as a profitable investment opportunity. Stratford can utilize traits from other successful rural farm towns to create a unique small town experience with ties to the past.

SCP OBJECTIVE 4A.1

Develop a Community design strategy to target key opportunities for visually enhancing the community with icons that are representative of Stratford’s unique identity.

Visual design of the community is essential to increasing the attractiveness of the community to residents and visitors. These enhancements then provide key selling points of interest which serve to increase the desirability of the town to private investors.

SCP Policy 4A.1.1: Develop Downtown Mixed Use design guidelines for the Stratford Community to guide future growth within the central commercial core of the community.

The existing commercial core area along Main Street is in desperate need of repair, and many buildings are in a state of disrepair. The existing commercial layout already provides much of the critical service infrastructure such as water, sewer, sidewalks, curb and gutter. However, little investment has been made to improve existing buildings or integrate additional pedestrian amenities or attractions. Downtown Mixed Use design guidelines can serve to guide the physical development of buildings within the existing community core.

Figure 4.1. Existing deteriorated buildings



SCP Policy 4A.1.2: Work closely with the Stratford community to refine the conceptual Stratford logo that was designed for the Stratford community planning effort.

A community symbol and slogan are important tools that help establish a town identity and uniqueness. Through the community planning meetings, a conceptual Stratford Community logo was developed to provide a possible slogan to increase recognition of Stratford as valuable community within the County. “Stratford – The Heart of Kings County” is considered in honor of the historic significance this town had in the late 1800’s and during the turn of the century in 1900. The conceptual logo placed on the front cover of this community plan serves as a starting point for formalizing a new community logo that captures the essence of Stratford’s past while also looking towards its future. Community themes such as bundles of wheat, dairy and sheep products, water



tower, and other recognizable icons associated with Stratford should be integrated into the logo design.

SCP Policy 4A.1.3: Coordinate with the Stratford Public Utilities District to refurbish and enhance the “Stratford” logo on the water tower to increase community identity.

Figure 4.2. Stratford Water Tower

The Stratford Water Tower already displays the “Stratford” community name. The letters, however, have been faded over time and could use a fresh coat of paint. The possibility also exists to produce a more creative logo that is characteristic of the community. This tower serves as a very distinct community landmark that towers above the entire community and is visible to people entering the community. Other communities have been successful in using these types of landmarks to capture the attention of travelers, and Stratford could utilize the water tower as a marketing tool to draw more attention to the downtown commercial core of the community.



SCP Policy 4A.1.4: Designate major arterial entry points as “Community Gateways” into Stratford and seek funding to integrate community logo signs, landscaping and streetscapes that enhance and highlight Stratford’s identity.

Figure 4.3. Downtown Entrance Sign

The community logo should be displayed at the community’s key entrance at State Route 41 and Laurel Avenue. Other alternative options may also be considered near Lansing Avenue on the north side of town (for southbound traffic) and near Lincoln Avenue on the southern end of town (for northbound traffic) to create a sense of identity and attract passing motorists to Stratford’s planned highway commercial zone north of Lincoln Avenue. Another strategic location for an entrance sign is located on Laurel Avenue near 20th Avenue to welcome travelers from the east.



The arches located on Main Street are an excellent example of existing gateway signage within the community. The new gateway signage will represent Stratford’s new image and help to lend credibility to Stratford as a reinvigorated community. Public and private funding sources should all be considered to bring this community vision to life. Coordination may need to involve the County Public Works Department, Caltrans, property owners and the Stratford Public Utilities District to ensure proper placement and maintenance.

SCP OBJECTIVE 4A.2

Establish the Downtown Mixed Use and commercial centers to be reminiscent of Stratford’s historic past and emphasize this area as the primary focus for aesthetic community design improvements.



The revitalization of Downtown Stratford should take priority for reinvestment efforts. Those efforts should also tie in design features that are reflective of historic community elements that are prevalent in traditional and successful farming communities and representative of a quality small town with a strong sense of town ownership.

SCP Policy 4A.2.1: A Downtown Development Guideline shall be adopted which establishes design criteria for buildings and streetscapes, and incorporates designs that embrace the elements of “small town” character and quality of life.

Figure 4.4. Downtown Design Example

Stratford’s downtown can greatly benefit from a common community design theme that increases the marketability of the Downtown while also serving to attract and retain business interests. Revitalization efforts should focus on enriching Stratford’s downtown core aesthetics by creating an attractive town center through architectural themes and amenities to transform Stratford into a desirable destination for residents of the community and travelers from State Route 41. Traditional farm town themes with architectural character shall be implemented into the new architectural design features. Supportive design features should also include elements such as store fronts, pedestrian street furniture, old fashioned light posts, awnings, street lighting, trash receptacles, scaled signs, visual pedestrian amenities, and land drought tolerant landscaping. Buildings in the Downtown Mixed Use area currently contain little architectural character. Revitalization efforts to existing buildings are encouraged to add additional character to the existing store front.



SCP Policy 4A.2.2: Commercial businesses, street signs and landscaping within the Downtown Commercial Area should incorporate design features that tie to the Stratford logo.

Signage and landscaping are very important elements that give visitors a good first impression when entering a town. Elements within the Downtown Commercial area should use a common design theme centered on the Stratford Logo to enhance the physical appearance and attractiveness of the community overall. Establishing this Downtown vision will increase civic pride and instill a greater sense of ownership among community residents, while also increasing the commercial marketability of Stratford.

SCP Policy 4A.2.3: Consider establishing a Stratford Community Advisory Committee to review development proposals that require review under community design guidelines.

The County should consider the creation of a community advisory committee to provide community based input on new development within the community that requires development or design review. As new commercial and residential development is proposed in Stratford, it will be important to maintain community involvement in the development process. The establishment of a community advisory committee can serve to keep residents involved and informed, and provide a voice for the community in reviewing new development project proposals.



SCP Policy 4A.2.4: The public use oval in the center of the Downtown Mixed Use area shall allow public events to help build a community “Sense of Place” and draw visitors to the community.

Public places are important identity elements because they provide gathering places for the community and help foster a “sense of place.” The downtown oval is a prominent public place and is an ideal location for the community to hold community events and festivals. The County shall work with the Stratford PUD to help the community hold events such as street fairs, car shows, farmers markets, or parades along Main Street and in the downtown oval. These festivals and events will help Stratford regain a strong “sense of place.”

SCP OBJECTIVE 4A.3

The Reserve Mixed Use land within the Community Expansion Area should have its own identity with a central theme focused on the areas Basque immigrants.

Whaling ships that called on the San Francisco Bay area during the late 1800’s carried many adventurers from Portugal, France, and Spain. Some of these adventurers traveled inland to the San Joaquin Valley and settled in and around Stratford. These settlers brought with them their Basque culture. Peter and Maryann Irigaray heralded from the French Pyrenees and like many Basque settlers, were sheep herders. The Irigaray’s arrived in Stratford in 1908 and their home became a meeting place for other sheepherders traveling through the valley. Visitors to the Irigaray’s home were served family style Basque food, with lamb being the favorite. The home evolved into the famous “Irigaray’s” restaurant serving home cooked Basque food to large and small groups.

SCP Policy 4A.3.1: Adjacent land within the Reserve Mixed Use area shall incorporate aesthetic design features centered around the canal.

Stratford has an excellent opportunity to take advantage of the tree lined earthen canal flowing throughout the community by creating an aesthetically pleasing environment for residents and visitors who will frequent the future Reserve Mixed Use area. Restaurants, bakeries, and coffee shops can provide outdoor seating with patios incorporating tools to create a quaint relaxing environment such as tiki torches, gas fireplace pits, lamp heaters, and candlelight dining.

SCP OBJECTIVE 4A.4

Establish quality neighborhoods that recreate small town traditional neighborhood design to create a communitywide integrated “Sense of Place.”

Small town rural character is based on an ideal image that includes a vibrant main street with shops and meeting places, well-kept single-family homes on tree-lined streets, and community amenities such as parks, libraries, and recreational facilities. Housing is at the focal point of this image and has a tremendous impact on a community’s character and “Sense of Place.”

SCP Policy 4A.4.1: New residential development shall integrate architectural design standards reminiscent of small town communities.



Single family residential dwellings constructed in Stratford shall provide model options containing elevated front porches to help create a friendly small town atmosphere and encourage friendly communities. Smaller lot sizes containing manageable sized yards in addition to quality architecture will provide affordable, yet pleasant housing for new Stratford residents.

SCP Policy 4A.4.2: New residential development shall integrate pedestrian connectivity that is representative of small town communities, and includes sidewalks, curbs, planting strips, and trees to enhance the streetscape.

New residential growth shall be required to construct pedestrian oriented infrastructure that facilitates walkable street design. These features will improve the overall community appearance and add to the existing streetscape amenities. Lining the streets with trees provides shade for the area as well as establishes a barrier between vehicles and pedestrians. Trees also tend to have a calming effect on traffic, slowing down vehicles and providing a sense of enclosure.

SCP Policy 4A.4.3: New residential development standards shall be adopted into the zoning ordinance which details the type and scale of pedestrian amenities to be provided within Stratford.

Residential neighborhoods are key elements in the community’s network of pedestrian connectivity. Development standards shall therefore be developed for the Stratford Community to ensure future development occurs according to the community desired small town design and appearance.

B. Community Economy

The local economy is based primarily outside the community of Stratford with retail commercial, service commercial, government and agricultural based employment. Within the community, small stores exist along the downtown area while light industrial and service commercial industries are more fully established closer to the communities of Hanford and Lemoore. Although limited employment opportunities exist within the Community, Stratford has the potential for enhanced job creation through commercial development and connection to regional commercial job centers in Hanford and Lemoore.

SCP GOAL 4B Enhance the community economy through Highway Commercial expansion, Industrial land to the southwest, and a new expanded community core to increase job creation opportunities within the community.

SCP OBJECTIVE 4B.1

Enhance the economic viability of Stratford through an economic development strategy that improves the local workforce, develops and retains new businesses, and provides economic diversity for the community.

SCP Policy 4B.1.1: Develop a Stratford Downtown Business Development Program that targets new business growth and retention for the Downtown Commercial Core as well as industrial areas.



A revitalized downtown with commercial businesses that serve the residents of Stratford is highly desired by the community. The existing Downtown Commercial Area has the potential to accommodate residents' needs while also presenting opportunities for increased commercial investment. Opportunities should be explored to determine the best marketing approach and economic development avenues to increase business development and retention. Small retail businesses and restaurants may lend themselves to quicker development along Main Street. New business development should also be encouraged to enhance the overall investment in the community.

SCP Policy 4B.1.2: New development within the Downtown Commercial Core will reinforce Stratford as a small town commercial center with its own unique destination feel.

Stratford's retail development does not have a considerable regional draw since the vast majority of patrons come from within the immediate community and most residents obtain basic goods and services from nearby communities. Various eateries have come and gone within the community of Stratford although, currently there is no lunch or dinner time eating establishment in Stratford. Once Stratford's population increases, there is an increased potential to capture locals who typically venture outside of the community for fast food or dining experiences. With the addition of retail shops and other small businesses, Stratford can attain greater economic stability and conceivably benefit from the economic multiplier effect where more jobs leads to more disposable income which in turn causes more retail development resulting in more job creation.

SCP Policy 4B.1.3: Vacant and underutilized Mixed Use and Commercial areas should be the focus of economic development efforts to increase Community job growth, tax base and Downtown revitalization.

A number of vacant and underutilized properties exist within the Downtown Commercial Core. These development opportunities should be the primary focus of economic development in order to re-build a sense of place with Stratford's Downtown center and increase economic investment.

SCP Policy 4B.1.4: Work with Kings Economic Development Corporation (EDC) to promote Stratford as a location for commercial and industrial investment, and coordinate with the Jobs Training Office and other community based organizations to assist in business growth development.

Stratford is located along State Route 41 between Lemoore and Kettleman City. This positioning allows Stratford to draw upon the neighboring economies and foster its own unique marketable location for commercial and industrial business development. Kings EDC is the key facilitator of new economic growth in the County and therefore should be involved in the marketing and business development efforts within Stratford. Kings EDC is also the main organization that can assist in business funding and tax and employment benefits.

SCP Policy 4B.1.5: Leverage the newly established Enterprise Zone to encourage new commercial development within the Downtown Commercial Area by enticing new business investment with incentives for locating within this area.



The Stratford commercial and industrial planned areas are currently part of the new Enterprise Zone application. This zone will allow for increased tax benefits to local business owners.

SCP Policy 4B.1.6: Assist the Stratford PUD in securing infrastructure improvement grant funds for the Downtown Commercial Core to encourage economic investment.

Downtown revitalization will require new development infrastructure investment. There is no Redevelopment Area established within Stratford and therefore assistance and coordination should be provided to the Stratford PUD to enhance economic development efforts.

SCP Policy 4B.1.7: Public and private grants should be sought to assist business growth and development within the community.

Community Development Block Grants, Economic Development Grants, and other grant opportunities should be evaluated to provide assistance to businesses looking to establish themselves in Stratford. The U.S. Small Business Administration's Fresno Office may also support businesses through the Federal Government Small Business Administrative loan program that guarantees up to \$1,000,000.

SCP OBJECTIVE 4B.2

Increase residents' accessibility to higher education and local job opportunities to better position the community as a readily available trained workforce for existing and anticipated future business developments.

Major employment industries outside Stratford are currently based in agriculture and commercial services. However, the lack of non-agricultural jobs leads many young residents to move away from the community to find other employment opportunities. Targeted workforce training coupled with affordable housing can greatly enhance Stratford as a community with an increased jobs/housing balance.

SCP Policy 4B.2.1: Establish alternative transportation options that connect residents to the Westhills College-Lemoore campus located seven miles northwest of the Community.

Stratford is benefited by its close proximity to higher education facilities. Vanpool and KART bus routes should also be explored to determine the feasibility of better coordinated resident transport to these facilities.

SCP Policy 4B.2.2: Support other public/private partnerships that seek to establish local workforce development and training opportunities.

The County's community colleges and other vocational training are best suited to prepare the local workforce. The existing satellite campus of College of the Sequoias (COS) is located 16 miles northeast of Stratford along 13th Road, and the new campus is planned for construction on the east side of 13th Avenue just north of Lacey Boulevard. The West Hills-Lemoore campus is also located about seven miles northwest of Stratford along Highway 198. Stratford's close proximity to these



CHAPTER ~ 5 ~

COMMUNITY SERVICES



Stratford, like other unincorporated communities within the County, must rely upon community district operated services to provide potable water and sanitary sewer services. The Stratford Public Utilities District (SPUD) was established in 1930 when construction of the community water tower was completed. Sanitary sewer service began in 1960 following completion of the wastewater treatment system. Other facilities and services such as storm drainage and road infrastructure are maintained throughout the community by the Kings County Public Works Department. The Stratford School is also a centralized educational service located in the center of the community and provided by the Central Union School District. The School District, however, also serves the County's two populated Federal territories and this unique circumstance poses challenges to the District in terms of their funding structure and ability to generate capital for new facilities. A couple of fairly new community facilities serve as key assets to Stratford and surrounding residents. The Kings County - Stratford Library, built in 1990, is centrally located on Downtown Main Street and is also used as a meeting place for public and nonprofit agencies. The rebuilt IDES Hall, originally founded in 1915, serves as a centralized gathering site for events and activities.

A. Community Water

SCP GOAL 5A Stratford attains a quality water system that sustains a healthy living environment.

Stratford PUD currently maintains a water distribution system that conveys potable water to residents and businesses in town. Community water is derived from three wells and serves approximately 340 metered service connections. Well No. 6 produces approximately 500 gallons per minute (gpm), well No. 7 produces 650 gpm, and well No. 8 produces approximately 750 gpm. An existing storage tank can also hold a volume of approximately 30,000 gallons. The Stratford PUD, unlike other community districts, is not currently out of compliance with the new EPA standards for Arsenic that is now set at 10 parts per billion. At present, existing wells can support limited infill development. However, existing capacity will not support large scale development within the community and new sources of potable water will be needed.

SCP OBJECTIVE 5A.1

Ensure the maintenance of a sustainable quality potable water source for the existing community, while requiring new community expansion to add additional water capacity to the system.

The existing water service maintained by the Stratford PUD and supported by three wells is considered adequate to serve the existing community. However, limited water capacity is available for some infill development. Water pressure throughout the community may also be insufficient to meet new water flow requirements for commercial and public facilities. New community expansion will therefore need to add additional water to the community system and ensure adequate water flows can be achieved.



SCP Policy 5A.1.1: A Community Infrastructure Master Plan should be developed to ensure that the entire community can be effectively served and that financing mechanisms are outlined to demonstrate adequate financing can support the infrastructure improvements.

Small communities that are served by special districts often have difficulty coordinating necessary services to a growing population and built environment that is typically under the land use authority of a County. Stratford has the potential for considerable growth if certain Stratford PUD services become adequately made available. Provision of these services and the projected growth as outlined in this Community Plan should be coordinated through a community infrastructure master plan to determine how future growth and services can be accommodated.

SCP Policy 5A.1.2: Prioritize and allow replacement and infill residential and commercial development that is located along existing street frontage to occur without requirements for additional water system improvements.

Commercial and residential replacement structures and infill lots are anticipated to occur on an incremental and limited basis, and are more likely to use an existing water service connection. These types of developments therefore represent minimal change to the District's existing water system and should be prioritized for service until system wide improvements have been made to increase community water flow pressure.

SCP Policy 5A.1.3: New development shall be restricted if newly proposed water connections are determined to reduce community water pressure, unless sufficient measures are implemented to improve water pressure within the community water system.

The community water system is not considered to have sufficient water flow pressure to meet current fire flow requirements. This lack of adequate fire flow places additional improvement requirements on new construction, which may include the requirement for fire sprinkling of entire structures. As new growth proposals are proposed, consideration should be given to new development contributing to the resolution of this communitywide water pressure issue.

SCP Policy 5A.1.4: Development of undivided and unimproved residential land within the existing Stratford PUD may be considered when additional water service availability can be determined with certainty.

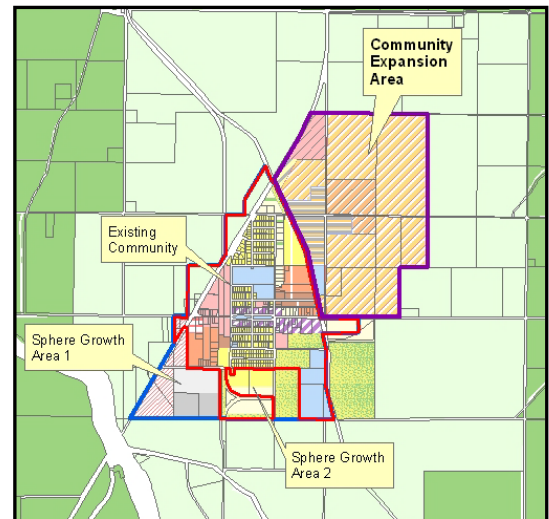
Water supply in Stratford is provided by three active groundwater wells maintained by the Stratford PUD, and sufficient water capacity is available for some limited development. Larger development projects on unimproved land, however, may require more water capacity that is readily available. Larger residential subdivision developments should therefore demonstrate sufficient water availability or the provision of additional water supply that will be added to the community system.



SCP Policy 5A.1.5: Annexation of Stratford PUD Sphere Growth Areas should prioritize commercial and industrial designated land first to increase employment opportunities within the community, and occur only after sufficient water storage and availability has been demonstrated.

The Stratford Public Utilities District Primary Sphere of Influence, as adopted by LAFCO and effective on January 1, 2008, includes two separate areas outside the existing District boundary. Sphere Growth Area 1 consists of territory located east of State Route 41, north of Lincoln Avenue and west of 20 ½ Avenue. This area includes Transportation Commercial, Light Industrial and Heavy Industrial along the Highway corridor. Sphere Growth Area 2 consists of residential and open space areas south of the existing community, located south of 6th Street with residential west of Empire Street, and open space to the east that buffers the wastewater treatment ponds. Priority should be given to the commercial and industrial land in Area 1 to capture more highway commercial activity in the community and increase potential employment opportunities for residents. New commercial and industrial uses may also require additional water storage, which could enhance water pressure and provide secondary benefits to the community.

Figure 5.1. Community Growth Areas



SCP Policy 5A.1.6: New Community Expansion Area growth shall be required to add additional water source capacity and make improvements to the Stratford PUD water system to meet projected additional water service demand and fire flow requirements.

The Community Expansion Area is located outside the existing Stratford PUD Primary Sphere of Influence, and community water service is not currently available to serve this expansion. A District Sphere of Influence Amendment would be required to add the territory for annexation consideration, and a more extensive Municipal Service Review would also be necessary to address District services. A Specific Plan is necessary to remove the “reserve” designation on land use within the expansion area, and the provision of services will need to be addressed that includes a more critical analysis of water service availability.

B. Community Wastewater Treatment

SCP GOAL 5B The community wastewater treatment system provides adequate and sustainable service to existing residences and businesses and upgrades allow for the future build out of the community.

The existing wastewater treatment facility and the network of collection pipes were constructed in 1959 and pipelines were primarily made of asbestos cement pipe. Over time, these pipelines deteriorated and in the 1980’s-1990’s many of the town’s sewer mains were sleeved to prevent leakage. The wastewater treatment plant currently receives on average 88,500 gallons of wastewater per day.



The wastewater is treated and then pumped into aeration ponds located on the District owned property adjacent to the wastewater treatment facility. The facility has excess capacity and estimated to handle a capacity of 150,000 gallons per day. The wastewater treatment facility, however, will need to be upgraded in order to meet State standards.

SCP OBJECTIVE 5B.1

The Stratford Public Utilities District Wastewater treatment facility is upgraded to adequately address the long-term service and maintenance needs of Community residents and business owners.

The existing wastewater treatment facility operated by the Stratford PUD is not considered to adequately serve the existing community. In order to meet State standards for effluent water quality, a new treatment facility will need to be constructed. An upgrade to the existing wastewater treatment system will be necessary to support substantial new growth or development of the Community Expansion Area.

SCP Policy 5B.1.1: Support the Stratford Public Utilities District’s efforts to seek grant funds for the upgrade of the wastewater treatment facility.

The Stratford PUD has submitted a 2 million dollar grant application with the California Regional Water Quality Control Board for the purposes of upgrading the District’s wastewater treatment facility by upgrading the wastewater pond levees, install another flow meter, and fencing for the ponds. Wastewater is currently pumped into aeration ponds located on the District’s property southeast of the community.

SCP Policy 5B.1.2: The Stratford PUD should evaluate low cost alternative wastewater treatment facility options to establish a baseline cost estimate that can be applied towards new growth.

The Stratford PUD wastewater treatment facility will need to be upgraded in order to meet State standards for effluent water quality, whether or not new growth occurs within the community. Interest in new growth within the community has been expressed, and the community has an opportunity to leverage new growth as a catalyst for upgrading the wastewater treatment facility. New low cost wastewater treatment alternatives should be explored to keep potential upgrade costs to a minimum. Some new technologies include Advanced Integrated Pond Systems, Conventional Pond Systems, and Activated Sludge and Sequencing Batch Reactor Systems.

SCP Policy 5B.1.3: New growth within the community, Sphere Growth Areas, and Community Expansion Area shall contribute towards the financing of the District’s wastewater treatment facility upgrade.

An upgrade to the Stratford PUD wastewater treatment facility will be required in order to accommodate new growth within the community and in planned growth areas. At present, only infill and small vacant properties within the existing Stratford PUD boundary are eligible for connection to District’s water and wastewater services. The Sphere Growth Areas will require annexation to the District, and the District would be required to demonstrate that adequate wastewater service is available to accommodate any new District territory. The Community Expansion Area would also



require more extensive service review since it is currently located outside the District's current Primary Sphere of Influence. A District Sphere of Influence Amendment and more extensive Municipal Service Review would be required to add the Community Expansion Area to the District.

C. Community Storm Water

SCP GOAL 5C Kings County Public Works Department establishes a communitywide storm drainage system that removes standing pools of water along roadways, and drains runoff into a diverse number of receiving facilities.

SCP OBJECTIVE 5C.1

Establish a diverse series of site hydrologic functions to receive and detain storm water runoff.

SCP Policy 5C.1.1: Require new development to integrate onsite stormwater drainage features to increase the storm water detention throughout the community.

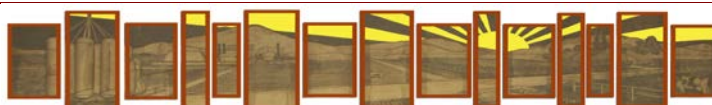
Use of small onsite storm water management techniques can greatly reduce the concentration of storm water drainage throughout the community. New development should integrate features such as small catch basins and landscaped depression basins to disperse water detention throughout the community.

SCP Policy 5C.1.2: Integrate stormwater detention basins into the design of parks, parkways, medians, and other open space areas to serve as dual purpose facilities.

Areas of common use and parts of the new streetscape can all be used as part of a storm water management system. Open space and parks should integrate tiered elevation area depressions to serve as storm water detention basins throughout the community for periods of high rainfall. The streetscape improvements should also integrate small catch basins and landscaped depressions to add to a diverse system of storm water detention.

SCP Policy 5C.1.3: New stormwater drainage facilities established by new developments shall be required to establish a County Service Area or District Zone of Benefit that is supported by benefiting property assessments.

Stormwater drainage facilities will be needed as new growth occurs in Stratford, and a stable maintenance operation and funding source is needed to ensure the longevity of this community service. Home Owners Associations that have been used in the past can result in long term unreliability and leave facilities without necessary maintenance. County Service Areas or District Zone of Benefits offer a more stable service option to support the long term operation and maintenance of storm drainage facilities.

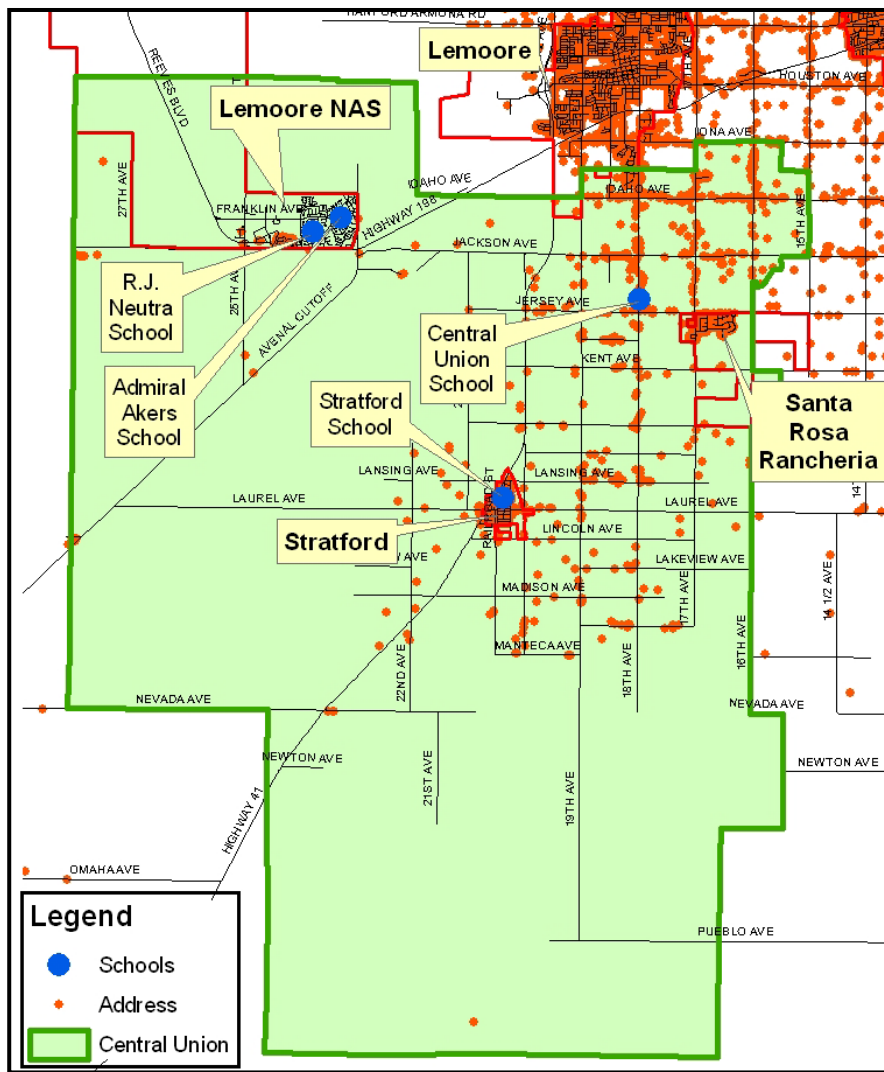


D. Community School Facilities

SCP GOAL 5D Stratford School services remain a significant centralized educational service within the Community and continue to be supported by existing residences and new growth.

The Stratford School provides Pre-Kindergarten through 8th grade instruction, and is centrally located within the community just north of the Main Street downtown area. Originally founded under the Stratford Union School District in 1912, the Stratford School and associated District were later annexed to the Central Union School District (CUSD) in 1967. The CUSD soon after reorganized the District Board of Trustees in 1973 to establish three trustee areas with two Board members representing Stratford, three representing Central, and two representing NAS Lemoore. The reconfigured Board of Trustees became fully appointed in 1975. The Stratford School remains a central icon within the community, and as a valued and necessary resource this critical educational service needs to be carefully considered in any proposed residential development within the community.

Figure 5.2. Central Union School District Populations



SCP OBJECTIVE 5D.1

Ensure the provision of adequate school facilities within Stratford to accommodate existing and future student population within the community.

The Stratford School is one of four school sites within CUSD. R. J. Neutra School (K-5) and Admiral Akers School (PreK-8) are located on base at Lemoore NAS. Central Union School serves the Santa Rosa Rancheria. The Stratford School enrollment encompasses the entire Stratford Community, and continues to operate near capacity with limited avenues available to secure new construction funding. As new residential growth and student population increases will directly affect the Stratford School, new growth must contribute towards the provision of adequate school facilities to service the potential population growth. Current Stratford School enrollment is 313 students and accommodates approximately 18 intra-district transfers from Central Union School that is already at capacity. Future plans have been made for eight additional portable classrooms for the Stratford School which could house 160 to 240 students. Other improvements and expansions would also be necessary to the existing cafeteria and school gym. Additional portables or building of classrooms at Central School is restricted due to water storage issues and lack of fire protection. Over the next decade, the Central Union School may also experience increased student enrollment pressure due to the Santa Rosa Rancheria's recent addition of 1,100 additional acres into Federal Trust and plans to accommodate more tribal member residences.

SCP Policy 5D.1.1: *New residential growth shall demonstrate that adequate water and wastewater service is available to support the continued public school services and facilities provided by Central Union School District.*

The Stratford PUD water service and wastewater service are currently not adequate to accommodate future build out of the community plan. The Stratford PUD water pressure is not sufficient enough to provide adequate fire flow protection, and wastewater service is in need of a substantial upgrade. Any additional new growth will have an impact upon the existing services, and therefore must definitively demonstrate that water and wastewater service can and will remain adequate to serve the school facility and other significant community.

SCP Policy 5D.1.2: *New Community Expansion Area growth shall integrate the planning, provision and funding of a new school site or Charter School facility to accommodate new school children within the District.*

Central Union School District is unique within the County since it is the only pre-K through 8th grade level school district within the County that serves two federal facilities that house families and children. The approximate 175 square miles of District territory include both the Santa Rosa Rancheria and the Lemoore Naval Air Station. As a result, CUSD receives approximately 25% of its operational funding from Federal Impact Aid dollars due to the Federal territories. The amount of Federal Impact Aid is based in part by the percent of impaction of Federally connected students. Additional residential growth within Stratford would have a direct negative impact upon this Federal Impact Aid and lower the amount of Federal dollars received by the District. Approximately 1,500 of the 1,900 students enrolled in CUSD are based out of either of the two Federal territories. The reality of the majority of students coming from Federal territories also drastically limits the District's ability to secure voter approval for new construction bond funds.



New growth will have a direct impact upon CUSD and their ability to provide centralized educational services to new residents. New growth must therefore contribute to the Communitywide and District solution to provide adequate educational facilities and resources.

SCP Policy 5D.1.3: A comprehensive analysis of new school funding strategies and recommendations should be prepared prior to formal consideration and approval of any new residential land subdivisions within the community.

Funding recommendations for new school construction is a complex and challenging task that necessitates a more specialized level of expertise in this field. As new residential growth has the potential to significantly impact the CUSD's ability to adequately provide school services to the community, a more detailed study and analysis is necessary to explore possible funding solutions and requirements of new development.



CHAPTER ~ 6 ~

COMMUNITY CIRCULATION AND TRANSPORTATION



Stratford, like many other small rural communities, is predominantly oriented towards personal automobile travel as the transportation mode of choice. A majority of the traffic is generated from commuter, and business trips between Stratford and nearby job centers. With few job opportunities within the Community, Stratford serves as a bedroom community to Lemoore and Hanford. The community also houses a number of workers from the surrounding commercial agricultural operations.

A. Community Circulation

SCP GOAL 6A **The Stratford circulation system establishes enhanced connectivity within the community and along State Route 41, providing safe options for automobile and non-motorized accessibility to employment areas, school sites, and community services.**

The circulation system within the existing community is built primarily to provide automobile accessibility throughout the community, and access to the central commercial core and elementary school site. Access to the community from outlying areas is primarily from State Route 41 where three community intersections cross. County arterial roadways also provide secondary access to the community. Pedestrian infrastructure within the community, however, is not complete and in some locations forces pedestrian and bicyclist traffic to share the roadway with automobiles. Community residents have expressed considerable concern over traffic and pedestrian circulation within the community, and desire improvements that increase community connectivity. Residents also expressed concern over new community growth, and want to ensure that any new development reinforces centralized connectivity to the existing community and Main Street.

SCP OBJECTIVE 6A.1

New growth shall continue Stratford's community oriented street design and grid layout system, which enhances circulation of the existing commercial and residential areas.

The Stratford Community circulation remains primarily centralized with a centralized commercial core and other public services, with residential uses ringing the central core and emanating outward. Circulation patterns within the residential areas also exhibit smaller neighborhood blocks with a grid street pattern. Current land use and circulation trends are returning to the grid street pattern with more pedestrian oriented features to increase multiple modes of travel flow within the community. New growth should therefore build upon the existing community based circulation to integrate pedestrian and alternative modes of travel into the community design. This emphasis on more pedestrian orientation will increase Stratford's reinforcement of a walkable community and decrease reliance on the automobile as the primary means of travel.



SCP Policy 6A.1.1: Adopt Community Street and Parking Design Standards into the Zoning Ordinance that incorporate Street Type features as described in Table 6.1 of the *Stratford Community Plan*.

Table 6.1: Stratford Community Plan Street Types	
Community Collector (Collector 2)	Per Kings County Improvement Standards
Community Local Street (Local Street 2)	Per Kings County Improvement Standards
Community Downtown (Between Railroad St. and Empire St.)	Two travel lanes (18 ft./ea.), median/open space (90 ft.), diagonal parking (18 ft./ea.), landscape (4 ft./ea.) and pedestrian walkway (8 ft./ea.). Total width requirement is 190 ft.
Community Downtown (Along Laurel Ave.)	Two travel lanes (11 ft. ea. north portion of Laurel Ave.), diagonal parking (18 ft. south portion of Laurel Ave.), landscaping (2 ft./ea.) and pedestrian walkway (8 ft./ea.) Total width requirement is 60 ft.

The existing right of way and street widths in Stratford are adequate to serve existing motor vehicle travel. Bicycle and pedestrian travel often share the roadway with community traffic. Some pedestrian infrastructure (i.e. sidewalks) are not existent in parts of the community. Existing conditions reveal that Main Street and Laurel Avenue are operating at a service level (LOS) B. State Route 41 currently operates at a level of service C. Future growth and population increase within the community will have an impact upon current levels of service. However, levels of service are not anticipated to decrease below LOS D, and new infrastructure resulting from new growth will be required to adhere to community street standards to minimize communitywide impacts.

SCP Policy 6A.1.2: New residential and commercial development shall integrate alternative transportation modes into the design of new circulation routes to create complete street networks that enhance connectivity to Main Street and Multiple Commercial areas.

The circulation system within Stratford provides for efficient flow of traffic within the community. Pedestrian and bicycle pathways, however, are not well represented. New residential and commercial development shall therefore be required to integrate these alternative features into new streets to ensure infrastructure is designed for more pedestrian and bicycle use accommodation. Residents have identified the primary circulation concerns within Stratford as associated with desired improvements for road conditions, traffic regulation, traffic calming, street cleaning, curbs and gutters, lighting, and sidewalk improvements. As the population grows, the need for improvements in these areas will increase.

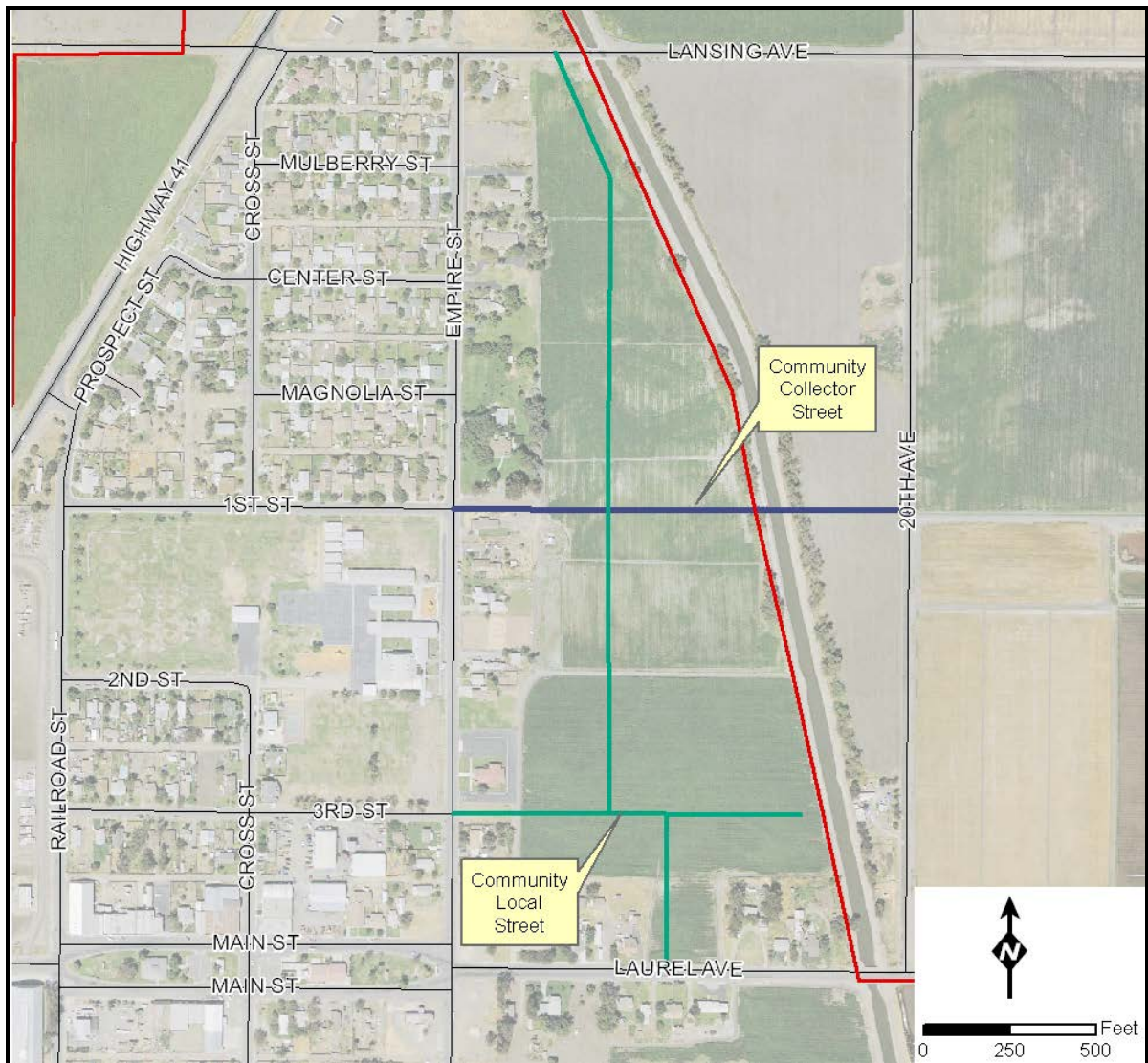
SCP Policy 6A.1.3: New street alignments shall be proposed for undeveloped territory within the existing Stratford PUD to reinforce the community’s grid street pattern and centralized interconnect street network.

Underutilized residential land exists within the Stratford community along the east and borders the Stratford Canal. Proposed new street alignments have been identified in Figure 6.1 and connect to other community collector streets. All new proposed street alignments should reinforce the connectivity of residential areas to the Stratford Elementary School, and downtown community core.



1st and 3rd Streets are key east-west connectors, with 1st Street identified as a critical future connection to the Community Expansion Area proposed along the east side of the Stratford Canal.

Figure 6.1. Proposed Road Alignments



SCP Policy 6A.1.4: Alternative circulation patterns and street alignments may be considered within the Community Expansion Area when proposed through a Specific Plan submittal.

The New Community Expansion Area is generally assumed to rely upon existing County Arterial roadways while land use is held under reserve status. A specific plan submittal for this area, however, may reconfigure the alignment and street design that may be better suited to the land use proposed. Any alternative circulation design or street layout shall still require interconnectivity with the existing community, and reinforce walkability and alternative transportation mode options.



SCP OBJECTIVE 6A.2

Enhance pedestrian and bicycle access and safety through the use of Traffic Calming Street Design Measures.

Non-motorized transportation options are limited in Stratford. Sidewalks have been incorporated into the streets along the downtown core and newer developments in the southern portion of Stratford, however, they are inconsistent throughout the remainder of the community. In addition, Stratford contains few clearly marked pedestrian crosswalks that contributes toward more driver and pedestrian uncertainty in the roadways and intersections.

SCP Policy 6A.2.1: Adopt traffic calming street design standards into the County’s Development Improvement Standards to allow for “Pedestrian Friendly” street design alternatives within the community.

Traffic calming street design standards will need to be integrated into the County’s Development Improvement Standards to consider pedestrian friendly street design in new developments. The standards should be include traffic calming improvements such as those identified in Figure 6.2. Development of traffic calming measures will require close coordination with emergency service to ensure little to no disruption of emergency service response times or accessibility.

SCP Policy 6A.2.2: Seek “Safe Routes to School” funding to implement traffic calming measures at key intersections along pathways frequented by Elementary School children in route to school.

The County should engage in coordinated efforts with Central Union School District, Caltrans, Stratford stakeholders, and interested community based organizations to seek “Safe Routes to School” funding. This construction type grant can be used to create crosswalks and sidewalks in the immediate vicinity of schools to increase school children safety and reduce traffic speeds. Currently no traffic calming measures have been constructed at intersections heavily used by school children.

SCP Policy 6A.2.3: Integrate traffic calming street designs into the construction of new community streets to enhance pedestrian walkability and manage traffic circulation.

Traffic calming measures such as bulb-outs, on-street angled parking, street medians, textured crosswalks, and street trees should be integrated into new street design to enhance the community’s circulation system with complete streets. Through these measures, Stratford will reinforce circulation elements that are associated with a small quiet town feel that remains inviting to pedestrians and bicyclists.

Figure 6.2. Examples of pedestrian bulbouts and crosswalks



SCP OBJECTIVE 6A.3

Establish pedestrian and bicycling connectivity within the community circulation that serves to link residential, commercial, open space and recreational uses.

SCP Policy 6A.3.1: Plan for the complete connectivity of sidewalks in the community and seek funding to construct prioritized missing segments.

Sidewalk connectivity throughout the community is partially complete in portions of the community. Missing sidewalk segments along key connection routes to the downtown core should be evaluated to determine the extent of school children and pedestrian use and develop a priority list of segments needing improvement. The Stratford School recently constructed sidewalks along the entire eastern boundary of the school site, and further efforts should focus on streets frequently traveled by school children.

B. Commercial Circulation

SCP GOAL 6B The Downtown Commercial Area circulation system integrates a functional circulation system that is representative of a traditional historic downtown streetscape.

SCP OBJECTIVE 6B.1

Establish traffic calming measures within the Downtown Mixed Use designated area to integrate traditional downtown “Pedestrian Friendly” design while also accommodating other transportation modes.

SCP Policy 6B.1.1: Establish a Community Downtown Street Design that integrates diagonal parking and pedestrian bulb outs to enhance downtown aesthetics.

The Downtown Mixed Use core area of Stratford is the focus of commercial revitalization efforts in the community and a downtown street design is crucial to establishing a traditional downtown layout and feel. Figure 6.3 shows the existing downtown street design with angled parking and wide center median with public facilities. Additional improvements into the streetscape design should be explored to identify potential enhancements that could be pursued to improve the pedestrian desirability of Stratford’s downtown.

Figure 6.3. Stratford Main Street with Angled Parking



SCP Policy 6B.1.2: Amend the Zoning Ordinance to allow shared parking for Mixed Use businesses where parking demands do not overlap.

Businesses should provide adequate parking along the Community Downtown Core and behind the Mixed Use buildings. Parking standards should be eased when proposed commercial uses are planned for Mixed Use buildings who can demonstrate that times of business operation and residential uses do not overlap.

SCP Policy 6B.1.3: New Mixed Use development shall install bicycle parking into the site and/or building design.

Many frequently used destinations, such as stores and public facilities, have limited bicycle parking. Downtown commercial and public facility uses shall be required to provide bicycle parking facilities, provide safe bicycle locking areas and encourage alternative transportation modes.

C. Residential Circulation

The existing residential areas are designed with a grid street pattern. Infrastructure improvements for the pedestrian, such as sidewalks with curb and gutter, Street design standards are necessary to create the type of streets that integrate a community creating a safe and aesthetically pleasing neighborhood.

SCP GOAL 6C Residential streets create traditional neighborhood connectivity and access to centralized community areas.

SCP OBJECTIVE 6C.1

Implement residential streets and infrastructure that provide for community desired neighborhood streetscape and safety.

SCP Policy 6C.1.1: New residential development shall be developed according to the Community Street Design Standards.

Residential areas shall contain “Community Collector” and “Community Local” street types. Community Collectors serve as the residential area’s main connecting access roadways, while the Community Local streets connect all adjoining areas. All Community Local streets shall connect with either Laurel Avenue, Railroad Street, or Empire Street which serve as the Community Collector streets. New development within the community expansion area shall utilize Lansing Avenue and 20th Avenue as their collector streets.

SCP Policy 6C.1.2: Residential developments east of the canal and north of Laurel Avenue shall establish streets and rights of way that integrate pedestrian pathways and connect to the Downtown Commercial Core and Community Expansion Area Mixed Use developments.

This will ensure the community maintains a walkable built environment, and that new development builds upon the community desired vision for Stratford. As less emphasis is placed on automobile travel within the community, alternative modes of travel must be planned for and integrated into the community design.



SCP Policy 6C.1.3: Enhance pedestrian infrastructure by requiring sidewalks, tree lined streets, and traffic calming crossings to balance both car and people use on neighborhood streets.

New residential streets will be required to include sidewalks and planting strips to promote walkable neighborhoods and separation between pedestrians and the roadway. Traffic calming measures should be used at key intersections where elementary school children cross, and in the downtown and community expansion area.

SCP Policy 6C.1.4: Community street design shall integrate short street frontage for buildings.

New residential growth areas are planned as compact residential neighborhoods and allows for buildings to utilize more square footage. Sidewalks and planting strips will provide 4.5 to 5 feet of public right of way frontage which should be considered as part of the frontage requirements for new residential construction. The County Zoning Ordinance will need to be amended to allow shorter frontage for compact residential development.

D. Transportation

SCP GOAL 6D Public transportation is easily accessible to residents and workers within the Community, and is embraced as an affordable transportation alternative for the movement of goods and people.

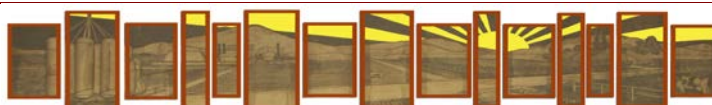
The Stratford community is isolated from other Cities and Communities throughout the County, and is therefore more susceptible to inflationary rates that affect gasoline. As transportation costs continue to increase, residents may seek more public transportation to meet their daily needs for health care, education, employment, and recreation. With few public transportation services in the community, more community demand may focus on public transit as a preferred option.

SCP OBJECTIVE 6D.1

Enhance residents' accessibility to public transportation options, and plan for the increased emphasis on public transit as a cost effective mode for travel.

SCP Policy 6D.1.1: The Kings Area Rural Transit (KART) routes should be reviewed and coordinated to better accommodate the mass transit needs of Stratford residents following expansion of the community.

The existing Kings Area Rural Transit (KART) system is an affordable method of travel for many Stratford residents. KART fares are currently \$1.00 for each ride within Hanford and \$1.50 per passenger for intercity routes. Half price fares are available on regular fixed routes from 9:00 AM thru 3:00 PM for eligible seniors 60 and older, ADA and Disabled ID Card holders and Medicare Card holders. As the population of Stratford continues to grow, KART services should be re-evaluated to determine whether there are increased unmet public transportation needs within the community. KART routes should provide access to grocery stores, public health facilities, higher education facilities, areas of employment and other critical services.



Another service provided by KART includes their dial a ride service for those residents residing more than ½ a mile from an existing bus route or for those riders certified by KART as disabled. This is door to door service for those residents that qualify. Currently, approximately 95% of the Stratford community resides within ½ mile of a KART bus stop. A majority of the planned future residential areas, however, will be located more than a ½ mile from a KART bus stop. As development occurs in new community growth areas, additional demand may be placed upon the dial a ride service. KART should analyze the option of providing a second bus stop in the northeast portion of the community within the Community Expansion Area, and plan for the possible increase in public transportation service demands. Locating an additional bus stop within the community would increase public transit accessibility and possible ridership.

SCP Policy 6D.1.2: Coordinate with KART to establish key bus stop locations within the community to increase residents' access to public transit services.

Alternatives to automobile travel are a priority to many residents in Stratford. The sole provider of public transit services in Stratford is the Kings Area Rural Transit (KART), the largest single public transit operator in Kings County. KART provides fixed-route and demand-response (Dial-a-Ride) services countywide, with two fixed-route routes serving Stratford. The Hanford Avenal Route serves Stratford eight times a day, Monday through Friday and four times a day on Saturday. An increase in public transit use would improve the air quality, safety, and health for Stratford residents. While the majority of the current residential areas are within a ½ mile of the two existing transit stops, future growth in the Community Expansion Area will necessitate the placement of an additional stop to serve residents in the community expansion area. Demand-Response services to Stratford, including Dial-a-Ride service and Special Services, are offered to meet the needs of disabled community members and other groups.

SCP Policy 6D.1.3: The Agricultural Industries Transportation Services (AITS) Program and other car or van pooling programs should be promoted within the community to encourage Stratford resident's participation in these programs.

As transportation costs continue to rise and travel to other Cities or Communities becomes more costly, Stratford residents should consider transportation alternatives such as those provided by KART for car or vanpool programs. These alternative transportation modes provide opportunities for residents to pool resources together and greatly reduce their transportation costs, while allowing for flexibility of their desired destination(s). The AITS program was designed and implemented to provide agricultural workers with safe, affordable vans for commuting purposes.



CHAPTER ~ 7 ~

COMMUNITY HEALTH AND SAFETY



The Stratford community is locally supported by County Fire Station No. 10 and a lightly manned Sheriff presence. The satellite Sheriff Substation and the County Fire Station are both centrally located in the public oval island along Main Street. Other key emergency services are located within about 15 miles and based out of the County seat in Hanford. These include the County Sheriff's Department Headquarters, Animal Control, Dispatch, Jails, Fire Department Headquarters, and County Emergency Operations Center. Other emergency services located in Hanford include the American Ambulance service, Sky Life helicopter ambulance, and community hospitals and clinics.

Public health services are not provided within Stratford. The community also lacks centralized community features such as a community park, full service grocery store, or local restaurants. Residential areas, however, are within close walking distance to the downtown commercial core, and underutilized properties and vacant buildings exist that can be built upon to provide services to the community. Sufficient population and consumer demand has been the primary obstacle to sustaining businesses in the community. The community's small town features already emphasize a centralized community core and some degree of walkability, which should be reinforced and strengthened as community growth occurs.

A. Law Enforcement

SCP GOAL 7A Provide a safe and healthy small town community environment in which residents can peacefully live, work, and play.

The Kings County Sheriff's Department provides law enforcement services for Stratford. Stratford is covered by Sheriff coverage that also includes portions of the County that extend from 13th Avenue near Hanford to the western county line and from Houston Avenue extending south to Nevada Avenue. Assigned deputies patrol in alternating 12 hour shifts with at least one officer on duty at all times. Kings County Sheriff Deputies also serve as back up to other surrounding law enforcement agencies when requested through mutual aid. There is currently 24-hour coverage, but due to the wide area allocated to sheriff patrols, law enforcement presence in Stratford is not sufficient to provide the community with the level of service desired by residents. Increased law enforcement presence within the community is needed, and enhanced community safety is essential to long-term success of revitalizing the central commercial business core and maintaining a safe community environment in which residents feel safe.

SCP OBJECTIVE 7A.1

Provide sufficient law enforcement to protect residents from personal and property crimes.



SCP Policy 7A.1.1: Promote community safety by providing sufficient sheriff patrol coverage to provide 20 minute or faster response time to priority emergency calls.

Sheriff units are assigned wide areas of coverage which gives residents the impression that Sheriff Deputies are not readily available to the community. By ensuring a consistent and reasonable response time, residents are afforded more reassurance in the adequacy of their community's law enforcement coverage.

In the past, the Sheriff's Department facilitated a Citizens on Patrol Program however, the program ended when the residents actively involved in the program moved out of the area. The Sheriff's Office plans to recruit new Citizen's on Patrol participants for the program, which is planned to reactivate in the winter of 2008. When reorganized, the Citizens on Patrol Program will add additional eyes and ears to the Sheriff's Department by providing increased surveillance for the residents of Stratford.

The Central Union School District provides a School Resource Officer and Probation Officer who is funded through the Federal Grant Program "Safe Schools/Healthy Students." These full time officers are employed full time by the district for the duration of the four year federal grant ending in 2010. Deputies divide their time evenly between the four schools within the Central Union School District. Services include mentorship, education/outreach, and home visits for students with severe violations.

SCP Policy 7A.1.2: New development should be evaluated for the extent of impact it may have in relation to the adequacy of the Sheriff's Department to provide adequate patrols necessary to cover the additional population.

An evaluation of Sheriff coverage in relation to the community's growing population is necessary to determine the need and justification for additional Sheriff service. Additional Deputies may be needed as growth occurs and the County should consider the hiring of additional Deputies to cover this potential future deficit. On average, most rural communities in the State aim to have one on-duty peace officer per every 1,000 residents in the county. Given this factor, Stratford should have approximately one full time officer within the community. Future build out may require a substantial increase in Deputy coverage if the community is able to grow to 9,200 residents.

In order to help offset the personnel impacts, new development shall pay fair share fees to the Kings County Sheriffs Department. Fees shall be negotiated with the Sheriff's Department on an individual project basis.

SCP Policy 7A.1.3: The Sheriff's Department should encourage Deputies assigned to Stratford to participate in the community's functions, and actively promote safety by implementing community safety programs.

A positive law enforcement presence in the community helps to build positive relations with at-risk youth, and acts to deter suspicious activity, including narcotics distribution and gang activity. Community policing is a philosophy in which law enforcement is seen as part of the community. This type of policing helps to create a positive relationship and build trust between the community members and law enforcement. When reconstituted the Citizen's on Patrol Program will foster relationships between the community and the Sheriff's Department.



B. Fire Protection and Emergency Medical Services

The Stratford community is well supported by the centrally located County Fire Station No. 10 located on the northeast corner of Cross Street and Main Street. Staffing at the station consists of three full time fire personnel, who alternate shifts enabling the station to have one working staff at all times. The station is equipped with two engines with the primary engine being acquired during the summer of 2008. The reserve engine is owned by the State of California Office of Emergency Services (OES) but is available for the stations full time use. The Station also provides mutual aid assistance throughout Kings County and is supported by an active Stratford Volunteer Fire Department that supports local response calls and contains a current active membership of three volunteers.

SCP GOAL 7B Continue to provide quality service for fire protection and emergency medical response in the community.

The fire protection support service and its close proximity to the community is a valuable asset to the residents and businesses of Stratford. Timely response calls and a permanent presence in the community have served to reinforce the community's opinion that they are well protected from fire danger. Fire protection service levels should continue to be supported to ensure similar service levels are maintained as the community continues to grow.

SCP OBJECTIVE 7B.1

Expand the Fire Department Station personnel and equipment as the community grows to maintain the current level of service.

SCP Policy 7B.1.1: Fire Department services shall increase as the Stratford population grows in order to maintain existing levels of service.

Figure 7.1. Kings County Fire Station No. 10

The Kings County Fire Department personnel have developed positive relationships with Stratford residents and residents are satisfied with their current level of fire and first aid service. This level of service could decrease as population and developed land area increase. In order to maintain Stratford's current high level of fire and first aid services, additional staffing and equipment will be necessary.



National Fire Protection Agency (NFPA) standards require a staffing of 1.2 fire fighters per 1,000 residents within a community. This standard requires Station 10 to man its station with 1.5 employees per shift. The construction of additional housing and commercial units will require increased staffing. In addition, aging fire fighting equipment will necessitate replacement in order to maintain a reduced insurance premium cost. The Insurance Service Offices (ISO) determines the Departments fire insurance rating. Key factors to determining the rate include station service boundaries, which should not exceed 5 miles, and the age of fire fighting vehicles. If a vehicle is older than 15 years, ISO will not recognize that vehicle as part of the Departments fleet. The main engine at Station 10 was built in 1978 and is therefore not be recognized by ISO.



In order to help offset the infrastructure impacts, new development shall pay fair share fees to the Kings County Fire Department. Fees shall be negotiated with the Fire Department on an individual project basis.

SCP Policy 7B.1.2: Adequate water supply and water pressure shall be maintained throughout the Stratford fire hydrant system.

The Stratford PUD currently maintains 65 existing fire hydrants throughout the community. NFPA standards require all fire hydrants be capable of providing water at 1,000 gpm in order to supply adequate water pressure during fire fighting activities. Hydrants within Stratford currently provide water flow ranging from 500 to 1,100 gpm with a typical gpm of 890 to most hydrants.

As new development occurs at greater distances from wells, water supply to hydrants shall maintain a minimum of 1,000 gpm. In order to obtain funding to attain additional water capacity, through the construction of new wells or pressurized water storage tanks, the County shall assist the SPUD with grant and loan applications.

C. Noise

Residential and institutional land uses normally require a relatively peaceful environment. Creating such an environment, however, can conflict with the needs of industrial, commercial, or agricultural land uses. Well thought out land use planning should continue to be employed to insure that the quality of the noise environment in Stratford does not deteriorate, and where practical be improved. The principal importance in controlling noise in Stratford is the protection of public health, particularly preventing hearing damage from community noise. This is followed in importance by minimizing any adverse effects of noise on the economic well being of the community.

Noise is commonly defined as unwanted sound and has often been cited as a health problem because it inhibits general well being and contributes to undue stress and annoyance. Noise interferes with sleep, speech, recreation, and tasks demanding concentration or coordination resulting in increased public annoyance to the noise source and a decrease in environmental quality.

SCP GOAL 7C Protect the residents of Stratford from the harmful and annoying effects of excessive noise exposure.

Stratford residents have the potential to be subject to significant noise exposure due to the close proximity of State Route 41, Naval Air Station Lemoore (NAS Lemoore), industrial land uses, and the surrounding agricultural operations. The County has established a “Right to Farm” ordinance, which requires residents, businesses, and other occupants of property that are in, nearby, or adjacent to land in the agricultural zone districts to be prepared to accept some inconveniences or discomforts which can be expected to occur as part of normal agricultural operation practices. Other remaining noise sources, however, may be mitigated through specific structural design standards which must be approved by a County building official prior to construction.

SCP OBJECTIVE 7C.1

Prevent excessive noise within the community by coordinating land use policies with known and identifiable noise sources, and integrating practices and technologies that reduce noise.



SCP Policy 7C.1.1: Residential designated land located within military aircraft noise contours of 60 CNEL or greater shall be subject to *Noise Element* policies for aircraft noise, which may restrict new development or require implementation of mitigation measures to reduce the exposure of residents to excessive noise.

Naval Air Station Lemoore is an important economic engine for the local economy in Kings County, however, if proper land use planning is not abided by then aircraft from the base will cause a decrease in environmental quality and lifestyle for those impacted individuals. Noise contour patterns from the Naval Air Station Lemoore's aircraft have been analyzed and show that flight patterns may affect the Stratford community. Land use designations outside of the *Stratford Community Plan* should remain designated for agricultural uses. Residential designated land within the community may be impacted by excessive aircraft noise and therefore will be subject to *Noise Element* policies of the General Plan. *Noise Element* policies restrict residential development in areas with aircraft noise levels of 70 CNEL (Community Noise Equivalent Level) or higher. New residential development in areas with 60 to 70 CNEL require noise mitigation measures to reduce the level of excessive aircraft noise.

Figure 7.2. Proposed NAS Lemoore F-18 Noise Contours

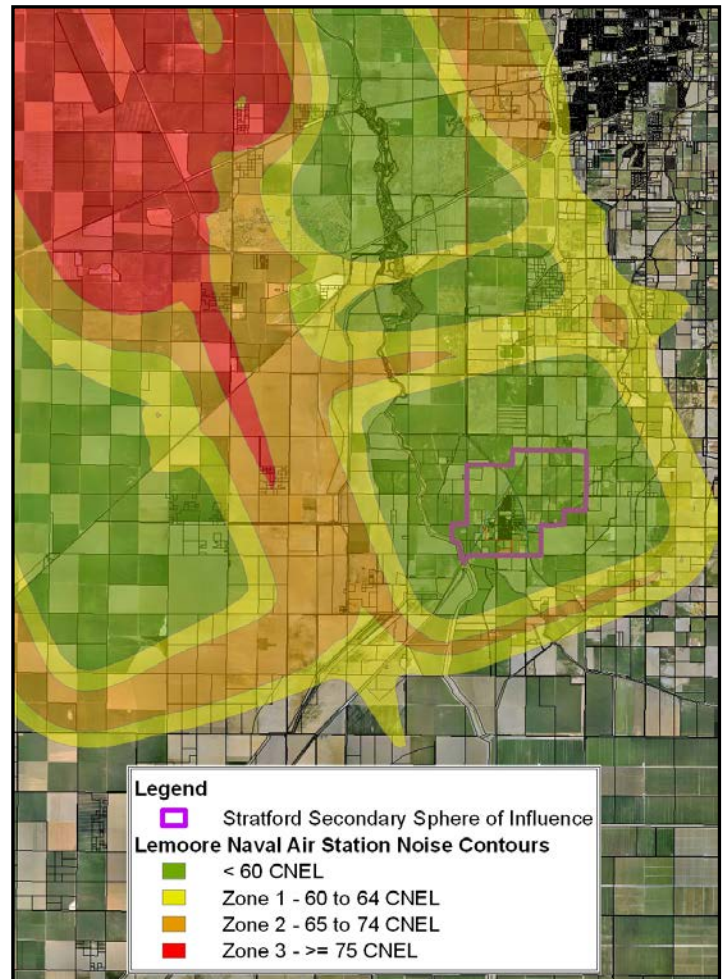


Figure 7.2. identifies the NAS Lemoore Noise Contours for F-18 Super Hornet flight paths and shows Stratford as having potential impacts from Naval Air Station aircraft noise. The naval air base will soon be home to the new F-35 Lightning II – Joint Strike Fighter, scheduled to take first flight in mid 2009. New noise contours are currently being developed that are based upon this new fighter jet. Preliminary maps indicate that Stratford may be completely covered by 60-65 CNEL noise levels, which would require all new residential structures to be subject to the *Noise Element* policies and associated mitigation measures.

SCP Policy 7C.1.2: Review discretionary industrial, commercial, or other noise-generating land use projects for compatibility with nearby noise-sensitive land uses.

When noise impacts have a potential to occur due to industrial, commercial, or other noise generating land uses, the project shall be analyzed to determine compatibility with nearby noise-sensitive land uses. If compatibility is feasible, sufficient sound barriers shall be installed to prevent environmental



impacts to noise sensitive land uses. In addition, industrial zoned parcels in the Southeastern portion of Stratford shall contain a 100 foot buffer to separate the industrial zone from sensitive land uses in the community.

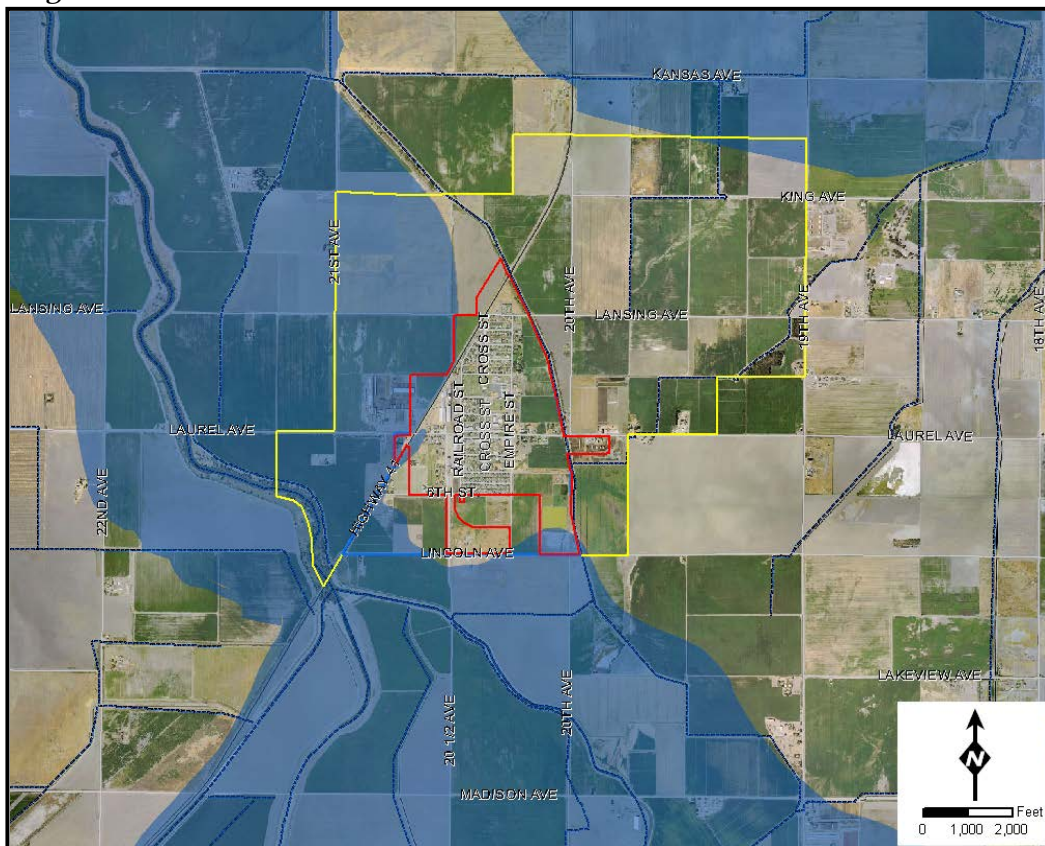
SCP Policy 7C.1.3: Direct new residential development away from State Route 41 or establish sufficient sound buffers to reduce noise levels to acceptable levels.

Planned residential growth is directed away from State Route 41. The only vacant residential zoned land planned along the highway is designated for Low Density Residential or Low Medium Density Residential. These residential designations allow for larger lot residential development and are intended to reduce the number of concentrated units located near higher noise levels generated by highway traffic. Larger lot sizes will also allow for setbacks of homes to add additional distance from highway generated noise.

D. Flood Safety

Flooding susceptibility in Stratford is due to the close proximity of the Kings River, that is located along the western boundary of the community. The Federal Emergency Management Agency (FEMA) and Federal Insurance Administration have assessed flood hazards for the Stratford area and prepared maps showing the areas with at least a one percent chance of being flooded in any year, called the 100-year flood zone. The boundaries of these areas are shown in Figure 7.3. 100 Year Flood Zone.

Figure 7.3. 100 Year Flood Zone



SCP OBJECTIVE 7D.1

Prevent the construction of facilities or land improvements, within the 100 year flood zone, that could result in a loss of life or property.

SCP Policy 7D.1.1: **The County shall apply a minimum level of acceptable risk to new construction and proposals for substantial improvements to all development within the 100-year floodplain and disapprove projects that cannot mitigate the hazard to the satisfaction of the Building Official or other responsible agency.**

To help prevent the loss of property during potential 100-year flood events, all buildings constructed within the 100-year flood zone shall obtain prior approval from the County’s Chief Building Official who serves as the Flood Protection Administrator. In most cases, residential dwellings are required to construct, at a minimum, foundations that are one foot above the projected flood inundation depth.

SCP Policy 7D.1.2: **The County shall continue to use the 100-year flood event and any base flood elevations available to measure the level of acceptable risk and protection when considering any amendments to the Stratford Community Plan Land Use Map.**

Stratford is substantially surrounded by the 100-year floodplain which borders along the western edge of the community and travels along the entire southern boundary, which leaves only the territory located northeast of the community as an area for future community growth. Any future consideration to changes of land use should take into consideration the surrounding 100 year flood zone as a limitation for proposed development.

SCP Policy 7D.1.3: **Facilities using, storing, or allowing substantial quantities of hazardous materials to be stored onsite shall not be permitted within the 100-year flood zone unless, all standards for elevation, anchoring, and flood proofing are proven satisfactory to the County’s Flood Protection Administrator.**

Hazardous material releases into the Kings River during flood events must be prevented. Construction of facilities that require the operation or facility to obtain a Hazardous Materials Business Plan from the Kings County Environmental Health Department shall not be allowed unless; the operator can substantially demonstrate the facility will be constructed and operated in a manner that will prevent hazardous material releases during all potential flood events.

E. Pedestrian Safety

The Stratford Community already contains features of a compact and walkable community. The community was developed with the town center as a focal point for residents, along with the elementary school that is surrounded by the community’s residences. However, some of the areas within the community lack connecting or continuous sidewalks, curbs and gutters, and some streets were constructed with sidewalks on one side of the street.



SCP GOAL 7E Establish safe pedestrian routes within the community to provide sufficient connectivity and visibility, which promotes walkable neighborhoods.

Complete streets designed for all users including pedestrians, bicyclists, transit users, people with disabilities, and motorists are critical for the health and well being of Stratford residents and will create a more walkable community. Complete streets are essential for access by people who cannot drive. Roads without safe access for non-motorized transportation represent a barrier for people who use wheelchairs, the older generations, and for children.

SCP OBJECTIVE 7E.1

Provide complete streets within Stratford providing well-maintained walkways, trails, bike paths and roadways that encourage walkability.

SCP Policy 7E.1.1: Key pedestrian routes to central community facilities should be identified to pursue grant or other funding for the construction of infill pedestrian infrastructure improvements.

The Stratford community primarily contains minor rural arterials and collector roads. These roads are ideal for the incorporation of sidewalks to enable walkable communities. A five-foot minimum width will provide for an enjoyable walking experience and allow for pedestrians to comfortably pass while traveling in opposite directions.

SCP Policy 7E.1.2: Pedestrian and bicycle pathways shall be designed to remain visible to the public and provide access to emergency response personnel.

Pathways within the community or connecting to other urban areas shall remain visible to the public to reduce the convenience for criminal activity and will provide a safe open atmosphere for pathway users. New pathways shall also be designed to allow emergency personnel access to these routes for any possible response calls.

SCP Policy 7E.1.3: New streets should integrate minimum 5 foot wide sidewalks, planting strips, or bike lanes to create a separation buffer between pedestrians and automobile traffic.

Portions of the community contain sidewalks which leaves the community with incomplete streets. New streets resulting from new development shall provide sidewalks and other roadway features to increase pedestrian safety.

Figure 7.4. Existing Sidewalks



SCP Policy 7E.1.4: Construction of barriers to the pedestrian circulation system shall be prevented.

Walled off residential areas are not recommended within the community, and new development shall remain open for pedestrian connectivity. In addition, the use of cul-de-sacs in new development shall be discouraged since they tend to isolate streets and detract from community connectivity. If cul-de-sacs are used, pedestrian circulation shall connect to the end of the cul-de-sac to ensure pedestrian circulation remains uninterrupted.

F. Built Environment Safety

As Stratford grows and develops, new residential and new commercial areas should incorporate crime prevention features into the built environment. Crime Prevention Through Environmental Design (CPTED) is recommended to incorporate “the proper design and effective use of the built environment which may lead to a reduction in the fear and incidence of crime, and an improvement of the quality of life.”
- National Crime Prevention Council.



SCP GOAL 7F Build a safer community to encourage and maintain business interests and foster a safer overall community environment for residents and visitors.

SCP OBJECTIVE 7F.1

Increase community street lighting to enhance neighborhood and downtown community safety.

SCP Policy 7F.1.1: New residential neighborhoods shall install street lighting to increase neighborhood illumination.

Street lighting will enable residents to traverse Stratford streets in the evening and at night with a heightened level of safety and comfort. Currently, there is limited street lighting and inconsistent sidewalks in the residential areas of town, which discourages residents from walking at night.

SCP Policy 7F.1.2: Street lighting shall be integrated into the Downtown Commercial Core and along pedestrian streetscapes.

Downtown Commercial Core design should incorporate street lighting into the streetscape to provide an enhanced sense of safety to the public while also serving as a deterrent to criminal elements. Street lighting shall also carry over to all newly constructed residential areas of the community .

SCP OBJECTIVE 7F.2

Promote the application and strategies of Crime Prevention Through Environmental Design (CPTED) as a means of enhancing crime prevention in the community.

SCP Policy 7F.2.1: New residential and commercial development shall incorporate where practical the following CPTED design strategies into their project.



The Four Strategies of CPTED

- 1. Natural Surveillance** - A design concept directed primarily at keeping intruders easily observable. Promoted by features that maximize visibility of people, parking areas and building entrances: doors and windows that look out on to streets and parking areas; pedestrian-friendly sidewalks and streets; front porches; adequate nighttime lighting.
- 2. Territorial Reinforcement** - Physical design can create or extend a sphere of influence. Users then develop a sense of territorial control while potential offenders, perceiving this control, are discouraged. Promoted by features that define property lines and distinguish private spaces from public spaces using landscape plantings, pavement designs, gateway treatments, and "CPTED" fences.
- 3. Natural Access Control** - A design concept directed primarily at decreasing crime opportunity by denying access to crime targets and creating in offenders a perception of risk. Gained by designing streets, sidewalks, building entrances and neighborhood gateways to clearly indicate public routes and discouraging access to private areas with structural elements.
- 4. Target Hardening** - Accomplished by features that prohibit entry or access: window locks, dead bolts for doors, and interior door hinges.

CPTED theories contend that law enforcement officers, architects, city/county planners, landscape and interior designers and resident volunteers can create a climate of safety in a community, right from the start. CPTED's goal is to prevent crime through designing a physical environment that positively influences human behavior – people who use the area regularly perceive it as safe, and would-be criminals see the area as a highly risky place to commit crime.

We live with crime every day. It has become, unfortunately, a fact of life. Discussions on the subject have traditionally focused much less on crime prevention than on arrest and punishment; measures that cannot be taken until after a crime has been committed. Only in the last 20 years have designers and architects begun to see the need to plan and build with more in mind than just the traditional threats of nature: fire, earthquakes, and hurricanes. They must now consider the threat of crime.

Enter a new approach to crime prevention - Crime Prevention Through Environmental Design - or CPTED. Much more far-reaching than dead bolts on doors and locks on windows, CPTED crime prevention principles can be applied easily and inexpensively to building or remodeling, and have been implemented in communities across the nation. The results have been impressive; in some CPTED communities, criminal activity has decreased by as much as 40 percent. What is the secret to CPTED crime prevention? Design that eliminates or reduces criminal behavior and at the same time encourages people to "keep an eye out" for each other. These are just a few of the ingredients that go into creating an effective CPTED crime prevention environment; that is, a safer more livable community. Additional information on CPTED can be found at www.cpted-watch.com.

G. Healthy Eating Opportunities

The County is responsible for protecting the public health, safety, and welfare of its residents, and has the ability to guide development of the built environment through implementation of land use plans, policies, and programs. The built environment and land use decisions play an important role in



shaping the pattern of community development and thereby promoting or discouraging physical activity and the availability of nutritious food choices.

Stratford's population base is one of the limiting factors to establishing a successful eating establishment within the community. Numerous restaurants, in recent years, have attempted to operate in Stratford, however they have all failed to remain in business. A revitalized downtown core capable of drawing highway travelers and an increase in population will increase the potential number of customers and support future food stores and eating establishments.

In coordination with the County Public Health Department, community planning efforts are carrying forward an increased awareness of how the built environment impacts the health and well being of residents. Nationwide and locally, there is an increasing number of youth and adults that are experiencing health complications related to obesity and diabetes. Efforts are being made to improve the health of Community residents by making changes in the built environment to increase physical activity and the availability of health foods such as fresh fruits and vegetables within the community. Stratford currently contains only one market with limited healthy food choices available to customers.

SCP GOAL 7G Stratford fosters a healthy living environment with increased access to healthy foods and physical activity within the community, which serve the daily needs of residents.

The Stratford Community maintains a small town centralized commercial core and public open space area that is within easy walking distance from all residential areas. Although many commercial buildings are vacant in the downtown core, underutilized buildings and commercial properties have the potential for establishing restaurants and retail food stores. Additional population, however, will be necessary to support these types of businesses. The walkability and access to parks and open space are largely addressed in other community plan chapters, and this section serves to reinforce the need for increased support for enhanced access to healthy eating options that also tie into Stratford's community identity.

SCP OBJECTIVE 7G.1

Encourage and facilitate the provision of healthy eating opportunities within the Downtown Mixed Use, transportation Commercial, and Reserve Mixed Use areas within the Community.

SCP Policy 7G.1.1: The Downtown Mixed Use area and the Reserve Mixed Use area shall allow eating establishments to be permitted through a Site Plan Review Permit when the business can demonstrate that it provides more progressive healthier food options.

No restaurants or grocery stores exist in the downtown core. The only retail food store in the community is a small mini mart. Future food facilities should demonstrate the ability to provide healthy food options for consumers and are encouraged to integrate locally grown produce into their menu items.



SCP Policy 7G.1.2: Encourage restaurants that offer healthy eating choices within the Mixed Use and Commercial designated areas of the Stratford Community.

The Transportation Commercial Area located along State Route 41 may allow fast-food businesses to be comingled with other transportation commercial activities. The fast food type services are recognized as more suited for the highway commercial oriented area of the community. The remaining Mixed Use and commercial zoned areas of the community shall provide menus containing healthy eating choices for consumer consumption.

SCP OBJECTIVE 7G.2

Increase resident access to fresh fruits and vegetables within the community.

Limited grocery and food supply stores exist within the community. Residents have expressed a strong desire for basic service type businesses. As most community residents must travel to Lemoore for groceries, opportunities to increase fresh produce accessibility to residents should be facilitated and encouraged.

SCP Policy 7G.2.1: Allow temporary fresh fruits and vegetable markets to operate within common community open space areas and the Main Street oval when coordinated with the County and Stratford PUD.

Farmers market or other fresh produce markets should be allowed to temporarily establish themselves within the community as a regular weekly or monthly event. This will increase the access of residents to fresh fruits and vegetables and improve the healthy eating opportunities available to the community. As Stratford continues to evolve in defining community activities and events, and revitalization efforts emerge in the Downtown Mixed Use area, consideration should be given to establishing a biweekly or monthly farmers market on the public open space oval on Main Street.

Figure 7.5. Fresh Vegetables



SCP Policy 7G.2.3: Allow residential areas to establish community gardens.

Community gardens provide opportunities to increase the availability of fresh produce to local residents. This type of community based effort should be allowed within the residential area of the community to place produce in areas of close proximity to residences.

SCP Policy 7G.2.4: Encourage residents participation in Community Supported Agriculture (CSA) farms.

Access to locally grown fruits and vegetables can be obtained through programs such as CSA's which are comprised of individuals who pledge financial support to participating farm operations. By pledging support consumers share the risks and benefits of food production. The collective pledges from participants cover the anticipated costs of the farm operation and the farmer's salary. In return, participants receive shares of the farms food bounty throughout the growing season. CSA programs provide participants with high quality, farm ripened food products, at affordable cost.



CHAPTER ~ 8 ~

RESOURCE CONSERVATION

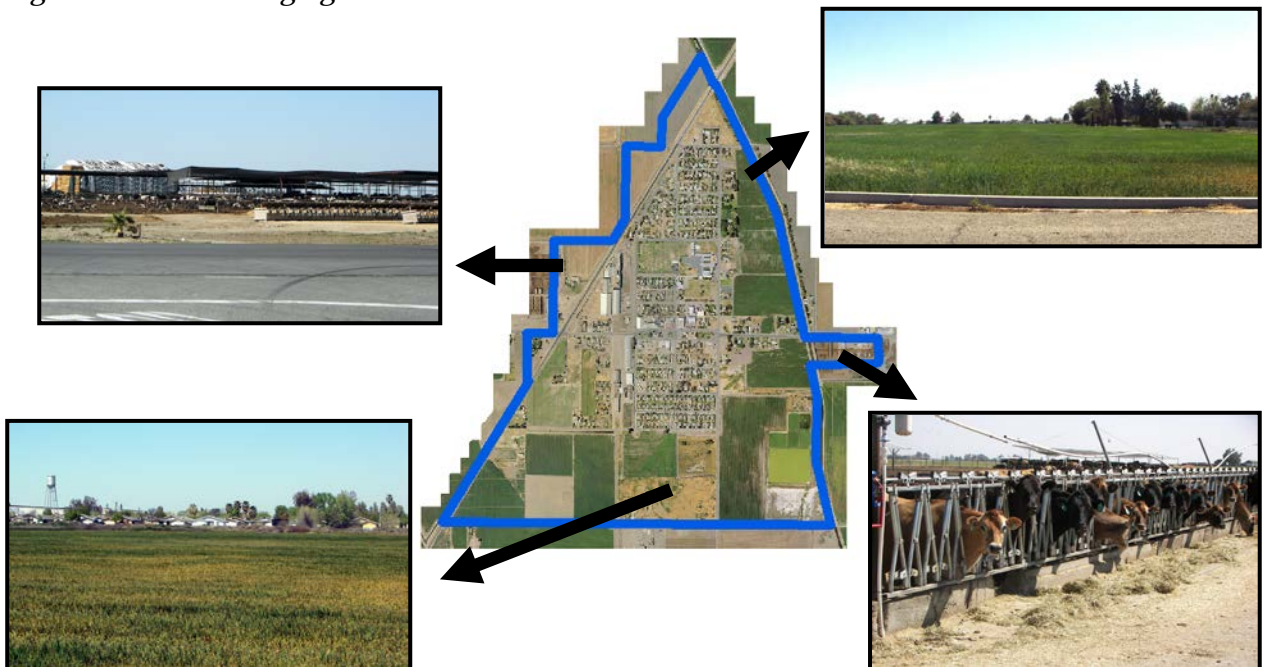


Stratford like many other Cities and Communities throughout the San Joaquin Valley is experiencing struggles with how to effectively balance competing interests of urban growth, preservation of natural resources, and maintenance of essential municipal services. In the early 1900's, Stratford prospered and had a rich farming history. The Stratford of today, however, faces many of the same challenges that other valley communities are dealing with. Outward growth pressure in agricultural land, predominant reliance upon automobile travel, and ever increasing water demand have brought forth an inherent realization that resources are limited within the valley and conservation and preservation plans must be considered to effectively plan for long range community sustainability and accommodation of future growth.

A. Agriculture

Stratford is predominantly surrounded by valued agricultural land which primarily produces livestock feed. Two dairies also border the community along the west and east edges of town, and a majority of the land surrounding the Stratford Planning Area is under agricultural production. Most of the parcels beyond the Stratford PUD Primary Sphere of Influence are under Williamson Act or Farmland Security Zone Contracts with only a few undersized home site parcels being phased out of the program under Notice of Non-Renewal. According to the Department of Conservation 2006 Important Farmland Map, Prime Farmland and Farmland of Statewide Importance surround the community.

Figure 8.1. Surrounding Agricultural Land



SCP GOAL 8A Protect prime agricultural land from untimely conversion and discourage disorderly urban growth.

SCP OBJECTIVE 8A.1

Preserve surrounding prime farmland not needed to accommodate planned urban area growth, and allow agricultural practices to continue in the Community Expansion Area until such time as development is ready to proceed.

SCP Policy 8A.1.1: Direct new community growth to the Sphere Growth Areas and Community Expansion Area as defined in the Community Plan to prevent the loss of agricultural land in other prime agricultural areas.

The Stratford Community Plan land use map outlines areas for community growth and expansion. In addition to prime agricultural land surround the community, Stratford is also surrounded by other considerable constraints such as State Route 41, 100 year flood zone, and Lemoore Naval Air Station flight corridors with associated higher noise levels. The growth areas outlined in the Community Plan seek to reduce impacts between uses and identify preferred directions for community growth.

SCP Policy 8A.1.2: New residential development within the community shall avoid or preserve surrounding local waterways, sensitive habitat, and open space areas.

The Stratford Community is bordered by an agricultural canal waterway that meanders along the eastern edges of the existing community boundary. The canal way provides numerous benefits in and outside of the community and therefore should be protected and integrated into the Community's future growth. Canal waterways are essential to the conveyance of surface water to commercial agricultural operations beyond the community, but may also serve as an adjacent feature for planned pathways within the Community if effectively coordinated with the District owning the facilities.

SCP Policy 8A.1.3: Encourage infill development and compact growth within the existing Stratford Public Utilities District boundary.

Infill development and compact growth should be prioritized as increased service capacity comes online with the Stratford Public Utilities District. Infill development will strengthen reinvestment into the existing community, while strategically phased growth will efficiently build upon Stratford's existing infrastructure. These priorities will limit the outward growth pressure on adjacent farmland thereby assisting in the preservation of the County's resources while also accommodating reasonable levels of urban growth.

SCP Policy 8A.1.4: Amend the County's Zoning Ordinance to specifically allow the continued agricultural farming practices on properties within the Stratford Community Plan Expansion Areas until such time as development applications have been approved by the County.

Farming practices should continue to be allowed within planned expansion areas of the Community Plan until development is likely to occur and convert the land to urban type uses. This will allow the



continuance of agricultural production on land planned for urban growth and promote beneficial use of the land while awaiting development interest and market demand for urban type uses. Planned urban uses should not be a detriment to existing agricultural uses.

B. Water Conservation

Water supply availability and quality are significant areas of concern in Stratford. The well water provided to the Community by the Stratford Public Utilities District currently meets Federal EPA Standards for arsenic. However, existing water capacity can not accommodate any large scale growth within the Community other than limited infill development. The entire water conveyance system will need to be upgraded and a new water treatment facility will be needed to meet the current and potential future demands of Stratford. As other areas throughout the State continue to face surface water shortages, added competition and pressure for more groundwater will likely occur. As a result, this trend will likely place greater emphasis on increased groundwater recharge efforts and conservation measures to ensure the long term usefulness of this resource.

SCP GOAL 8B Stratford utilizes community water sources in an efficient manner that ensures long term sustainability of the community’s quality water supply.

SCP OBJECTIVE 8B.1

Stratford emphasizes water conservation efforts throughout the community to maximize long term utilization of the Community’s valuable water resources.

SCP Policy 8B.1.1: Require all new development within the Stratford Public Utilities District to install water meters.

Certain water source agencies such as the Bureau of Reclamation have specific guidelines for communities that receive Federal or State water which may include the requirement of water users to be on meters. As Cities and Communities grow throughout the valley, more strain is likely to be placed on this finite resource and future requirements are likely to involve the use of water meters to tier usage charges and encourage conservation. The Community has previously initiated a water conservation plan and currently requires water meters on all connections within the community.

SCP Policy 8B.1.2: Coordinate with the Stratford Public Utilities District to explore options for integrating reclaimed water usage within new growth areas.

New community growth areas present opportunities for the community to use reclaimed wastewater on green spaces such as lawns, planters, medians and other non potable uses for water throughout the community. The possible integration of this secondary non-potable water line, however, is dependent upon the Stratford Public Utilities District’s developing a secondary water service line. Typically, half of all residential water use is related to landscaping and with the future household size of Stratford projected to decrease, this could result in an increased per capita usage of water. Any large scale development project should conduct a study regarding the feasibility of implementing a communitywide system for distributing reclaimed water for landscaping and other non potable uses within the new areas of development. The District should also help support, in some capacity to



explore this secondary water service line since it will likely become more necessary to provide alternative water sources to the community as water availability becomes scarcer.

SCP Policy 8B.1.2 **Require new residential and commercial development to integrate drought tolerant landscaping and water conservation fixtures with the structures to reduce the average per capita water use within the Community.**

Average per capita consumption of water can effectively be reduced through various changes to the landscaping and household fixtures and appliances. New growth should serve to enhance the conservation of the Community's water resources and reduce the potential for excess waste of water usage that ultimately hastens the need for costly system improvements. New growth within Stratford should therefore proactively promote the conservation of water usage in landscaping and household consumption. However new development can more easily integrate water saving technologies on a communitywide level versus retrofitting individual existing buildings and yards on a small scale. Recommended water saving techniques include implementing: water conserving irrigation systems with rain-override timers or soil moisture sensors and require builders to implement efficient fixtures and appliances (including dual flush toilets and waterless urinals for commercial developments).

C. Air Quality

Air quality is recognized as a major concern throughout the San Joaquin Valley Air Pollution Control District Region. The County of Kings is located within this region and the Stratford Community, located south of the County's two largest Cities, is impacted by highway vehicle traffic, agricultural practices and other major urban developed areas. All of these factors contribute to the air quality emissions that affect local residents. The Stratford Community, as part of this air district region, should strive to contribute towards the improvement of air quality and emissions reduction efforts.

SCP GOAL 8C **New growth and development within Stratford should contribute toward the Countywide effort to reduce air quality impacts and green house gas emissions.**

SCP OBJECTIVE 8C.1
Community improvements and new development in Stratford should minimize air emissions and impacts.

SCP Policy 8C.1.1: **The County shall work to improve the public's understanding of the land use, transportation, and air quality link.**

The Kings County Community Development Agency will assist in educating developers and the public on the benefits of pedestrian and transit friendly development and should participate in local programs that can reduce vehicle trips and miles traveled. Proposed developments within the community shall also be encouraged to integrate building features and appliances that are beneficial to reducing air quality impacts.

SCP Policy 8C.1.2: **Require all new residential, commercial and industrial developments to implement emissions reduction efforts that target mobile sources, stationary sources and construction related sources.**



Using the best practices in emissions reduction on new developments will ensure that new growth does not negatively detract from the air quality that Stratford residents must live in.

SCP Policy 8C.1.3: The County shall require new air pollution point sources such as industrial, manufacturing, and processing facilities to be located away from residential areas and other sensitive receptors.

Industrial and manufacturing operations have been zoned south of 6th Street and west of 20^{1/2} Avenue locating the stationary impacts to Stratford’s air quality downwind from residential and commercial developments. Projects will also be required to prepare health risk assessments in accordance with the San Joaquin Valley Air Pollution Control District (SJVAPCD) recommended procedures as part of environmental review when the proposed industrial process has associated toxic air emissions that have been designated by the state or federal government as a toxic air contaminant.

SCP Policy 8C.1.4: The County shall work with the SJVAPCD to reduce particulate emissions from construction, grading, excavation, and demolition to the maximum extent feasible.

The County shall inform developers of the requirements of the District’s PM_{2.5} and PM₁₀ regulations when they apply for a construction permit and will also require developers to coordinate fugitive dust enforcement actions with the SJVAPCD.

SCP Policy 8C.1.5: The County shall plan a park and ride lot at a suitable location within Stratford to serve carpool, AITS Vanpool, and KART Commuter Vanpool users.

The County should work with Caltrans and the County Public Works Department to identify a suitable site within the community for carpoolers from the community and surrounding area to leave their vehicles. Funding for the park and ride lot should be considered through grant and other associated development impact funding sources.

D. Cultural Resources

The Stratford Community has considerable historical ties to the County’s early origins. As such, a number of Stratford’s historical icons are still in existence and worthy of preservation. Prior to the railroad and Stratford’s existence, this region was home to the Tachi Yokut Tribe that lived around the historic Tulare Lake and may have had settlements in and around Stratford. In recognition of this region’s history, new development within this Community Plan’s new growth areas should occur in a manner that is cognizant and respectful of this region’s historical community and Native American ties.

SCP GOAL 8D Preserve archaeological, cultural and historic resources, and treat all historic human remains and artifacts with dignity and respect.



SCP OBJECTIVE 8D.1

Ensure archaeological, cultural and historic resources are immediately identified to reduce the chance of disruption or destruction, and provide earliest notification to responsible parties of interest.

SCP Policy 8D.1.1: New development within the Stratford Community Planning Area shall be required to provide onsite monitoring for archaeological, cultural and historic remains and artifacts whenever earth moving construction activities have unearthed archaeological remains. Monitoring shall be done by an individual or firm that is found acceptable by the Tachi Yokut Tribe based at the Santa Rosa Rancheria.

This policy will ensure that the earliest identification of findings is made and that earliest notification possible is made to tribal representatives. Tribal representatives can then ensure that any discovered remains are treated with dignity and respect.

SCP Policy 8D.1.2: If any discoveries are made, construction shall immediately cease and the nature of the finding determined. The local tribe(s) as identified by the California Native American Heritage Commission shall be immediately notified and allowed the opportunity to evaluate the findings.

If remains, artifacts or other cultural resources are discovered, the tribal representatives will be afforded the opportunity to ensure that these discoveries are treated with dignity and respect as defined by their tribal customs.

E. Biological Resources

The Stratford Planning Area is considered predominantly built out and surrounded by agricultural operations. This has largely been the situation for the community area since 1940, when the population was around 1,134 residents. Remnants of its past biological resources still exist and are considered important resources that must be addressed within this Community Plan.

SCP GOAL 8E Protect biological resources of significance within the Community Planning Area.

SCP OBJECTIVE 8E.1

Prevent the disturbance and or destruction of natural resources within the community from encroachment of new development or loss through disinterest and abandonment.

SCP Policy 8E.1.1: New Community Expansion Area Mixed Use development shall ensure the preservation and upkeep of the Stratford Canal waterway, riparian vegetation, and embankments.



The tree lined canal flowing along the primary sphere of influence’s western boundary is a scenic asset for Stratford’s residents and provides open space and connecting trails from the existing community to the expansion area.

Existing riparian habitat along the canal shall not be disturbed by new development and should be incorporated into architectural and site designs to further enhance the canals aesthetic appeal.

Figure 8.2. Canal Waterway



SCP Policy 8E.1.2: New development located on undisturbed land within the fringe area of the Stratford Community Planning Area shall be required to provide a pre-construction biological survey to determine the presence of any rare or endangered species within the project area if the land falls within or is adjacent to quad maps with known special status species or sensitive habitats as determined by a review of the county’s Sensitive Resources Lists. Land continuously cultivated since 1985, or before will not be considered wetlands or sensitive species habitat. If Federal or State listed rare or endangered species are identified and observed, the local lead agency and any other responsible state or federal agency shall be notified immediately.

This policy will ensure that the earliest notification of any rare or endangered species is made to the appropriate responding agency.

