

3.0 PROJECT DESCRIPTION

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3.1 PROJECT LOCATION & REGIONAL SETTING

The City of Santa Cruz, one of the oldest cities in California, was founded in 1791 and incorporated in 1866. It is located approximately along the northern shore of Monterey Bay, approximately 75 miles south of San Francisco, 25 miles south of San Jose and 40 miles north of Monterey (see Figure 1-1).¹ The City occupies a picturesque location between the Pacific Ocean and the Santa Cruz Mountains along the banks of the San Lorenzo River. The City has a total land area of 12.7 square miles, and is bordered by parks, open space, and residential uses to the north, open space lands on the west, the Monterey Bay on the south, and a portion of the unincorporated urban community of Live Oak on the east. The City's western and northern borders are mostly defined by publicly- and privately-owned open space and agricultural lands, with the Monterey Bay on the south. Within the City, city-owned open space lands help establish a greenbelt around the city as depicted in the aerial on Figure 2-1.

The *General Plan 2030* planning area includes the following geographic areas as shown on Figure 1-3 that total approximately 26 square miles:

- ❑ All lands located within the incorporated Santa Cruz city limits (including the City's water treatment plant on Graham Hill Road and the City's Resource Recovery Facility (landfill) and Recycling Center on Dimeo Lane);
- ❑ Lands outside City limits but within the City's adopted Sphere of Influence that are located east of Highway 17 in the Carbonera neighborhood and along 7th Avenue, which total approximately 0.4 square miles;
- ❑ Unincorporated lands to the north and west of the City that generally extend from Graham Hill Road on the east to the Dimeo Lane and the City's landfill on the west. This area includes Henry Cowell State Park, University of California lands located outside City limits, Wilder Ranch State Park and privately-owned open space and agricultural lands adjacent to the city on the west. State law requires the general

¹ All EIR figures are included in Chapter 7.0 at the end of the EIR (before appendices) for ease of reference as some figures are referenced in several sections.

plan to consider any territory outside the city boundaries which, in the City's judgment, bears relation to its planning. These "lands of interest" total approximately 13.3 square miles.

Santa Cruz is the largest city in Santa Cruz County. As of January 1, 2009, the City of Santa Cruz supported a population of 58,982 (California Department of Finance, May 2009) with a mix of residential, commercial, industrial, visitor-serving, recreational, and open space uses. The City has been the urban center of the County providing employment and commercial, governmental, social, educational and cultural services to the area. The University of California Santa Cruz campus lies mostly within city limits.

3.2 GENERAL PLAN BACKGROUND

STATE GENERAL PLAN REQUIREMENTS

California state law requires each city and county to adopt a general plan for "the physical development of the county or city, and any land outside its boundaries which bears relation to its planning" (Government Code section 65300). General plans are required to take a long-term perspective, and most jurisdictions select 15 to 20 years as the long-term horizon for the general plan (Governor's Office of Planning and Research, October 2003). The City Council adopts (and can later amend) the general plan by resolution. Once a general plan is adopted or amended, the zoning, subdivision, and other land use regulations and ordinances must be amended to be consistent with the general plan. State law allows up to four general plan amendments *per mandatory element* per year. Most amendments propose a change in the land use designation of a particular property (and thus propose a change to the land use element).

State law requires that a general plan contain seven elements: land use, circulation, housing, conservation, open space, noise and safety. Optional subjects added to a general plan (for example, community design and economic development in the City's proposed *General Plan 2030*) have the same status as mandated elements.

The general plan is to be considered and used as a whole. Case law and accepted land use practice stress the equality of the elements in a general plan. Since all general plan elements carry equal weight, it follows that no single section, chapter, or subject can be stressed while ignoring others. All of the sections should be read together. Although the law does not elevate any one element or elements over the others, the Land Use and Circulation Element are likely the most important because more than any other elements they guide the physical form of the community; in a sense they guide what will happen in the community. The other five required elements, Housing, Conservation, Open Space, Noise, and Safety, provide guidance on "how" things will occur, guiding the implementation of the Land Use and Circulation elements. While the plan must be internally consistent, an exception—passed into law in 2004—allows the Housing element to specify a different development density than set by the general plan.

GENERAL PLAN 2030 PROCESS

The *General Plan 2030* was prepared over a period of several years by city staff and a consultant team. To guide the process and prepare and recommend the outlines and essentials of a plan to the planning commission for review and elaboration, the city council formed a 17-member General Plan Advisory Committee (GPAC) made up of: all seven planning commissioners; one representative from each of the following City commissions: Arts, Historic Preservation, Parks and Recreation, Public Works, Transportation, and Water; three members of the general public; and a non-voting representative of the University of California Santa Cruz. A number of public workshops were conducted during this time. A vision for the future quality of life in the community and a set of principles to guide the development of the General Plan were drafted by the GPAC and accepted by the City Council on February 28, 2006, and are shown on Table 3-1 below. The Planning Commission and City Council also reviewed draft GPAC-recommended goals and policies at numerous meetings throughout 2008 as summarized below.

Planning Commission:

1-17-08	GP2030 Update and Review Historic, Arts, and Culture
3-20-08	Review GP 2030: Civic & Community Facilities; Hazards, Safety & Noise
3-27-08	Land Use; Community Design
4-17-08	Mobility; Economic Development
5-8-08	Parks, Recreation, and Open Space; Natural Resources and Conservation
6-12-08	Swenson and Golf Club Drive Discussion
7-17-08	Continued Discussion: Swenson and Golf Club Drive
7-24-08	Accept GP Goals, Policies, and Programs for Purposes of CEQA
12-4-08	GP Land Use Map and Designations

City Council:

6-28-2006	Vision & Principles
3-14-2006	GP Schedule
6-13-2006	Survey Results on GP Issues
9-12-2006	GP Boundary
2-13-2007	Draft Goals
3-27-2007	Draft Goals and Policies
5-15-2007	Draft Goals and Policies
6-26-2007	Land Use Map and Goals & Policies

3.3 PROJECT OBJECTIVES

The primary project objective is to update the City's General Plan, consistent with state law, and guided by the City's vision. The foregoing vision and guiding principles for General Plan 2030 have been distilled into the following project objectives for the purposes of CEQA. (CEQA Guidelines section 15124(b).)

1. Protect the unique environmental setting of the City, its natural and established open space, and the sustainable use of its natural resources.

2. Maintain the identity and vitality of existing neighborhoods, while actively pursuing affordable housing for a diversity of households and promoting compatible livability and high quality design in new buildings, major additions, and redevelopment.
3. Seek a mutually beneficial relationship with UC Santa Cruz, one where the City supports the University within the context of City responsibilities, community priorities, and the constraints of City infrastructure and resources; and one in which the University reciprocally supports the City by comprehensively addressing all of its needs to the greatest extent possible on the campus itself, and by fully mitigating whatever off-campus community impacts occur.
4. Provide an accessible, comprehensive, and effective transportation system that integrates automobile use with sustainable and innovative transportation options—including enhanced public transit, bicycle, and pedestrian networks throughout the community.
5. Ensure a sustainable economy for the community, actively encouraging the development of employment opportunities for residents of all levels and ages, and actively protecting from elimination current and potential sources of sustainable employment.
6. Encourage diverse technology, visitor serving, industrial, home business and commercial business enterprises, and strategic redevelopment.
7. Maintain the community's longstanding commitment to shared social and environmental responsibility, fostering a balance between employment, housing affordable to persons of all income levels, transportation, and natural resources.
8. Support education through the City's schools, educational systems and programs, library system and facilities, life-long learning community programs, and active communication/information network.
9. Support the City's arts community, unique historic areas and landmarks, cultural heritage and resources, and recreational facilities and community programs.
10. Offer high-quality social services and improve and maintain City infrastructure, community safety, and emergency preparedness.
11. Encourage citizen participation in government, respectful cooperation and mutual regard among residents, workers, students, and visitors, and shared responsibility for community well-being.

TABLE 3-1

General Plan 2030 Vision Statement and Guiding Principles

Surrounded by greenbelt and the Pacific Ocean, Santa Cruz is a compact, vibrant city that preserves the diversity and quality of its natural and built environments, creates a satisfying quality of life for its diverse population and workers, and attracts visitors from around the world.

GUIDING PRINCIPLES

To achieve our vision, we will follow these principles in drafting our general plan:

- ♦ **Natural resources.** We will highlight and protect our unique setting, our natural and established open space, and the sustainable use of our precious natural resources.
- ♦ **Neighborhood integrity and housing.** We will maintain the identity and vitality of our neighborhoods, actively pursuing affordable housing for a diversity of households and promoting compatible livability and high quality design in new buildings, major additions, and redevelopment.
- ♦ **The University.** We will seek a mutually beneficial relationship with UC Santa Cruz, one where the City supports the University within the context of City responsibilities, community priorities, and the constraints of City infrastructure and resources; and one in which the University reciprocally supports the City by comprehensively addressing all of its needs to the greatest extent possible on the campus itself, and by fully mitigating whatever off-campus community impacts occur.
- ♦ **Mobility.** We will provide an accessible, comprehensive, and effective transportation system that integrates automobile use with sustainable and innovative transportation options—including enhanced public transit, bicycle, and pedestrian networks throughout the community.
- ♦ **Prosperity for all.** We will ensure a sustainable economy for the community, actively encouraging the development of employment opportunities for residents of all levels and ages, and actively protecting from elimination our current and potential sources of sustainable employment.
- ♦ **A dependable municipal tax base.** We will encourage diverse technology, visitor serving, industrial, home business and commercial business enterprises, and strategic redevelopment.
- ♦ **A balanced community.** We will maintain the community's longstanding commitment to shared social and environmental responsibility, fostering a balance between employment, housing affordable to persons of all income levels, transportation, and natural resources.
- ♦ **Education.** We will reflect our commitment to education through our schools, educational systems and programs, library system and facilities, life-long learning community programs, and our active communication/information network.
- ♦ **Arts and culture.** We will recognize and support our vital arts community, our unique historic areas and landmarks, our cultural heritage and resources, and our recreational facilities and community programs.
- ♦ **Community facilities and services.** We will offer excellent social services and will improve and maintain our infrastructure, community safety, and emergency preparedness.
- ♦ **An involved citizenry.** We will welcome citizen participation in government, encourage respectful cooperation and mutual regard among residents, workers, students, and visitors, and fully accept shared responsibility for community well-being.

3.4 PROJECT ELEMENTS

The proposed project consists of the City's Draft *General Plan 2030* (dated February 27, 2009), which is an update of the City's existing *General Plan and Local Coastal Plan 1990- 2005* that was adopted in 1992 and subsequently amended. The draft *General Plan 2030* extends to the year 2030 to coordinate with the U.S. Census timeframe. The proposed General Plan, when adopted, will supersede the 1990-2005 General Plan and its several amendments.

PURPOSE

As described in the draft *General Plan 2030*, a general plan is a comprehensive, long-range, and internally consistent statement of a city's development and preservation policies. It sums up the City's philosophy of growth and preservation, highlights what is important to the community, and prescribes where different kinds of development should go. It is a city's primary tool for directing and managing growth and conservation.

- ❑ A general plan is *comprehensive*—it addresses all geographic areas within the city's planning area and all issues relating to the physical development of the city.
- ❑ The plan is *long-range*—it looks 20 or more years into the future and focuses on the broad trends that will shape tomorrow's city.
- ❑ The plan is *internally consistent*—each goal, policy, and action is checked against and integrated with every other goal, policy, and action in the plan.

GENERAL PLAN ELEMENTS / CHAPTERS

Pursuant to State law, a General Plan must include the following elements: Land Use, Circulation, Housing, Conservation, Open Space, Safety, and Noise. The draft General Plan (except for Housing as discussed below) addresses the State's requirements and also includes optional subjects set forth in the State General Plan Guidelines related to community design and economic development. Goals, policies and actions are provided for each element.

In addition to an Introduction, the *General Plan 2030* is organized in the following chapters which address state-mandated topics, as well as community design and economic development. A glossary of terms also is provided.

- ❑ Historic Preservation, Arts, and Culture
- ❑ Community Design
- ❑ Land Use
- ❑ Mobility
- ❑ Economic Development
- ❑ Civic and Community Facilities

- ❑ Hazards, Safety, and Noise
- ❑ Parks, Recreation, and Open Space
- ❑ Natural Resources and Conservation

An overview of each chapter is provided below and more details are provided in relevant sections of this EIR.

The **HISTORIC PRESERVATION, ARTS, AND CULTURE** chapter addresses these topics, and states that historic preservation, arts and culture contribute significantly to the unique character of Santa Cruz. The quality of life for residents is positively impacted by these qualities. Visitors and residents alike enjoy the history, arts and cultural resources in Santa Cruz.

The **COMMUNITY DESIGN** chapter addresses natural features, the built environment and linkages between the two, including neighborhood integrity.

The **LAND USE** chapter is the required “land use element”. As required by California Government Code Section 65302(a), and Public Resources Code Section 2762(a), the Land Use chapter of the General Plan addresses: a) distribution, location, and extent of the uses of land for housing, business, industry, open space, natural resources, recreation and enjoyment of scenic beauty, education, public buildings and grounds, and other categories of public and private uses of land; and b) standards of population density and building intensity for the land use designations. The Land Use chapter also addresses solid and liquid waste disposal facilities.

The **MOBILITY** chapter is the required “circulation element.” Its purpose is to ease the ability of people and vehicles to move around, out of, and into the city in the long term, through 2030.

The **ECONOMIC DEVELOPMENT** chapter covers the regional economy, the City’s tax base, the role of the University in the local economy, the local workforce, the city’s business districts, and a sustainable economy.

The **CIVIC AND COMMUNITY FACILITIES** chapter covers public works subjects (water, wastewater, stormwater, solid waste) plus citizen involvement, community safety, education, health and human services, childcare, and technical innovation.

The **HAZARDS, SAFETY AND NOISE** chapter includes the required noise and safety elements, and policies for the emergency systems needed to deal with a range of natural and manmade hazards that have the potential to affect Santa Cruz residents and workers.

The **PARKS, RECREATION AND OPEN SPACE** chapter includes the required open space element and also addresses parks, public access and trails, and recreational facilities and programs.

The **NATURAL RESOURCES AND CONSERVATION** chapter includes the required “conservation element” and also covers energy use and climate change.

The General Plan also includes a Land Use Map as required by State law. The map graphically depicts the arrangement and location of land uses. General plans must also contain a circulation element, showing the “general location and extent of existing and proposed major

thoroughfares, transportation routes, terminals, and other local public utilities and facilities, all correlated with the land use element.” Santa Cruz’s Circulation Map shows current and proposed arterials, collectors, and local streets. A separate map depicts pedestrian and bicycle routes. Together, the Land Use and Circulation maps illustrate the primary ways the City plans to direct and manage growth through 2030. The General Plan contains other maps that illustrate various resources, hazards, parks and community facilities.

OVERVIEW OF GOALS, POLICIES AND ACTIONS

For each of the above topics, the draft General Plan provides goals, policies and actions to address the topics. “Goals” are endstate—the long-range answers to what the community wants to accomplish to resolve a particular issue or problem. Each of the Plan’s goals relates to fulfilling the City’s Vision and at least one of the Guiding Principles. “Policies” and “actions” are medium-range or short-range. Together they guide day-to-day decision-making so there is continuing progress toward attaining the goals. Many of the actions in this Plan were promulgated in the 1990 Plan, and most of the actions continue programs already in effect in Santa Cruz. Goal, policy, and action are defined below.

- ❑ A goal is a general, overall and ultimate purpose, aim or end toward which the City will direct effort during the timeframe of the General Plan.
- ❑ A policy is a specific statement of principle or guidance that implies clear commitment; the direction the City elects to follow in order to meet its goals.
- ❑ An action is a program, activity or strategy carried out in response to adopted policy to achieve a specific goal.

The **HISTORIC PRESERVATION, ARTS, AND CULTURE** chapter includes four goals and associated policies and actions that address: 1) cultural resources (archaeological, paleontological and historical resources and historic buildings); 2) arts and cultural facilities and performances; 3) arts and cultural programs; and 4) establishing a strong identity as an arts and cultural community.

The **COMMUNITY DESIGN** chapter includes five goals and associated policies and actions that address: 1) preservation of natural features that visually define areas with a built environment in harmony with its natural setting; 2) diverse neighborhoods and business districts with well-defined character; 3) design and linkages between key areas; 4) attractive gateways, roadways and landscaping; and 5) walkable neighborhoods and districts with compatible uses and buildings.

The **LAND USE** chapter includes four goals and associated policies and actions that address: 1) sustainable land uses; 2) a compact community with boundaries defined by the city’s greenbelt and Monterey Bay; 3) complementary balance of diverse land uses; and 4) land use patterns that facilitate alternative transportation and/or minimize transportation demand.

The **MOBILITY** chapter includes four goals and associated policies and actions that address: 1) facilitation of multiple transportation alternatives; 2) a safe, efficient, adaptive and accessible transportation system (alternative transportation, transit, multi-modal systems); 3) a safe, efficient and adaptive road system; and 4) safe and inviting pedestrian and bicycle access.

The **ECONOMIC DEVELOPMENT** chapter includes six goals and associated policies and actions that address: 1) the city as a vibrant regional economic center; 2) growth in the city's tax base; 3) the University as a major contributor to and beneficiary of a successful local economy; 4) diverse, educated and skilled work force; 5) diverse and dynamic business districts; and 6) a sustainable economy.

The **CIVIC AND COMMUNITY FACILITIES** chapter includes eleven goals and associated policies and actions that address: 1) an involved and informed citizenry; 2) provision of comprehensive community facilities and services; 3) a safe, reliable water supply; 4) a sustainable and efficient wastewater systems; 5) a sustainable and efficient stormwater system; 6) solid waste; 7) police services; 8) educational opportunities; 9) health and human services; 10) childcare facilities and services; and 11) technical innovation.

The **HAZARDS, SAFETY AND NOISE** chapter includes six goals and associated policies and actions that address: 1) emergency and disaster readiness; 2) air quality; 3) noise; 4) hazardous materials; 5) light pollution; and 6) natural hazards, including hazards related to erosion, steep slopes, earthquakes, flooding, tsunamis, and dam failure.

The **PARKS, RECREATION AND OPEN SPACE** chapter includes four goals and associated policies and actions that address: 1) parks, open space and recreational facilities; 2) recreational programs, activities, events and services; 3) managed and convenient public access to open space lands and coastline; and 4) an integrated system of citywide and regional trails.

The **NATURAL RESOURCES AND CONSERVATION** chapter includes seven goals and associated policies and actions that address: 1) creek, riparian and wetland systems; 2) plant and wildlife habitat; 3) conservation and stewardship of resources; 4) actions in reducing and responding to global warming; 5) a sustainable urban forest; 6) protected open space and coastline; and 7) reduction in energy use.

LAND USE MAP AND DESIGNATIONS

The General Plan also includes a Land Use Map as required by State law. The proposed Land Use Map identifies land use designations throughout the City as shown on Figure 2-2 and summarized on Table 3-2. The allowable development density for residential land use is defined as the minimum and maximum number of permanent dwelling units per acre over the entire project or development site. A mix of residential densities may be used to achieve that average.

For nonresidential uses, including commercial, office, and industrial uses, development intensity is expressed as an average Floor Area Ratio (FAR). FAR is a measure of the total building floor area in proportion to the size of the building's lot. For example, with a FAR of 1.75, a 10,000 square foot lot could support a 17,500 square foot building under a 1.75 FAR maximum.

Land Use Changes from 1990-2005 General Plan

The *General Plan 2030* Land Use Map and land use designations are largely unchanged from the 1990-2005 General Plan and Local Coastal Program, except for the following:

- ❑ **NEW DESIGNATIONS & APPLICATION:** Three new mixed use land designations have been developed and applied to the following areas, and are depicted on Figure 2-2-2.
 - Mixed use high density designation is applied to segments of Soquel Avenue and Water Street that are designated Community Commercial in the existing General Plan.
 - Mixed use medium density designation is applied to segments of Mission Street and Ocean Street that are designated Community Commercial in the existing General Plan.
 - Mixed use visitor commercial designation is applied to segments of Ocean Street that is designated Community Commercial in the existing General Plan.
- ❑ **LAND USE MAP CHANGES:** Land Use Map Changes:
 - Golf Club Drive Property: Change the existing General Plan land use designation from Low Density Residential (1.1-10 DU/acre) to Very Low Density Residential (.1-1 DU/acre). However, a residential density of 10.1-20 dwelling units per acre could be applied to the 20-acre area with preparation and adoption of an area plan. This could result in more residential units (200+) than allowed in the existing General Plan (up to 100 units).
 - Swenson Property: The existing General Plan land use designation is Low Density Residential (1.1-10 DU/acre). The draft *General Plan 2030* would allow Low Medium Density Residential (10.1-20 DU/acre)/Neighborhood Commercial/Office designations with preparation of a Specific Plan.
 - Dimeo Lane Landfill and Resource Recovery Center: A 5.5-acre property adjacent to the facility's entrance was recently acquired by the City and is proposed to be designated as "Community Facilities." It is expected that future uses would be ancillary to the landfill and Resource Recovery Center uses and will be determined in the future. However, the parcel is not planned for expansion of the landfill disposal operations (Arman, personal communication, April 2010).

Floor area ratios are presented for non-residential designations that were not included in the previous General Plan or zoning ordinances. Additionally, residential densities permitted in commercial and general industrial designations (0-30 units/acre) have been eliminated in the *General Plan 2030* as the underlying zone districts generally permit residential uses under specified conditions. Residential density is specified for the new mixed use land use designations.

Some of the *General Plan 2030* policies and actions support mixed use districts and/or intensified redevelopment, such as a Mixed Use River District, expansion of the High Density

Overlay on Front and lower Pacific. A transition to higher densities along the City's transit and commercial corridors also is encouraged. Another policy allows maximum residential densities to be exceeded for the following uses: single-room occupancy (SRO) units; small ownership units (SOU); accessory dwelling units (ADU); density bonus units; and residential uses within areas designated High-Density Overlay District (HD-O).

TABLE 3-2
General Plan 2030 Proposed Land Use Designations

The General Plan 2030 land use designations consist of:

- ❑ **RESIDENTIAL DESIGNATIONS**
 - Very-Low-Density Residential (VL), 0.1 to 1 dwelling unit per acre (du/ac)
 - Low-Density Residential (L), 1.1 to 10 du/ac
 - Low-Medium-Density Residential (LM), 10.1 to 20 du/ac
 - Medium-Density Residential (M), 20.1 to 30 du/ac
 - High-Density Residential (H), 30.1 to 55 du/ac
- ❑ **COMMERCIAL DESIGNATIONS**
 - Neighborhood Commercial (NC), 0.25 to 1.5 FAR
 - Community Commercial (CC), 0.25 to 1.75 FAR
 - Regional Visitor Commercial (RVC), 0.25 to 3.5 FAR
 - Office (OF), 0.25 to 1.75 FAR
- ❑ **MIXED USE DESIGNATIONS**
 - Mixed-Use Medium Density (MXMD), 0.75 to 1.75 FAR, 10 to 30 du/ac
 - Mixed-Use High Density (MXHD), 1.0 to 2.75 FAR, 10 to 55 du/ac
 - Mixed-Use Visitor Commercial (MXVC), 1.0 to 2.75 FAR, 0.1 to 55 du/ac
- ❑ **INDUSTRIAL DESIGNATIONS**
 - Industrial (IND), 0.25 to 2.0 FAR
 - Coastal Dependent (CD), 0 to 0.1 FAR
- ❑ **PUBLIC AND INSTITUTIONAL DESIGNATIONS**
 - Community Facilities (CF), 0 to 2.5 FAR
 - UCSC Development (UC)
- ❑ **PARKS AND OPEN SPACE DESIGNATIONS**
 - Coastal Recreation (CR), 0 to 0.1 FAR
 - Parks (PK), 0 to 0.1 FAR
 - Natural Areas (NA), 0 to 0.1 FAR
 - Agriculture/Grazing (AG), 0.5 du/ac (1 du per 20 acres)

Additionally, several General Plan actions support specific types of development, although site-specific locations are not identified. These facilities include arts and cultural facilities, a performing arts center, high-end lodging, a large regional retail uses in the Harvey West area, and a desalination facility. Land uses that are promoted or identified in General Plan policies or actions are further described in LAND USE (Chapter 4.1) section of this EIR.

3.54 BUILDOUT ESTIMATES

GENERAL PLAN 2030 BUILDOUT ESTIMATES

To aid the environmental analysis related to potential impacts of new development accommodated by the draft General Plan, the City considered whether using the AMBAG population forecasts as a measure of potential future growth or developing estimates related to land uses envisioned in the draft plan. It was determined that a “buildout” projection would be more closely linked with potential land uses supported in the plan, and a projection was developed for the City’s Planning Department by Design, Community and Environment (DC&E). The projection considers the development potential under the proposed *General Plan 2030* that is estimated to occur in Santa Cruz by the year 2030. The projections are based on the draft Land Use Map, and take into account land use map changes, vacant lands, sites subject to reuse or redevelopment, and underutilized parcels. The assumptions and methodology are further described in LAND USE (Chapter 4.1) of this EIR; the technical methodology is included in Appendix B. The buildout projections also were estimated for development under the existing General Plan as further described in the LAND USE (Chapter 4.1) section of this EIR.

The buildout estimates are provided for the year 2030 and by geographic area and are shown on Table 3-3; Figure 2-3 depicts the corresponding geographic areas. In summary the estimates forecast in the following new development by year 2030:

- ❑ 3,350 residential units
- ❑ 1,087,983 square feet of commercial development and 311 hotel rooms
- ❑ 1,273,913 square of office space;
- ❑ 776,926 square feet of industrial development.

As noted above, these buildout estimates were based on the development potential of land use map changes, vacant lands, sites subject to reuse or redevelopment, and underutilized parcels and therefore do not account for some major pending or approved projects (Design, Community & Environment, October 2009), most notably the Delaware Mixed Use Project, the Tannery Arts Center non-residential uses, the La Bahia Hotel Project, and several hotel projects in the beach and downtown area as summarized in Table 3-4. These projects have been added to the buildout projections to ensure that all potential development that would occur during the General Plan’s timeframe is considered in the EIR impact analyses.

UCSC DEVELOPMENT AND GROWTH

The City of Santa Cruz designates the UCSC campus and off-campus lands as “UCSC Development” in the 2005 General Plan/Local Coastal Plan, which is retained in the General Plan 2030. The “UC” designation applies to land that is owned by the University of California, including the UCSC campus and the University’s off-campus research facilities and residential developments. The University of California as a state agency is not required to obtain local use permits from the City or County. Campus development and growth is guided by the University’s 2005 *Long Range Development Plan* (LRDP) and any specific facility plans, such as the *Marine Science Campus Coastal LRDP*.

Table 3-3
Estimated General Plan 2030 Buildout

General Plan Area	Dwelling Units	Commercial Square Footage	Office Square Footing	Industrial Square Footage
Beach Area	54	21,872	0	0
Carbonera Sphere	0	0	0	0
Downtown	299	38,913	4,495	0
Eastside Sphere	82	52,925	106,522	0
Golf Club	245	0	0	00
Harvey West	66	278,929	156,751	162,123
Lower Eastside	141	40,066	60,367	24,706
Lower Westside	188	0	0	0
Mission Street	314	68,409	203,829	0
Ocean Street	144	298,697	87,492	0
River St/Front Street	337	70,058	91,587	0
Soquel Avenue	690	60,938	248,422	0
Upper Eastside	143	3,415	12,311	0
Upper Westside	171	658	1,316	0
Water Street	280	36,274	118,667	0
Westside Industrial	34	116,828	77,384	194,714
Subtotal	3,189	1,087,983	1,273,913	381,544
Other Pending Development (see Table 3-3)	161	310 hotel rooms	0	395,382
TOTAL	3,350	1,087,983 & 311 hotel rooms	1,273,913	776,926

SOURCE: Design, Community & Environment, October 29, 2009 and City of Santa Cruz Planning and Community Development Department

TABLE 3-4
Pending/Approved Projects Added to the General Plan 2030 Buildout Estimates

Area	Project	Description
Beach	La Bahia	125-room hotel with restaurant, meeting, spa
Beach	313 Riverside	155-room hotel with 200-seat banquet hall, café, pool, exercise room - replace 3 existing motels (64 rooms and manager unit) for net increase in 91 rooms and new ancillary facilities
Beach	550 Second	13-room addition to existing 21-room hotel
Downtown	555 Pacific Avenue	82 room hotel
Lower Westside	Delaware Mixed Use Project	Use worst-case numbers for EIR traffic: 395,382 sf industrial, office AND 161 MFD units

While one of the General Plan 2030's Guiding Principles (see Table 3-1) and project objectives in this EIR is to seek a mutually beneficial relationship with UC Santa Cruz, the draft *General Plan 2030* generally does not address UCSC on- or off-campus growth or development. Planned UCSC development and growth will, however, be considered as part of cumulative impacts in this EIR. UCSC's LRDP, Coastal LRDP, growth and development are discussed in the "Cumulative Impacts" subsection (5.4) of the CEQA CONSIDERATIONS (Chapter 5.0) section of this EIR.

The draft *General Plan 2030* does support amendment of the City's Sphere of Influence to add approximately 374 acres of the north campus area pursuant to the UCSC/City Comprehensive Settlement Agreement signed in August 2008 (LU2.2.2). This agreement also is further discussed in Section 5.4 of this EIR. Several other policies are included that seek to encourage visual compatibility of the campus development (CD1.3.1) and preservation of UCSC open space uses (LU2.3.4). The proposed General Plan includes Goal ED 3 and supporting policy and actions to cooperate with the University toward a "mutually beneficial economic relationship." The proposed plan also includes several other actions to work with and/or encourage UCSC with planning and/or participation and support for community facilities (CC2.1.5), safety and emergency services (CC7.3.2), high-tech infrastructures (CC11.1.3), cooperative fire protection services (HZ1.4.5), schools and recreation (PR1.2.3), and electric vehicle use (NRC7.3.5).

3.6 AREA & REGIONAL PLANS AND ZONING

CITY PLANS

Housing Element

The City's Housing Element is prepared as a separate volume to the General Plan as it requires updates every seven years in accordance with State law. Thus, the Housing Element is not part of the *General Plan 2030* document and not included in the environmental review. The City's current Housing Element was updated with final City adoption and approval by the State Housing and Community Development Department in 2011. The updated element covers the years 2007 to

2014. The Housing Element is further described in the POPULATION and HOUSING (Chapter 4.2) section of this EIR.

Local Coastal Plan

The Local Coastal Program (LCP) consists of a land use plan, implementing ordinances and maps applicable to the coastal zone portions of the city to manage and protect coastal resources in accordance with requirements of the California Coastal Act. The City prepared and adopted its LCP as a part of the *1990-2005 General Plan and Local Coastal Program document*. The City is currently updating the LCP as a separate document, while coordinating closely with the *General Plan 2030* process.

Area and Resource Management Plans

EXISTING PLANS

Twenty different plans address land use and/or resource concerns in specific areas of the City. The City has adopted 15 area, design and/or resource management plans, and the California Department of Parks and Recreation and the University of California administer another five plans. Table 3-5 (at the end of this chapter) identifies these plans and the chapters in this EIR in which they are discussed in relationship to the proposed *General Plan 2030*.

The following five plans were adopted as part of, or as an amendment to, the existing General Plan/LCP. Amendment of these plans also requires a General Plan Amendment. The *City-wide Creeks and Wetlands Management Plan* (2006) is part of the City's LCP and was certified by the California Coastal Commission on in May 2009.

- ❑ Beach and South of Laurel (BSOL) Comprehensive Area Plan (1998)
- ❑ Downtown Recovery Plan (1991)
- ❑ Moore Creek Corridor Access and Management Plan (1987)
- ❑ San Lorenzo Urban River Plan (2003)
- ❑ Santa Cruz Harbor Development Plan (1992)

The following ten plans were adopted by the City, but not as part of the existing General Plan/LCP. However, some of these plans are summarized in a separate volume of the existing General Plan to include the Seabright Area Plan and Western Drive Master Plan. The Western Drive Master Plan was adopted "in concept", but was never officially adopted. The "adopted versions" of the following plans are incorporated by reference in the *General Plan 2030*. Each plan can be amended separately, and a concurrent amendment of the General Plan will be required only if an amendment revises a General Plan goal, policy, action or relevant text. These plans are identified below.

- ❑ Arana Gulch Master Plan (2006)
- ❑ Eastside Business Area Improvement Plan (1996)
- ❑ Jessie Street Marsh Management Plan (1999)
- ❑ Mission Street Urban Design Plan (2002)
- ❑ Moore Creek Interim Management Plan (2002)
- ❑ Neary Lagoon Management Plan (1987)

- ❑ Pogonip Master Plan (1998)
- ❑ Santa Cruz Harbor Development Plan (1992)
- ❑ Seabright Area Plan (1981)
- ❑ Western Drive Master Plan (1979)

PROPOSED PLANS

The City is in the process of preparing the following plans and studies, which are further described in LAND USE (Chapter 4.1) section of this EIR.

- ❑ Ocean Street Area Plan
- ❑ RiverFront & Lower Pacific Design Guidelines and Development Incentives

ZONING ORDINANCE

The City's existing Zoning Ordinance – Title 24 of the Municipal Code – includes 30 land use zone districts and 11 overlay districts. The regulations establish permitted and allowed uses, as well as site and building design regulations for different districts. The zoning regulations also include community design, environmental resource management, and affordable housing provisions and describe required permits and permitting processes.

REGIONAL PLANS

A number of regional plans have been adopted by other agencies that include the City of Santa Cruz. Section 15125 requires that an EIR discuss any inconsistencies between a proposed project and applicable regional plans. This review is provided for the adopted regional plans identified below in the section noted in parentheses. Other regional plans that have been adopted or are being prepared also are identified and discussed as relevant, such as AMBAG's "Envisioning the Monterey Bay Area – A Blueprint for Sustainable Growth and Smart Infrastructure" plan.

- ❑ *Air Quality Management Plan* (AIR QUALITY [Chapter 4.11])
- ❑ *Basin Plan* (HYDROLOGY, STORM DRAINAGE & WATER QUALITY [Chapter 4.7])
- ❑ *Regional Transportation Plan* (TRANSPORTATION & TRAFFIC [Chapter 4.4])

3.7 INTENDED USES OF EIR

As indicated in the [Chapter 1 – INTRODUCTION](#), the EIR is an informational document for decision makers. CEQA requires that decision makers review and consider the EIR in their consideration of this project. The City of Santa Cruz is responsible for adopting the *General Plan 2030*, and will consider this EIR in its deliberations on the draft general plan. There are no other known agencies responsible for approving the City's General Plan that would also use this EIR. After certification, this EIR may be used by the City and other agencies as a "first tier" document for later projects as authorized by section 15183 of State CEQA Guidelines. Reviews of later projects under this provision would be required to consider any project-specific impacts

that were not adequately addressed in this EIR. The specific later projects are not known at this time, but could include, for example, subsequent rezoning to make zone districts consistent with the *General Plan 2030*, adoption of community plans to the extent that such plans are consistent with the General Plan, and site-specific development projects.

REFERENCES

California Governor's Office of Planning and Research. October 2003. "General Plan Guidelines."

Design, Community & Environment. October 29, 2009. "Methodology for General Plan 2030 Buildout Potential."

TABLE 3-5: Adopted Plans in the City of Santa Cruz

ADOPTED PLANS	WHERE ADDRESSED IN EIR
City-adopted plans in alphabetical order	
▪ Arana Gulch Master Plan (2006)	4.6 PUBLIC SERVICES – Parks & Recreation 4.8 BIOLOGICAL RESOURCES
▪ Beach and South of Laurel Comprehensive Area Plan (1998) [Policies in the Beach Area Plan were revised by the California Coastal Commission & certified as part of the City's LCP.]	4.1 LAND USE 4.3 AESTHETICS 4.4 TRANSPORTATION & TRAFFIC
▪ Citywide Creeks and Wetlands Management Plan (2006) ❖	4.8 BIOLOGICAL RESOURCES
▪ Downtown Recovery Plan (1991)❖ [Adopted by NS-20,084 as a specific plan/GP amendment.]	4.1 LAND USE
▪ Eastside Business Area Improvement Plan (1996)	4.1 LAND USE
▪ Jessie Street Marsh Management Plan (1999)	4.8 BIOLOGICAL RESOURCES
▪ Mission Street Urban Design Plan (2002)	4.3 AESTHETICS
▪ Moore Creek Corridor Access and Management Plan (1987)❖ [Adopted by NS-17,849 as a GP amendment.]	4.6 PUBLIC SERVICES – Parks & Recreation 4.8 BIOLOGICAL RESOURCES
▪ Moore Creek Interim Management Plan (2002)	4.6 PUBLIC SERVICES – Parks & Recreation 4.8 BIOLOGICAL RESOURCES
▪ Neary Lagoon Management Plan (1992)	4.6 PUBLIC SERVICES – Parks & Recreation 4.8 BIOLOGICAL RESOURCES
▪ Pogonip Master Plan (1998)	4.6 PUBLIC SERVICES – Parks & Recreation 4.8 BIOLOGICAL RESOURCES
▪ San Lorenzo Urban River Plan (2003)❖ [Adopted by NS-26,849 as a GP/LCP amendment.]	4.1 LAND USE 4.3 AESTHETICS 4.6 PUBLIC SERVICES – Parks & Recreation 4.8 BIOLOGICAL RESOURCES
▪ Santa Cruz Harbor Development Plan (1992)❖ [Adopted by City Council on November 23, 1993; Incorporated by reference into the City's LCP.]	4.1 LAND USE
▪ Seabright Area Plan (1981)	4.1 LAND USE
▪ Western Drive Master Plan (1979) [Adopted in concept, but no official adoption]	4.1 LAND USE 4.3 AESTHETICS
State-adopted plans in alphabetical order	
▪ Lighthouse Field State Beach General Plan (1984)	4.6 PUBLIC SERVICES – Parks & Recreation 4.8 BIOLOGICAL RESOURCES
▪ Natural Bridges State Beach Plan (March 1992)	4.6 PUBLIC SERVICES – Parks & Recreation 4.8 BIOLOGICAL RESOURCES
▪ Twin Lakes State Beach General Plan (March 1992)	4.6 PUBLIC SERVICES – Parks & Recreation
▪ UCSC 2005 Long-Range Development Plan (2006)	5.4 CEQA CONSIDERATIONS – Cumulative Impacts
▪ UCSC Marine Science Campus Coastal Long-Range Development Plan (2004)	5.4 CEQA CONSIDERATIONS – Cumulative Impacts
❖ Adopted as GP/LCP Amendment	