

4.1 Land Use

The proposed 111 Calexico Place project site is located in the jurisdiction of the City of Calexico and the northern portion of the site borders with property in the unincorporated area of the Imperial County.

The project site is an irregular-shaped parcel occupying the southwest corner of the intersection of Jasper Road and SH-111 (Figure 2-2). The property is bounded on the north by Jasper Road, on east by SH-111, and on the west and south by the parallel Dogwood Canal and Central Main Canal.

4.1.1 Existing Conditions

4.1.1.1 Project Area

The project site is flat-lying at a sea level (0 MSL) elevation. Historically the project site was used for agricultural crop production but currently the site is vacant and undeveloped.

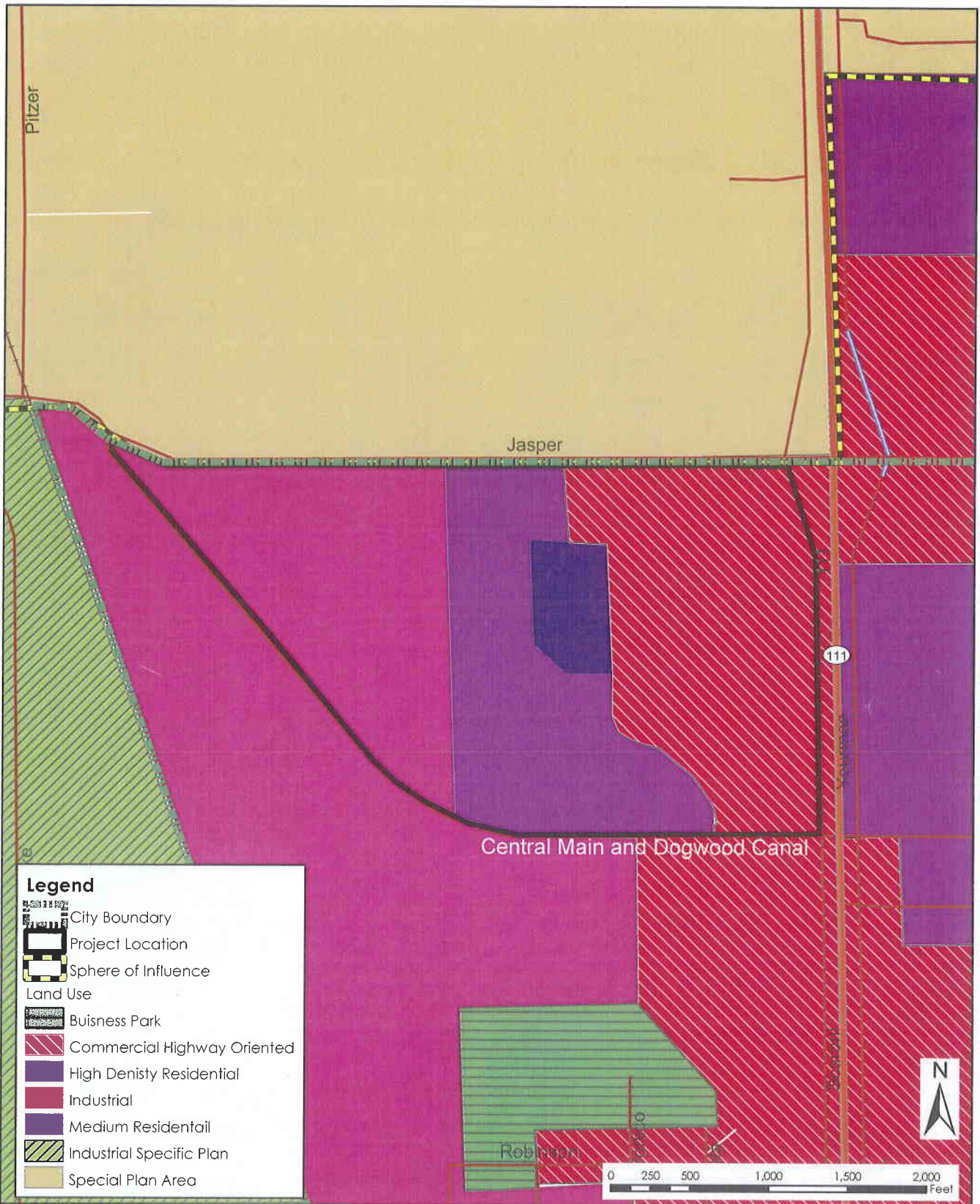
The project site is currently in the jurisdiction of the City of Calexico and has been designated in the City of Calexico's General Plan as Industrial (I), Medium Density Residential (MDR), High Density Residential (HDR), and Commercial Highway (CH) (Figure 4.1-1). The site is zoned Industrial Rail Served (IR) and Industrial (IND) (Figure 4.1-2) (City of Calexico, 2005).

4.1.1.2 Surrounding Land Uses

Adjacent properties are flat-lying and at approximately the same elevation as the project site. Properties to the north and west are agricultural fields. A radio station (KXO FM) with broadcast transmission tower and vacant land are located south of the Dogwood Canal and Central Main Canal. Commercial development (Toys "R" Us and Walmart) is located southeast of the site, across SH-111. The Heber Geothermal Company power plant is located approximately 1/2-mile northwest of the site. The Southern Pacific Railroad mainline and semi-truck trailer parking area is located west and southwest of the site, separated by agricultural fields west of the Dogwood Canal and Central Main Canal. The Portico Industrial Park, composed primarily of trucking warehouses and brokerage firms, is located south of the site. The northern portion of Portico Industrial Park is currently undeveloped.

Properties to the north of the project site are located in the jurisdiction of Imperial County and are designated for agricultural use (Imperial County, 2006). These properties are located outside of the City of Calexico's Sphere of Influence. Properties to the south, east, and west are located within the municipal boundaries of the City of Calexico. These are designated as Commercial-Highway Related (CH) and Medium Density Residential (MDR) to the east, Commercial-Highway Related (CH) and Industrial (I) to the south and west (Figure 4.1-2) (City of Calexico, 2005).

As depicted in Figure 4.1-2, the properties to the north, which are within the jurisdiction of the Imperial County, are zoned General Agriculture with a Geothermal Overlay – Specific Plan Area (A2G-SPA). The properties to the east, west, and south within the City of Calexico are zoned either Industrial with Rail Served (IR), Industrial (IND), or Commercial Highway (CH).



SOURCE: ESRI, 2006; BRG Consulting, Inc., 2008

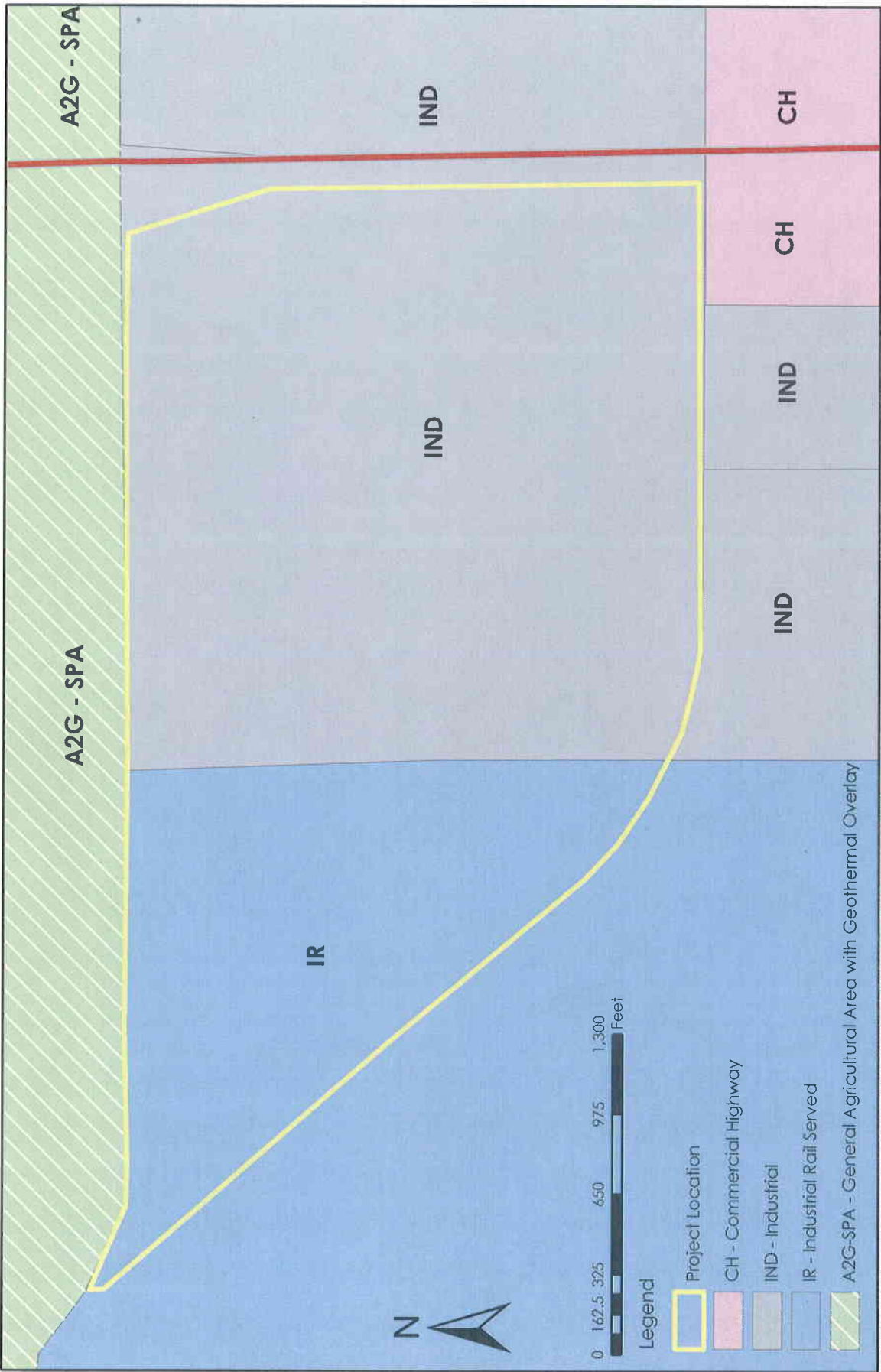
7/14/08



111 Calexico Place Specific Plan EIR

Existing General Plan Land Uses Map

FIGURE
4.1-1



4/8/08
 SOURCE: City of Calexico, 2008; ESRI, 2007; BRG Consulting, Inc., 2008



111 Calexico Place EIR

Existing Zoning Map

FIGURE

4.1-2

4.1.1.3 Existing Regulations

Land use plans that are applicable to the project area include the City of Calexico General Plan and Zoning Ordinance and County of Imperial General Plan.

A. City of Calexico General Plan

The City of Calexico General Plan was updated in 2005, prior to that the last comprehensive update was in 1992. The City's General Plan outlines the City's objectives and guidelines for all phases of future development within its incorporated area and Sphere of Influence (SOI). The General Plan designation for the project site is Industrial (I), Medium Density Residential (MDR), High Density Residential (HDR), and Commercial Highway (Figure 4.1-1) (City of Calexico, 2005).

Relevant General Plan goals and objectives, include, but are not limited to, the following:

- transition the economic and job base in Calexico from agriculture to other job sources;
- provide well planned development direction for the rural areas of the City;
- the distribution and intensity of land uses should consider the health, safety, and welfare of the community in regard to man-made and natural hazards;
- identify and minimize, to the extent possible or feasible, the risks to persons and property caused by natural and human-induced hazards (i.e., seismic hazards, the New River, and hazardous materials);
- commercial land use that is balanced in regard to size and distribution of goods with the current and future needs of the city should be encouraged; and,
- promote the safe, efficient movement of people, goods and vehicles, and protect and enhance the environmental quality of Calexico by planning land use in conjunction with improvements to the circulation system.

B. City of Calexico Zoning Ordinance

The City of Calexico Zoning Ordinance is the primary tool used to implement the General Plan. In concurrence with the Zoning Map, the Zoning Ordinance regulates future land uses, restricts intensities/densities, and establishes development and performance standards. State law requires that a zoning ordinance be consistent with the General Plan.

The project site is currently zoned IR and IND (Figure 4.1-2). The City's Zoning Ordinance describes the intended uses of this zone as follows:

- Industrial Rail Served (IR): This zone is intended as an area for uses which can avail themselves of the railroad line in the area. The zone also permits many general industrial uses.
- Industrial (IND): This zone is intended as an area for modern industrial, research, and administrative facilities that can meet high performance and development standards. Retail commercial uses in conjunction with a permitted or conditional use are permitted to occupy up to twenty-five percent of the gross floor area.

C. City of Calexico Service Area Plan

The purpose of the Service Area Plan (SAP) is to address how public facilities will be extended to the area outside the City limits and within the Sphere of Influence. It is intended to demonstrate the City's ability and intent to provide adequate services within the Sphere of Influence boundaries at the time of annexation. The SPA provides an analysis of existing public facilities and services of the City and indicates how the demand created by future developments within the City's service area would be met for each service and facility. The SAP contains the following:

- A projection of the geographic extent of services capabilities during the next 20 years delineated in five year increments;
- Projected level of service capabilities, time frames, and geographical areas;
- Actual and projected costs of services to consumers;
- Sufficient information concerning current and projected capital programs, revenues, costs, rate structures and financing, and other information necessary to support the projected service capabilities and areas set forth in the SAP.

D. County of Imperial General Plan

The proposed project is not located within the unincorporated area of the County of Imperial; however, an unincorporated area of the County of Imperial is located north of the project site (Figure 4.1-1). The purpose of the Imperial County's General Plan is to direct growth, particularly urban development, to areas where public infrastructure exists or can be provided, where public health and safety hazards are limited, and where impacts to the County's abundant natural, cultural, and economic resources can be avoided. The County of Imperial is comprised of seven cities (Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial, and Westmorland) and six unincorporated area communities (Heber; Niland; Seeley; Ocotillo, Nomirage, Plaster City; Salton Sea; and Winterhaven/Bard).

Prior to the approval of the previous Specific Plan (Calexico International Center), the proposed project site was within the jurisdiction of Imperial County and within the City of Calexico's Sphere of Influence. The site was annexed into the City of Calexico in 2001. Therefore, the site is currently within the jurisdiction of the City of Calexico and subject to the land use designation and zoning of the City of Calexico General Plan and Zoning Ordinance. As such, the proposed project is not subject to land use designation and zoning regulations of the County of Imperial.

4.1.2 Impact Thresholds

For purposes of this EIR, a significant Land Use and Planning impact would occur if implementation of the proposed project would:

- *Physically divide an established community;*
- *Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project; and/or,*
- *Conflict with any applicable habitat conservation plan or natural community conservation plan.*

4.1.3 Impact Analysis

4.1.3.1 *Divide Established Community*

The project site is currently vacant and is surrounded by agriculture and industrial uses. The site is at the extreme northerly limit of the City; and therefore, the project could not divide the City. As such the proposed project would not divide an established community and no impact is identified for this issue area. Therefore, this issue is not considered a significant impact.

4.1.3.2 *Consistency with Applicable Land Use Plans and Policies*

A. City of Calexico General Plan

According to Government Code §65450, specific plans must comply with the applicable general plan of the entity in which it is located. Thus, the 111 Calexico Place Specific Plan will be required to comply with the City of Calexico's General Plan. A specific plan is used for the systematic implementation of the general plan for particular geographic areas. Therefore, all zoning ordinances, subdivisions, public works projects, and development agreements for the land within the specific plan must be consistent with the approved specific plan.

The proposed project will be consistent with many of the policies, objectives, and goals contained in the City's General Plan. The General Plan consists of the following Elements: Land Use Element, Circulation Element, Public Facilities/Services Element, Conservation/Open Space Element, Parks and Recreation Element, Noise Element, Safety Element, and the Economic Development/Community Design Element. The proposed project is consistent with those particular Elements that would directly affect the proposed land use plan and development of the proposed project area with intended future commercial uses. Table 4.1-1 provides an analysis of the project's consistency with the policies, objectives, and goals contained in the Land Use Element, Circulation Element, Public Facilities/Services Element, and Economic Development/Community Design Element of the City's General Plan. As described in Table 4.1-1, the proposed project has a potential to be inconsistent with the General Plan policies for water conservation and solid waste; however, with the implementation of Mitigation Measures LU1 and LU2 this impact would be reduced to a level less than significant.

The proposed project includes the approval of a Specific Plan and General Plan Amendment. The project site is currently vacant and designated in the City's General Plan as Industrial (I), Medium Density Residential (MDR), High Density Residential (HDR), and Commercial Highway; and is zoned Industrial Rail Served (IR) and Industrial (IND). Under the proposed project, with approval of a General Plan Amendment, the land use designation of the project site will be changed to Commercial Highway Specific Plan. In addition, the project site will be rezoned to Specific Plan Overlay Zone. The Commercial Highway Specific Plan designation is formulated to support land uses conducive to Commercial Highway opportunities, which may include hotels/conference facilities, restaurants (full service, fast food, and specialty food), specialty retail, "big box" retail, personal services, auto service station/mini-mart, car wash, executive suites, professional services, business support services, and recreation/entertainment. Therefore, with approval of

TABLE 4.1-1
General Plan Consistency Analysis

Land Use Element	
The proposed project is consistent with the following policies and objectives contained in the Land Use Element:	
"To transition and expand the economic and job base in Calexico from agriculture to other job sources."(2.,2.1.1 Establishing a Vision)	The proposed project proposes a land use plan that will regulate future development of diversified and varied commercial and retail uses in the City of Calexico. These diversified commercial uses will respond to equally diversified market demands. As such, the project will assist the City in promoting a diversified economic base by attracting new commercial, retail, entertainment, and office uses into the City. With increased commercial development, there will be an increased employment opportunities and transition from a predominately agricultural economy to a more urban economy.
"To guide the development of areas within the City and the sphere of influence." (3., 2.1.1 Establishing a Vision)	The proposed project proposes a land use plan that will regulate future development of diversified and varied commercial and retail uses in the City of Calexico. The proposed project also contains regulations, standards, and guidelines that will guide development and design of these future commercial uses. The Specific Plan for the proposed project is viewed as a master plan for the project that will be phased over a period of several years.
"To promote commercial...development that will capitalize on the City's location near Mexico." (5., 2.1.1 Establishing a Vision)	The proposed project proposes a land use plan that will regulate future development of diversified and varied commercial and retail uses in the City of Calexico. These diversified commercial uses will respond to equally diversified market demands both in the United States and Mexico.
"Commercial land use that is balanced in regard to size and distribution of goods with the current and future needs of the City should be encouraged. Neighborhood commercial centers should be designed and located in such a manner so as to compliment and not conflict with adjoining residential areas." (Policy 11a, Objective 11, 2.1.6.12 Commercial)	The proposed project proposes a land use plan that will regulate future development of diversified and varied commercial and retail uses in the City of Calexico. These diversified commercial uses will respond to equally diversified market demands both in the United States and Mexico. As such, the project will assist the City in promoting a diversified economic base by attracting new commercial, retail, entertainment, and office uses into the City. These future commercial uses will support and provide an economic balance with existing and future residencies in the City.

TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)

Land Use Element (cont'd.)	
<p>"Highway commercial uses along Highway 111/Imperial Avenue should encourage oriented retail activity such as automobile sales, shopping centers, hotels, and restaurants." (Policy 11d, Objective 11, 2.1.6.12 Commercial)</p>	<p>The proposed project regulates commercial land uses within an area bordered by Highway 111 and Jasper Road. As planned, the frontages along these streets will allow future development of retail, office, entertainment, restaurant, hotel, and other similar commercial uses.</p>
<p>"Retail uses within the highway commercial zones should be located within retail centers having centralized ingress and egress points and/or frontage road access in order to minimize curb cuts along Highway 111 and Highway 98." Policy 11e, Objective 11, 2.1.6.12 Commercial)</p>	<p>The proposed project regulates commercial land uses within an area bordered by Highway 111 and Jasper Road. As planned, the frontages along these streets will allow future development of retail, office, entertainment, restaurant, hotel, and other similar commercial uses.</p>
Circulation Element	
<p>The proposed project is consistent with the following policies and objectives contained in the Circulation Element:</p>	
<p>"Land use should be planned in conjunction with the circulation so that it does not overburden the City's existing and/or planned circulation system." (Objective 1, 3.6.1.1 Land Use and Circulation)</p>	<p>The Circulation Plan is designed to accommodate and service those future commercial land uses being proposed with the project. The Circulation Plan also is compatible with the connecting regional roadway network. As summarized in Section 4.3 Transportation/Traffic a Traffic Impact Study (Appendix B of this EIR) was prepared for the proposed project to ensure that the City's existing and planned circulation system will not be significantly overburdened.</p>
<p>"The City shall adopt the street classifications described in Sections 3.4 and 3.5 of the Circulation Element, herein." (Policy 2c, Objective 2, 3.6.1.2 Street Network and Standards)</p>	<p>The Circulation Plan includes a hierarchy of roadway improvements that will service the project and City needs. The Circulation Plan is consistent with applicable requirements of the City.</p>
<p>"The City shall require all public rights-of-way to be landscaped..." (Policy 2d, Objective 2, 3.6.1.2 Street Network and Standards)</p>	<p>The project's landscaping plan includes improvements to ensure all appropriate roadways will be sufficiently landscaped. The Specific Plan also contains development standards and guidelines to future ensure all appropriate roadways will be sufficiently landscaped.</p>

**TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)**

Circulation Element (cont'd.)	
<p>"Access to highways, primary arterials and major arterials shall be limited to maintain capacity, efficiency and the safety of traffic flow on the City's streets." (Objective 3, 3.6.1.3 Access)</p>	<p>The Circulation Plan is designed to accommodate and service those future commercial land uses being proposed with the project. The Circulation Plan also is compatible with the connecting regional roadway network. As summarized in Section 4.3 Transportation/Traffic a Traffic Impact Study (Appendix B of this EIR) was prepared for the proposed project to ensure that the City's highways, primary arterials and major arterials are not to be significantly overburdened. Traffic safety will not be jeopardized due to the Circulation Plan.</p>
<p>"Collector roads and secondary arterials shall be used for access to highways, and primary and major arterials..." (Policy 3a., Objective 3, 3.6.1.3 Access)</p>	<p>The Circulation Plan is designed to accommodate and service those future commercial land uses being proposed with the project. The Circulation Plan also is compatible with the connecting regional roadway network. As appropriate, the Circulation Plan shall ensure that collector roads and secondary arterials would be used for access to highways, and primary and major arterials.</p>
<p>"Access to all highways, primary arterials, and major arterials shall be restricted to approved points of ingress and egress." (Policy 3b., Objective 3, 3.6.1.3 Access)</p>	<p>The Circulation Plan is designed to accommodate and service those future commercial land uses being proposed with the project. The Circulation Plan also is compatible with the connecting regional roadway network. As appropriate, the Circulation Plan shall ensure that access to all highways, primary arterials, and major arterials would be restricted to approved points of ingress and egress.</p>
<p>"Combined access between adjacent properties shall be required prior to the allowance of access of highways, primary arterials, and major arterials to reduce the overall number and frequency of access points." (Policy 3d, Objective 3, 3.6.1.3 Access)</p>	<p>Final site plans for future development shall be prepared to ensure that access points will be combined to the greatest extent feasible. Reciprocal access will be negotiated by future developers as appropriate.</p>

TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)

Circulation Element (cont'd.)	
<p>"Access points shall be coordinated with existing or planned access points on the opposite side of the street and the breaks in medians." (Policy 3f., Objective 3, 3.6.1.3 Access)</p>	<p>Final site plans for future development shall be prepared to ensure that access points will align with access points on the opposite side of the streets to the greatest extent possible.</p>
<p>"Pedestrian facilities shall be developed throughout the City to encourage walking as an alternative to the automobile." (Objective 6, 3.6.1.6 Pedestrian Facilities)</p>	<p>Final site plans for future development shall be prepared to ensure that pedestrian access and connections, and facilities between the various projects will be provided to the greatest extent possible.</p>
<p>"All urban standard streets should have improved sidewalks on both sides of the road." (Policy 6a., Objective 6, 3.6.1.6 Pedestrian Facilities)</p>	<p>Final site plans for future development shall be prepared to ensure that sidewalks will be provided along both sides of future streets.</p>
<p>"Local streets should be designed to discourage non-local traffic." (Objective 8, 3.6.1.8 Local Street)</p>	<p>Final site plan and circulation plan for future development shall be prepared to ensure that future local streets are designed to carry only local traffic to the greatest extent possible.</p>
<p>"Devices such as, but not limited to, landscaped encroachments, traffic circles, or medians may be used to inhibit or slow general traffic in local areas." (Policy 8b., Objective 8, 3.6.1.8 Local Streets)</p>	<p>Final site and circulation plans for future development shall be prepared to ensure that traffic calming devices shall be provided to the greatest extent possible.</p>
<p>The City shall ensure that streetscape design along roadways creates a strong landscaped edge, provides a coherent high-quality appearance along each route, and enhances the image of adjacent development. Coherent design elements can include such things as designated street trees, trails installed pursuant to the Bicycle Master Plan, enhanced paving lighting, and consistent setbacks." (Policy 10a, Objective 10, 3.6.1.10 Landscaping and City Identity)</p>	<p>Final site, landscaping, and circulation plans for future development shall be proposed to ensure that those improvements described in the policy are provided to the greatest extent possible.</p>

TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)

Circulation Element (cont'd.)	
<p>"The City shall promote the establishment of entry monument signs as a means of stimulating community, district, and neighborhood identity." (Policy 10b, Objective 10, 3.6.1.10 Landscaping and City Identity)</p>	<p>Future development shall provide signs that are consistent with those standards described in the Specific Plan and the City's Zoning Code. Good design of entry monument signs are especially important given that the project is located within the City's entry gateway.</p>
<p>"To enhance impressions of Calexico at places that serve as entry points or "gateways" to the City (e.g., international border, Highway 111 and Jasper Road, SR 98 at Dogwood Road), landscaping and City identification monument signs should be developed at key locations." (Policy 10d, Objective 10, 3.6.1.10 Landscaping and City Identity)</p>	<p>Future developments shall provide signs and monuments that are consistent with those standards described in the Specific Plan and City's Zoning Code. Good design of entry monument signs are especially important given that the project site is located within the City's entry gateway.</p>
Public Facilities/Services Element	
<p>The proposed Specific Plan and project are consistent with the following policies and objectives contained in the Public Facilities/Services Element:</p>	
<p>"To provide high quality sewage services to existing residents as well as to accommodate future growth and development." (Objective 2, 4.4.1.2 Sewers)</p>	<p>The Final improvement plans for the proposed project would include sewer developers are expected to pay their proportional share for any required sewer improvements. The City will review all improvement plans to ensure sufficient sewer capacity is available to accommodate future projects.</p>
<p>"Approve new development only if sewer facilities will be expanded to serve these areas at the expense of the developer or City." (Policy 2a., Objective 2, 4.4.1.2 Sewers)</p>	
<p>"Future sewer service expansions should be designed to maintain adequate level of service." (Policy 2d, Objective 2, 4.4.1.2 Sewers)</p>	

**TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)**

Public Facilities/Services Element (cont'd.)	
<p>"To provide high quality potable water services to existing residents as well as accommodate future growth and development." (Objective 3, 4.4.1.3 Potable Water)</p> <p>"All improvements to existing water system that are necessitated by a new development shall be financed entirely by the developer either be fee or actual construction." (Policy 3b., Objective 3, 4.4.1.3 Potable Water)</p>	<p>The Final improvements for the proposed project will include drainage plans to ensure compliance with said objectives. As appropriate, future developers are expected to pay their proportional share for any required drainage improvements. The City will review all improvement plans to ensure sufficient drainage improvements are provided to accommodate future projects. The City and future developers shall interface with all appropriate agencies, as necessary.</p>
<p>"The City shall incorporate measures to promote the conservation of water in new and existing development, specifically best available technologies in new construction and site development, including but not limited to, water-saving toilets, showerheads, faucets, and water conserving irrigation." (Policy 3d., Objective 3, 4.4.1.3 Potable Water)</p>	<p>Mitigation Measure LU1, which requires the project applicant to implement water conservation measures will ensure the proposed project is consistent with the policies and objectives for water conservation.</p>
<p>"To maintain the current system and to provide long-term solutions for storm water runoff for the City." (Objective 4, 4.4.1.4 Storm Water)</p>	
<p>"The City shall continue to require developers to construct or finance the necessary storm water runoff facilities such as underground storm drains and retention basins." (Policy 4a, Objective 4, 4.4.1.4 Storm Water)</p>	
<p>"The City shall continue to work with IID to provide adequate storm water discharge in areas where applicable and in new development." (Policy 4c., Objective 4, 4.4.1.4 Storm Water)</p>	

TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)

Public Facilities/Services Element (cont'd.)	
<p>"To provide an adequate level of fire protection for all residents, businesses, and visitors to the City of Calexico." (Objective 10, 4.4.1.10 Fire Protection)</p> <p>"Require new development projects to pay fees proportional to their demand for fire services based on an updated Development Fee Ordinance or other legal and equitable funding mechanism." 9Policy 10b., Objective 10, 4.4.1.10 Fire Protection)</p> <p>"Provide fire facility sites in subsequent Specific Plans based on community need." (Policy 10c., Objective 10, 4.4.1.10 Fire Protection)</p>	<p>Future developers are required to interface with the City Fire Department to ensure sufficient fire protection services and facilities are available to accommodate future projects. As appropriate, developers are expected to pay their proportional share of required developer fees. The Fire Department will review future projects on a case-by-case basis and may require construction of additional facilities and improvements, as necessary.</p>
<p>"To maintain solid waste and disposal services in accordance with the California Integrated Waste Management Act of 1989 and pursue funding sources so as to reduce the cost of said services in the City." (Objective 11, 4.4.1.11 Solid Waste)</p> <p>"To provide reliable electrical service capable of serving existing and future... commercial uses within the City." (Objective 12, 4.4.1.12 Electricity)</p> <p>"The City shall coordinate with IID for the provision of adequate land within new developments and throughout the City for electrical substations and transmission facilities." (Policy 12a., Objective 12, 4.4.1.12 Electricity)</p>	<p>Future developers shall interface with the IID to ensure that sufficient electrical facilities and services are provided. The IID will review future projects on a case-by-case basis and may require construction of additional facilities and improvements, as necessary.</p>

TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)

Economic Development/Community Design Element	
<p>The proposed project will facilitate implementation of policies and objectives of the Economic Development Element. The Element states, "Successful economic development for the City of Calexico can be achieved through maintaining a fiscally healthy and balanced economy that builds upon existing economic development efforts and establishes policies for future growth." The Specific Plan proposes a land use plan that will result in future commercial development that will ultimately assist the City in "maintaining a fiscally healthy and balanced community. The Specific Plan and project are consistent with the following policies and objectives contained in the Economic Development Element:</p>	
<p>"The City should promote a healthy and diversified economic base by continuing to welcome Mexico's resources, attracting quality businesses, and encouraging existing businesses to expand their sales, facilities, and employment." (9.6.1 Goal)</p>	<p>The proposed project proposes a land use plan that will regulate future development of diversified and varied commercial and retail uses in the City of Calexico. These diversified commercial uses will respond to equally diversified market demands, including Mexico's. As such, the project will assist the City in promoting a diversified economic base by attracting new commercial, retail, entertainment, and office uses into the City.</p>
<p>"The City's image can have a profound impact on economic development activities. The image presented by the City can determine the location decision of a new relocating business. Existing businesses are more likely to expand and reinvest in a City with a positive self-image and strong sense of civic pride." (Objective 1, 9.6.1.1 Image)</p>	<p>As discussed, the project will assist the City in promoting a diversified economic base by attracting new commercial, retail, entertainment, and office uses into the City. With diversification of the City's economic base, the overall image and civic pride of the City will be enhanced. This is especially important for the project, since the project site is situated in a very strategic location, near the northern entry gateway into the City.</p>
<p>"The City shall plan and develop a well-designed and effective circulation system." (Policy 1 e., Objective 1, 9.6.1.1 Image)</p>	<p>The proposed project includes a circulation network comprised of roadway improvements to adequately accommodate and service the project's land use plan and design. Said circulation system is consistent with City standards and will also be compatible with the region's connection roadway system.</p>
<p>"The City shall recognize the importance of streets and "gateways" in creating the initial impression or image of the City." (Policy 1 f., Objective 1, 9.6.1.1 Image)</p>	<p>As discussed, the proposed project will assist the City in promoting a diversified economic base by attracting new commercial, retail, entertainment, and office uses into the City. With diversification of the City's economic base, the overall image and civic pride of the City will be enhanced. This is especially important for the project, since the project site is situated in a very strategic location, near the northern entry gateway into the City. A positive image of the project will translate to a similar positive image of the overall City and region.</p>

TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)

Economic Development/Community Design Element (cont'd.)	
<p>"A successful economic base is maintained through a healthy and balanced City economy, and the flexibility to respond to economic change." (Objective 2, 9.6.1.2 Economic Base)</p>	<p>The proposed project proposes a land use plan that will regulate future development of diversified and varied commercial and retail uses in the City of Calexico. These diversified commercial uses will respond to equally diversified market demands. As such, the project will assist the City in promoting a diversified economic base by attracting new commercial, retail, entertainment, and office uses into the City. The Specific Plan for the proposed project has been written to be flexible to future economic changes. The City and developer acknowledge that future commercial development will occur based on market forces, many of which are unknown at this time. Accordingly, the Specific Plan provides appropriate design and development guidelines that will allow the City to gain aesthetically-pleasing development, while at the same time allowing the type of commercial development that is responsive to market forces and demands.</p>
<p>"The City shall encourage a proactive approach in the retention of existing businesses and the recruitment of new businesses, particularly those which generate and broaden employment opportunities." (Policy 2d., Objective 2, 9.6.1.2 Economic Base)</p>	<p>As discussed, the proposed project proposes a land use plan that will regulate future development of diversified and varied commercial and retail uses in the City of Calexico. The project will assist the City in promoting a diversified economic base by attracting new commercial, retail, entertainment, and office uses into the City. With increased commercial development, there will be increased employment opportunities.</p>
<p>"The City shall encourage and facilitate highway-serving commercial development along Highway 111 and State Route 98, within the City limits. Some highway-serving commercial may be appropriate along Jasper Road and Cole Road but should be sited so as not to be incompatible with adjacent proposed residential areas." (Policy 2j., Objective 2, 9.6.1.2 Economic Base)</p>	<p>The Specific Plan for the proposed project regulates commercial land uses within an area bordered by Highway 111 and Jasper Road. As planned, the frontages along these streets will allow future development of retail, office, entertainment, restaurant, hotel, and other similar commercial uses.</p>

TABLE 4.1-1
General Plan Consistency Analysis (cont'd.)

Economic Development/Community Design Element (cont'd.)	
<p><i>"The City shall establish an expedited development review and approval process for new commercial and industrial projects that are consistent with the General Plan Land Use designations." (Policy 2n., Objective 2, 9.6.1.2 Economic Base)</i></p>	<p>The Specific Plan for the proposed project contains a section relating to administration and implementation of the proposed land use plan. In summary, all future design and entitlements associated with the Specific Plan and land use plan will be administratively reviewed and approved by a special committee comprised of members of the City Council and Planning Commission, and relevant City staff. Though meetings of the special committee will be noticed and publicly heard, typical Planning Commission and City Council meetings will not be required. Activities and actions of the special committee would only apply to the Specific Plan area and not the City as a whole. It is believed that formation and operation of said special committee will expedite future development review and approval processes and is an incentive for future developers to build in the City of Calexico.</p>

Source: City of Calexico and BRG Consulting, Inc., 2008

the General Plan Amendment the proposed project will be compatible and consistent with the General Plan designations of the City of Calexico's General Plan.

Furthermore, the Specific Plan for the proposed project identifies design guidelines consistent with the General Plan. As such, the proposed project's consistency with these design guidelines will ensure that the proposed project is consistent with the General Plan.

B. City of Calexico Zoning Ordinance

The Previous Specific Plan (Calexico International Center) required the approval by the City of Calexico to rezone the site from a pre-zone of Industrial (IND) and Commercial Highway (CH) to Planned Development (PD). The Tentative Tract Map expired and therefore, no longer controls future development and the City zoned the site IR and IND. The project site subsequently was sold to a new developer (Hallwood Calexico Investments, LLC; hereinafter referred to as "Applicant") and a new Specific Plan and Tentative Tract Map are being prepared for consideration by the Calexico City Council. The proposed project is maintaining the previous approved commercial highway use of the Previous Specific Plan but is not proposing residential or industrial use for the site. Instead, more commercial highway uses and a casino facility have been added. With the removal of the planned residential component of the Previous Specific Plan, impacts that were found to be significant in the Previous EIR because of the development of residential uses on the site (i.e., noise and hazards and hazardous materials impacts) will be substantially reduced with the proposed project.

The project is proposing to be rezoned to Specific Plan Overlay Zone. According to §17.09.320 Use Regulations—SP zone, allowable uses within a Specific Plan Overlay Zone are established by a development plan text approved by the city council (City of Calexico, 1992). Once the proposed Specific Plan and General Plan Amendment for this project is approved, the site will be rezoned and the proposed project will be consistent with both the General Plan and Zoning Ordinance.

C. City of Calexico Service Area Plan

The Previous Specific Plan (Calexico International Center), adopted when this site was annexed into the City, was included in this SAP as a future project and was used to develop phasing projections. The phasing projections are beneficial for the planning of public facilities to ensure the level of service and performance standards are continually met (City of Calexico, 2006). The Previous EIR found the Previous Specific Plan to be consistent with the SAP. Currently the site is located within the City limits and not required to be consistent with the SAP. However the proposed project will be required to adequately provide public services to the project site. Sections 4.10 - Public Services and Section 4.11 - Utilities identifies the public services and utility phasing required for project implementation.

D. County of Imperial General Plan

As discussed above, the project site was annexed into the City of Calexico with the approval of the Calexico International Center in 2001. Therefore, the project site is no longer under the jurisdiction of the Imperial County and is required to be consistent with the City of Calexico General Plan, not the County of Imperial General Plan.

However, the property located north of the project site is located within the County of Imperial and is currently being used for agriculture. Certain inconveniences or nuisances can be experienced at the project site from near active agricultural operations. Such nuisances can include exposure to noise, dust, light, fumes, chemical usage, insects, and odors. These inconveniences or nuisances are generally issues of concern for residential uses that have individuals residing in an area for long periods of time. Unlike the previous Specific Plan (Calexico International Center), the proposed project does not include residential uses. Therefore, the potential impact of such nuisances is considered less than significant. However, if complaints are made from the project site, Imperial County has a Right-to-Farm Ordinance (Ordinance 1031 (1990)) that serves to protect pre-existing agricultural uses from such pressures.

Proximity of the proposed project to the existing Heber Geothermal power plant, and potential impact issues, are discussed in Sections 4.4 – Air Quality and 4.9 – Hazardous Materials/Public Safety of the this EIR. As discussed in the Previous EIR, once the project site was annexed into the City of Calexico, the property was no longer within the Imperial County Heber Geothermal Overlay Zone. The loss of approximately 80 acres or 1.1 percent of the more than 7,000 acres that comprise the Overlay Zone was considered *de minimus*, and was not considered to noticeably affect the ability to access or use the geothermal resource (City of Calexico, 2001). Furthermore, based on the discussions in this EIR under the Air Quality and Hazardous Materials/Public Safety sections, no significant impact of the geothermal plant upon the proposed project would occur. Therefore it is not expected that the proposed project would result in public pressure to restrict or terminate geothermal activities.

4.1.3.3 Conservation Plans

The City of Calexico is not within the jurisdiction of any adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan. Therefore, no impact is identified for this issue area.

4.1.4 Significance of Impact

The proposed project would not divide an established community, as the project site is vacant and no community exists in this area that could be divided by the proposed project. The proposed project has the potential to be inconsistent with the City's General Plan policies for water conservation and solid waste. However, once the amendment of the City's General Plan is approved and with the implementation of Mitigation Measures LU1 and LU2, the proposed project would be fully consistent with the goals, objectives, policies, and environmental plans of the City's General Plan. Implementation of the development standards and design guidelines of the proposed Specific Plan would ensure that the proposed project would be consistent with all applicable land use plans. In addition, the proposed project would not cause the conversion of designated open space or environmental plans/resources. Furthermore, the proposed project uses are internally compatible with existing, planned and approved adjacent land uses. As such, there would be no significant impacts associated with any of these issues. No significant land use and planning impacts are anticipated.

4.1.5 Mitigation Measure

LU1 As a condition of approval, the project applicant as part of the design of the project shall include water conservation measures such as the following:

- Install water-conserving fixtures and appliances;
- Use primarily drought-tolerant and/or native plants for landscaping;
- Use automatic irrigation systems; and,
- Drip irrigation shall be used where feasible.

LU2 As a condition of approval, the project applicant shall participate in and be consistent with the existing City-wide recycling program, through Allied Waste. The program has been set up to achieve 50 percent solid waste diversion goal as set forth by the California Integrated Waste Management Board.

4.1.6 Conclusion

With the implementation of Mitigation Measures LU1 and LU2 the proposed project's impact to land use and planning will be reduced to a level less than significant.

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