

CHAPTER

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INTRODUCTION

INTRODUCTION TO GREENFIELD

The City of Greenfield is located in the heart of California's Salinas Valley, nestled between the Gabilan mountain range to the east and the Santa Lucia range to the west. Located approximately 35 miles southeast of Monterey Bay, within California's Central Coast region, Greenfield is centered in one of the most productive agricultural areas in the world. Known as the "Salad Bowl of the World", the Salinas Valley ships over \$2 billion (US) worth of fruits and vegetables annually across the United States and abroad. Local tourism is increasing, as more people are attracted to the area, also known as the center of "Steinbeck Country."

The Central Coast region is also known as a premier wine grape growing region due to favorable soils and climate. Vineyards, wineries, and wine tasting rooms continue to expand throughout the region.

Greenfield has small town charm and a sense of community, affordable prices (comparatively) for land and housing, a growing population of professional and skilled workers, and a variety of nearby outdoor recreational opportunities. Within this diverse community, rural and suburban lifestyles coexist with ongoing agricultural activities.

The City's development of this General Plan represents a major effort toward establishing and promoting a community that reflects the values and character of local residents. This General Plan provides the fundamental blueprint for Greenfield's growth and development through the year 2025.

The City last updated its General Plan in 1981. The community is therefore due for comprehensive planning and a complete update of its vision for the community over the next twenty years.

Community Goals and Vision

Greenfield prides itself on its forward-thinking approach to community life. The municipal government, churches, schools, and service organizations create the kinds of close-knit relationships most often found only in small towns. The City is proud of its accomplishments, and looks forward to an even better future. Dedicated to its agricultural roots, Greenfield is also committed to diversification and increased opportunities for residents and businesses.

The mission of the City of Greenfield is to provide personalized, quality community services. The City of Greenfield exists to

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enhance the well being of the community while balancing conflicting interests.

The City of Greenfield aspires to:

- ❑ Promote a high quality physical and social environment with rural character that fosters a sense of wholeness, vitality, and balance within a highly diversified residential and business community, and
- ❑ Provide a full range of municipal services, with a commitment to affordable housing and leadership in the delivery of social services, and
- ❑ Support a people-oriented environment sensitive to the human rights of all people that is attractive to residents, visitors, and business.

Overview of General Plans

Within California, all counties and incorporated cities are required by law to adopt a General Plan. State law is quite specific on the topics that must be addressed within the General Plan. The chapters, or Elements, of the Plan must address various State-mandated topics, but the organization of the Elements is at the discretion of each jurisdiction. Additionally, the State recognizes that each jurisdiction may face unique issues and authorizes the adoption of optional Elements that address issues of local concern.

Requirement for Internal Consistency

The General Plan must fully integrate its separate parts and relate them to each other without conflict. Internal consistency applies as much to figures and tables as to the General Plan text. It also applies to data, analysis, and policies. All adopted portions of the General Plan, whether or not

required by state law, have equal legal weight. No Element may supercede another.

Organization of this General Plan

This Greenfield 2004 General Plan addresses the State-mandated requirements and local issues through inclusion of the following Elements:

- ❑ Land Use Element
- ❑ Circulation Element
- ❑ Growth Management Element
- ❑ Economic Development Element
- ❑ Housing Element
- ❑ Conservation, Recreation, and Open Space Element
- ❑ Health & Safety Element
- ❑ Noise Element

The organization of material within each Element is at the discretion of the local jurisdiction. Each Element of this General Plan has been organized as follows: a brief Introduction that describes the Element's content and mandatory components; a Goals, Policies, and Programs section that establishes the City's long-term goals, along with policies and regulations designed to achieve these goals; and a Setting section that provides supporting information and data that relates specifically to the policy statements.

This Plan is intended to be concise and easily understood. While substantial technical data was collected to support this planning effort, the majority of the data is contained within separate technical reports and is not reproduced herein. Technical reports on traffic, noise, air quality, and public facilities such as water service, wastewater treatment, and drainage have

been prepared to support this General Plan. These reports are available through the City for readers seeking more detailed information.

Planning Horizon and Planning Area

General Plans are required to establish a planning horizon and a Planning Area. The planning horizon, or the date through which this Plan could reasonably guide Greenfield, is approximately twenty years. However, it is typical for developing cities to update their General Plans every ten years as development occurs and conditions change. The Planning Area for this General Plan is the incorporated City limits, plus additional land to the east and west of the City. The incorporated City limits include approximately 1,054 acres, while the Planning Area includes 1,1380 additional acres.

The boundary of the Planning Area constitutes a proposed Sphere of Influence (SOI) boundary. This proposed SOI must be approved by the Monterey County Local Agency Formation Commission (LAFCo) after adoption of the General Plan. Once the SOI is approved, if Greenfield wishes to expand its City limit in the future, it must submit a request to the LAFCo to annex additional land, thereby expanding the City boundary.

Monterey County has approved urban intensity development immediately north of the City (Yanks Air Museum site) that will significantly affect Greenfield. In the interest of guiding such development, the City will seek annexation of these lands when developed.

Projected Growth

As stated above, the City plans to more than double in size. This growth will increase the City to approximately 36,000 residents. Additionally, the City plans on expanding

industrial, visitor serving, and commercial activities to increase the number and variety of available jobs. This increase in populations and jobs will result in approximately 163,400 trips on the road network and require significant upgrades to the City’s roads, sewer, water, schools and other infrastructure.

Projected future growth will require careful planning to ensure the community character is maintained and environmental impacts are minimized.

Related Planning Activities

This General Plan will be implemented in concert with various programs already underway by the City. Such programs include, but are not limited to, the following:

Greenfield Redevelopment Agency

The Greenfield Redevelopment Plan has a project area of 693.3 acres and was amended in 2003 to include an additional 200 acres. The Plan is administered under the direction of the Greenfield Redevelopment Agency, comprised of the members of the City Council. Implementation of the Greenfield Redevelopment Plan will enhance and improve underutilized land within the Redevelopment Area, resulting in job creation and other benefits to the community.

Greenfield Parks and Recreation Master Plan

The City has worked diligently over the past year to identify Parks and Recreational needs in the community. The City intends to begin development of a Parks and Recreation Master Plan tailored to the specific needs of the community shortly after the adoption of the General Plan.

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Long Range Water and Wastewater Plans

Concurrent with the General Plan Update, the City initiated updates of the water and wastewater capital improvement plans. These plans identify specific infrastructure improvements and funding sources needed to complete these identified improvements. These reports will be finalized shortly after the adoption of the General Plan.

Environmental Review

Adoption of a General Plan is considered a “project” under the California Environmental Quality Act (CEQA). As such, the potential impacts of adoption of the General Plan must be identified and analyzed. For the Greenfield 2023 General Plan, an integrated Environmental Impact Report (EIR) has been prepared.

From the outset, it was the City’s intention to create a self-mitigating Plan. This strategy required the City to consider potential impacts and incorporate policies and programs within the General Plan that would reduce potential impacts to a less than significant level.

Subsequent Actions

While adoption of the General Plan represents a major milestone for the City of Greenfield, additional planning efforts will be required. Immediately following General Plan adoption, the City intends to begin the process to amend the Zoning Ordinance and Zoning Map to achieve consistency with this General Plan. The amendment and adoption of a revised Zoning Code and Zoning Map prepared specifically for Greenfield will be a substantial and important undertaking. Development and implementation of Design Guidelines will also begin shortly after General Plan adoption. These additional regulatory documents will

provide standards and direction for future development in Greenfield.