



CITY OF BRAWLEY

GENERAL PLAN AMENDMENTS

NOVEMBER 2019

The work upon which the General Plan Amendments are based was funded in whole or in part through a grant awarded by the Strategic Growth Council.

The statements and conclusions of the General Plan Amendments are those of the City of Brawley and not necessarily those of the Strategic Growth Council or of the Department of Conservation, or its employees. The Strategic Growth Council and the Department make no warranties, express or implied, and assume no liability for the information contained in the succeeding text.

LAND USE ELEMENT

LAND USE ELEMENT AMENDMENTS
REVISED POLICIES INCLUDE 1.1.7, 1.1.10, 2.1.6 AND 2.2.3
ADDED POLICIES INCLUDE 1.2.6 AND 2.1.7
DELETED TEXTED INDICATED BY STRIKE-THROUGH
NO AMENDMENTS TO GOAL AND OBJECTIVE STATEMENTS

LUE Goal 1: Balanced Development

LUE Objective 1.1: Provide for a well balanced land use pattern that accommodates existing and future needs for housing, commercial and industrial land, open space, agricultural land, and community facilities and services, while maintaining a healthy, diversified economy capable of supporting future City services.

LUE Policy 1.1.7: Encourage in-fill and consolidation of vacant and underutilized parcels in areas already predominantly developed. Post information on infill sites on the Planning Department webpage.

LUE Policy 1.1.10: Consider incentives (such as waiver of fees or expedited permit processing) to encourage lot consolidation and parcel assemblage to provide expanded opportunities for coordinated development and redevelopment if a positive fiscal impact will be experienced by the City as a result of said project. Post information on lot consolidation incentives on the Planning Department webpage and inform property owners of the incentives.

LUE Objective 1.2: Ensure that future land use decisions are the result of sound and comprehensive planning.

LUE Policy 1.2.6 Contribute to a reduction of vehicle miles traveled (VMT) through land use and zoning measures.

LUE Goal 2: Compatible and Complementary Development

LUE Objective 2.1 Ensure that new development is compatible with surrounding land uses in the community and in adjacent unincorporated areas, the City's circulation network, availability of public facilities, existing development constraints and the City's unique characteristics and resources.

LUE Policy 2.1.6: For mixed-use development, ensure that parcels of adequate size are used and provide incentives for lot consolidation, where necessary.

LUE Policy 2.1.7: Reduce vehicle miles traveled (VMT) by encouraging alternative modes of transportation such as walking, biking, and bus transit and acquisition of fuel efficient or zero emission vehicles.

LUE Objective 2.2: Assure a safe, healthy and aesthetically pleasing community for residents and businesses.

LUE Policy 2.2.3: Where mixed uses are permitted **pursuant to the Brawley Downtown Specific Plan**, ~~such as in the Downtown Overlay District~~ ensure compatible integration with adjacent uses to minimize potential conflicts, such as aesthetics, noise and traffic. Compatibility with existing neighborhoods is important and should be an important consideration.

RESOURCE MANAGEMENT ELEMENT

**RESOURCE MANAGEMENT ELEMENT
ADDED POLICIES INCLUDE 4.1.9, 4.10, 4.11 and 4.12**

WATER RESOURCES

RME Goal 4:	<i>Increased Water Conservation</i>
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RME Objective 4.1: Promote city-wide water conservation to reduce the projected demand for water service and associated treatment.

RME Policy 4.1.1: Protect groundwater resources from depletion and sources of pollution.

RME Policy 4.1.2: Conserve imported water by requiring water conservation techniques and water conserving appliances, in rehabilitated and new projects.

RME Policy 4.1.3: Require all new developments to install low-flow showers and toilets. Consider implementing a low-flow replacement program for showers and toilets in existing facilities.

RME Policy 4.1.4: Encourage the replacement of existing water fixtures, toilets, and landscaping with water-conserving counterparts.

RME Policy 4.1.5: Encourage the Imperial Irrigation District to promote water conservation practices and safety in agricultural activities.

RME Policy 4.1.6: Implement programs to educate adults and children about the importance of water conservation and methods to reduce water use.

RME Policy 4.1.7: Support the development and usage of waste water recycling production and use wherever possible and economically feasible.

RME Policy 4.1.8: Require water meters on all new construction and development and consider implementing a program to install meters on all existing water services.

RME Policy 4.1.9: Encourage the use of drought resistant plant species in ornamental landscaping in new development and rehabilitation projects.

RME Policy 4.1.10: Support the Imperial Irrigation District in its efforts to maintain local water supplies and underground or cover irrigation canals for safety and conservation purposes.

RME Policy 4.1.11: Implement the 2010 and 2015 Urban Water Management Plan Demand Management Measures (DMM). The 2015 UWMP Guidebook lists the following DMMs:

- **Water waste prevention ordinances**
- **Metering**
- **Public education and outreach**
- **Programs to assess and manage distribution system real loss**
- **Water conservation program coordination and staffing support**
- **Other demand management measures**

RME Policy 4.1.12: Continue to comply with the State Water Resources Control Board mandatory water conservation regulations.

Attachment A
City of Brawley
2010 Urban Water Management Plan
Water Demand Management Measures
Updated May 15, 2015

1. Residential Surveys

- Develop Residential Assistance Checklist (for customers who report high water bills)
- Provide site-specific leak detection assistance
- Perform site-specific landscape water surveys
- Provide reports on the number of residential assistance/leak detection survey visits

2. Residential Plumbing Retrofit

- Replace noncompliant with water-conserving plumbing fixtures when a permit is taken out for building additions, alterations – required as of January 1, 2014
- Replace noncompliant with water-conserving fixtures in single-family residential property and verify – required by January 1, 2017

3. System Water Audits, Leak Detection and Repair

- Quantify the current volume of apparent and real water loss
- Repair all reported leaks and breaks to the extent cost effective
- Establish and maintain a record-keeping system for the repair of reported leaks

4. Metering with Commodity Rates for New Connections and Retrofit of Existing Customers

- Continue the City’s metering programs for all service connections

5. Large Landscape Conservation Programs and Incentives

- Require new development and rehabilitation projects to make maximum use of water conservation techniques
- Encourage drought resistant plant species in ornamental landscaping
- Require a water efficient irrigation system in commercial, industrial and multifamily residential developments

6. High Efficiency Washing Machine Rebate Program through Imperial Irrigation District (IID)

7. Public Information Programs

- Implement a public information program to promote water conservation and water-conservation-related benefits

8. School Education Programs

- Implement a school education program to promote water conservation and water conservation-related benefits
- Maintain an active school education program to educate students in the agency's service area about water conservation and efficient water use

9. Commercial, Industrial and Institutional Programs

- Focus on landscaping water savings
- Actively seek funding for a regional recycled water treatment plant for industrial use

10. Wholesale Assistance

- Continue to work with the Imperial Irrigation District to participate in regional DMM efforts through the Integrated Regional Water Management Plan (IRWMP)

11. Conservation Coordinator

- Designate a person as the City's responsible conservation coordinator for program management, tracking, planning, and reporting on DMM implementation. This may be a regional position.

12. Water Waste Prohibition

- Continue to implement the City's No Waste Resolution.

13. Residential High Efficiency Toilet (HET) Replacement Programs

- Consider implementing a low-flow replacement program for showers and toilets in existing facilities.

**RESOURCE MANAGEMENT ELEMENT
NO AMENDMENTS TO GOAL, OBJECTIVES AND POLICIES
TEXT AMENDMENTS ARE BOLDED STARTING ON PAGE RME-6**

AGRICULTURAL LANDS

Introduction

The Brawley Planning Area includes productive agricultural soils. A balance between new urban development and conservation of agricultural lands is important for expansion of the local economy, conservation of prime agricultural soils for continued agricultural production, and maintenance of the City's rural character.



Agriculture Borders the City's Boundaries

Imperial County, including the Brawley area, is one of the finest agricultural areas in the world.

This is due to several environmental and cultural factors including good soils, a year-round growing season, the availability of adequate water transported from the Colorado River by a complex canal system, extensive areas committed to agricultural production, a gently sloping topography, and a climate that is well-suited for growing crops and raising livestock. Agricultural production has been one of the most important economic activities in Brawley throughout the 1900s until the present day and is expected to play a major economic role in the foreseeable future.

If agricultural activity becomes constrained by the increased urbanization of Brawley, farmers may find developing their land more profitable than continuing the crop cultivation and livestock production.

Goals, Objectives, and Policies

RME Goal 8: Minimize the Loss of Agricultural Lands

RME Objective 8.1: Conserve and protect designated agricultural lands and plan for their continued use.

RME Policy 8.1.1: All Important Farmland, including the categories of Prime Farmland, Farmland of Statewide Importance, Unique Farmland, and Farmland of Local Importance, as defined by State and Federal agencies, outside the City's boundaries should be reserved for agricultural uses.

RME Policy 8.1.2: Encourage infill development and establish buffers between agricultural and non-agricultural uses.

RME Policy 8.1.3: Provide adequate circulation routes for the transport of agricultural products and machinery.

- RME Policy 8.1.4:** Require adequate drainage facilities for all new development projects to prevent runoff into agriculture lands and subsequent erosion of agricultural soils.
- RME Policy 8.1.5:** Limit the introduction of land uses that are unusually sensitive (hospitals and schools but not housing) to farming in order to limit the potential for conflict with existing agricultural uses.
- RME Policy 8.1.6:** Prohibit "leapfrogging" or checkerboard patterns of non-agricultural development in designated agricultural areas.
- RME Policy 8.1.7:** Encourage the maintenance of existing businesses that support agricultural production and the transportation of agricultural products and encourage the establishment of similar new businesses.
- RME Policy 8.1.8:** Proposed development must be contiguous to the City's boundary, and must be sequential and orderly.
- RME Policy 8.1.9:** Where new residential uses are established next to agricultural lands, require residential developers to mitigate adverse effects from the exposure of residents to agricultural chemicals, dust and other "nuisances" in a manner that is consistent the County Right- to-Farm Ordinance.
- RME Objective 8.2: Manage the production of economically valuable agricultural resources to achieve a balance between current market forces and long-term community values.**
- RME Policy 8.2.1:** Support the County's Right to Farm Ordinance.

Plan

Substantial acreage of Prime Farmland and Farmland of Statewide Importance is located in the Brawley Planning Area

Table RME-1 shows that almost 7,000 acres of farmland are located within the City and Sphere of Influence in the following four categories: Farmland of Local Importance; Farmland of Statewide Importance; Prime Farmland; and Unique Farmland. Almost 79% of all the farmland is found in the Sphere of Influence.

**Table RME-1
Brawley Planning Area
Number of Acres by Farmland Category and Location: 2012**

Farmland Category	City of Brawley	Sphere of Influence	Total	Percent
Farmland of Local Importance	555	241	796	6.9%
Farmland of Statewide Importance	829	4,037	4,866	42.1%
Prime Farmland	76	1,168	1,244	10.8%
Unique Farmland	0	7	7	0.1%
Subtotal	1,460	5,453	6,913	59.8%
Other Land	298	902	1,200	10.4%
Urban and Built-up Land	3,154	296	3,450	29.8%
Subtotal	3,452	1,198	4,650	40.2%
Total	4,912	6,651	11,563	100.0%

Source: City boundaries based on CALFIRE data. City farmland acreage provided by the California Department of Conservation, June 10, 2015. Sphere of Influence acreages estimated from the California Department of Conservation website, Land Protection section, Farmland Mapping and Monitoring Program, California Important Farmland Finder GIS system.

Note: According to the Department of Conservation, the mapping information for the Sphere of Influence area has been delineated as accurately as possible at 1:24,000-scale, but no claim to meet 1:24,000 National Map Accuracy Standards is made due to variations in the quality of source data. The data is not designed for parcel-specific planning purposes due to its scale and the ten-acre minimum land use mapping unit. For the City of Brawley purposes, the boundaries of the City limits and Important Farmland categories and acreages were provided by the California State Department of Conservation (DOC). The mapping for the Sphere of Influence was estimated using the DOC GIS mapping tool. Due to the scaling of the GIS mapping tool and the need to estimate the boundaries on the mapping tool, there may be a difference in the total acres between the physical areas and the mapped areas.

Figure RME-3 shows the location of farmland by category. Chart RME-1 shows a graphic presentation of the number of farmland acres in three categories that are located in the City and SOI. The meanings of each farmland category are explained in Attachment A.

To protect agricultural land in Brawley, the General Plan Land Use Element designates northern, western and southern portions of the Planning Area for agricultural uses.

The City will support the agricultural uses of productive farmland by considering the circulation requirements for the transport of agricultural products and machinery, enforcing the County's Right-to-Farm Ordinance, and encouraging existing and long-term businesses supporting agricultural production in Brawley. In addition, the City will prevent "leap-frog" development patterns by requiring new residential or non-agricultural commercial uses to be adjacent to an existing urbanized area. Through the City's development review process, proposed non-agricultural projects near areas used for agricultural purposes will be assessed for potential impacts to agricultural production and potential impacts to the proposed land use. Buffers will be required between agricultural and non-agricultural uses to minimize land use compatibility problems.

In addition, the City will explore funding that may available from the State to preserve agricultural land. For example, the State of California Strategic Growth Council/Department of Conservation is funding a Sustainable Agricultural Lands Conservation Program (SALCP) that supports the State’s greenhouse gas (GHG) emission goals by making strategic investments to protect agricultural lands. There are three major elements proposed for the SALCP:

- 1. Sustainable Agricultural Land Strategy Plans— Short term grants to counties, cities, and partners, to inventory and evaluate which agricultural lands are most highly productive and critically threatened and develop locally appropriate strategies, programs and actions that ensure the long term protection of those lands.**
- 2. Agricultural Conservation Easements—Provide funding to leverage the protection of strategically located, highly productive, and critically threatened agricultural land, via permanent agricultural conservation easements.**
- 3. Financial Incentives for Adoption and Use of Land Management Practices —Leverage USDA and other funding to incentivize management practices designed to reduce GHGs, sequester carbon and provide other co-benefits on working agricultural operations.**

Figure RME-3

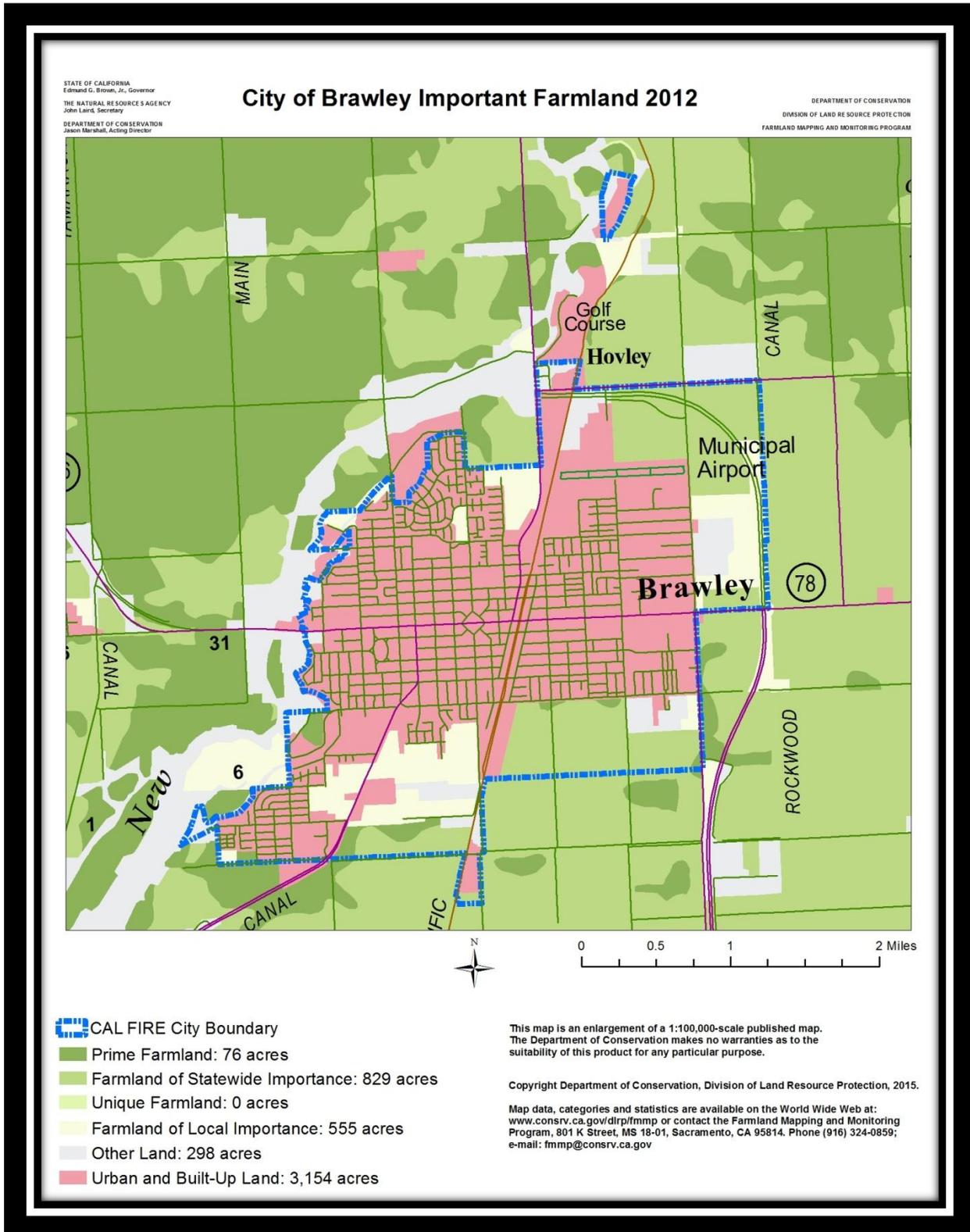
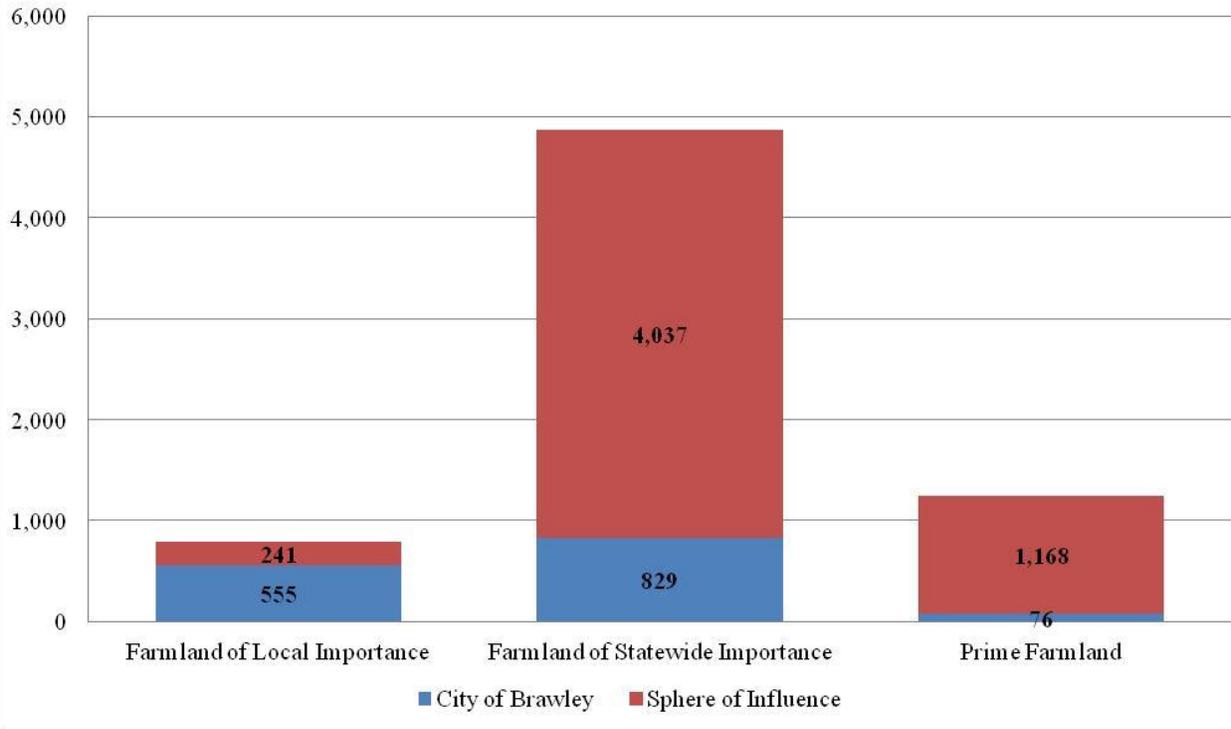


Chart RME-1
City of Brawley and Sphere of Influence
Important Farmland Acreage by Category



**California Department of Conservation
Farmland Mapping and Monitoring Program (FHHP)
Important Farmland Categories**

FMMP's study area is contiguous with modern soil surveys developed by the US Department of Agriculture (USDA). A classification system that combines technical soil ratings and current land use is the basis for the Important Farmland Maps of these lands. Most public land areas, such as National Forests and Bureau of Land Management holdings, are not mapped.

The minimum land use mapping unit is 10 acres unless specified. Smaller units of land are incorporated into the surrounding map classifications. In order to most accurately represent the NRCS digital soil survey, soil units of one acre or larger are depicted in Important Farmland Maps.

Prime Farmland (P)

Farmland with the best combination of physical and chemical features able to sustain long term agricultural production. This land has the soil quality, growing season, and moisture supply needed to produce sustained high yields. Land must have been used for irrigated agricultural production at some time during the four years prior to the mapping date. [Download information on the soils qualifying for Prime Farmland.](#) More general information on the [definition of Prime Farmland](#) is also available.

Farmland of Statewide Importance (S)

Farmland similar to Prime Farmland but with minor shortcomings, such as greater slopes or less ability to store soil moisture. Land must have been used for irrigated agricultural production at some time during the four years prior to the mapping date. [Download information on the soils qualifying for Farmland of Statewide Importance.](#)

Unique Farmland (U)

Farmland of lesser quality soils used for the production of the state's leading agricultural crops. This land is usually irrigated, but may include nonirrigated orchards or vineyards as found in some climatic zones in California. Land must have been cropped at some time during the four years prior to the mapping date.

Farmland of Local Importance (L)

Land of importance to the local agricultural economy as determined by each county's board of supervisors and a local advisory committee. [Download a complete set of the Farmland of Local Importance definitions in PDF format.](#) In some counties, Confined Animal Agriculture facilities are part of Farmland of Local Importance, but they are shown separately. [The status of each county regarding Confined Animal Agriculture](#) is available in this spreadsheet.

Grazing Land (G)

Land on which the existing vegetation is suited to the grazing of livestock. This category was developed in cooperation with the California Cattlemen's Association, University of California Cooperative Extension, and other groups interested in the extent of grazing activities.

Urban and Built-up Land (D)

Land occupied by structures with a building density of at least 1 unit to 1.5 acres, or approximately 6 structures to a 10-acre parcel. This land is used for residential, industrial, commercial, construction, institutional, public administration, railroad and other transportation yards, cemeteries, airports, golf courses, sanitary landfills, sewage treatment, water control structures, and other developed purposes.

Other Land (X)

Land not included in any other mapping category. Common examples include low density rural developments; brush, timber, wetland, and riparian areas not suitable for livestock grazing; confined livestock, poultry or aquaculture facilities; strip mines, borrow pits; and water bodies smaller than forty acres. Vacant and nonagricultural land surrounded on all sides by urban development and greater than 40 acres is mapped as Other Land.

Land Committed to Nonagricultural Use

This category was developed in cooperation with local government planning departments and county boards of supervisors during the public workshop phase of the FMMP's development in 1982. Land Committed to Nonagricultural Use information is available both statistically and as an overlay to the important farmland information. Land Committed to Nonagricultural Use is defined as existing farmland, grazing land, and vacant areas which have a permanent commitment for development.

ECONOMIC DEVELOPMENT ELEMENT

**ECONOMIC DEVELOPMENT ELEMENT AMENDMENTS
POLICY 3.1.1 REVISED AND
ADDED POLICIES INCLUDE 3.1.5 AND 3.1.6
TEXT AMENDMENTS ARE BOLDED
DELETED TEXTED INDICATED BY STRIKE-THROUGH**

PROMOTION OF DOWNTOWN BUSINESS DISTRICT

Introduction

The downtown business district is the heart of Brawley and is easily distinguished by a predominant Spanish architectural style and the physical arrangement of its streets and buildings. **In December 2012, the City Council adopted the *Brawley Downtown Specific Plan*. Downtown Brawley consists of approximately 110 acres, 265 parcels, and about 1 million square feet of existing civic, commercial, institutional and industrial uses. An estimated 179 dwellings also exist within the Downtown, represented by a mixture of single-family residential and multi-family homes.**

Three Districts comprise Brawley Downtown: Civic Center, West Village and East Village. Exhibit EDE-1 shows the boundaries of the three Districts.

The Specific Plan redevelopment concept for Downtown Brawley looks to build upon the strong mix of civic and other destination amenities that already exist. Within the Downtown core around Plaza Park and along Main Street (approximately two blocks east and west of Plaza Park), developments should include ground floor retail, as well as upper story office and/or residential uses compatible with the civic uses (i.e. City Hall, Library, Post Office, County Courthouse, etc.). Uses in this area should also focus on activating the street and Plaza Park during weekdays, weeknights and weekends.

Developments east of the railroad should include light industrial, general and medical offices that build upon the County's Employment Services Center and Brawley's Medical Center.

The Specific Plan Regulating Code regulates the development of properties based on the desired type of building frontage for the property. The Specific Plan establishes eight (8) frontage types within Downtown, as well as development and design standards.

~~As depicted on Figure LUE 2, Special Study Areas, a large portion of the City's downtown is located within the Downtown Overlay District (DOD). Revitalization of the DOD is an essential component of the City's overall approach to achieve and benefit from economic growth.~~

Goals, Objectives, and Policies

<i>EDE Goal 3:</i>	<i>Promote the Revitalization of the City's Downtown</i>
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EDE Objective 3.1: Maximize the potential of the area to provide a more exciting and compatible mix of uses.

EDE Policy 3.1.1: ~~New developments in the Downtown Overlay District (DOD) should be consistent with the vision of the DOD's respective sub-districts and the 1989 Downtown Revitalization Guidelines. Modify and implement design guidelines for the downtown area as needed.~~

New developments in Downtown should be consistent with the vision of the *Brawley Downtown Specific Plan*.

EDE Policy 3.1.2: Promote the development of residential, recreational, and retail opportunities that encourage use and activity beyond the normal hours of the work week.

EDE Policy 3.1.3: Encourage the development of a combined governmental (City, state and federal) services complex in downtown Brawley.

EDE Policy 3.1.4: Establish a business improvement district in the downtown area and offer incentives to downtown businesses.

EDE Policy 3.1.5 Explore with the Business Advisory Committee and Chamber of Commerce the potential of integrating “parklets” into Brawley Downtown to stimulate business by creating gathering places and space for outdoor seating, outdoor dining, open space, planting, bicycle parking, and art. Parklets encourage walking and bicycling. A parklet extends a sidewalk and are usually installed on parking lanes and use several parking spaces. Parklets typically extend out from the sidewalk at the level of the sidewalk to the width of the adjacent parking space.)

EDE Policy 3.1.6 Continue to promote initiatives that contribute to achieving the vision of the Brawley Downtown Specific Plan

Promotion of Brawley Downtown Specific Plan ~~Downtown Business District Plan~~

The City of Brawley recognizes that its economic development plan and strategy must include a component aimed at invigorating and revitalizing its downtown business district centered along Main Street. ~~The City created the Downtown Revitalization Guidelines in 1989 in order to help~~ **The City Council adopted the Brawley Downtown Specific Plan** to provide a better framework to guide the character of growth and improvements within **Downtown**. ~~the City's redevelopment areas.~~

The community supported vision statement for Downtown is as follows:

Downtown is the civic and cultural heart of Brawley. The community is proud of the “small town” feel, historic charm, distinct architecture and dynamic events. Main Street is bustling seven days a week with a range of retail, entertainment and restaurant activities that serve local residents, civic employees and traveling visitors. As your bus crosses through the attractive gateway at 3rd Street, you know you’ve arrived even before reaching the depot. Amidst the warm breeze, you are greeted by the sounds of a lively street scene. Business owners are actively preparing for tonight’s market in Plaza Park; families are seen taking a leisurely stroll down the arcade-covered walkways, while others cross about the streets in uniquely paved crosswalks. You see two friends immersed in conversation at your favorite outdoor dining spot while their children play happily amidst the water fountain’s cooling mist. Once empty lots are now filled with rich, mixed-use architecture that respect the community’s heritage and values; and as you relax in this clean, safe and magnetic civic center . . .

you remember why you love Downtown Brawley!

Initiatives such as the following have and will continue to make positive contributions toward achieving the vision for Brawley Downtown:

- **Pursuing the City Council goal of Downtown business attraction and retention**
- **Construction of the award-winning Brawley Transit Transfer Station**
- **Designation of Downtown as an Arts District**
- **Promoting the Brawley 1st Fridays Artwalk in Downtown**
- **Beautifying and enhancing safety in the Downtown through the Main Street Lighting Project**
- **Supporting the Brawley Farmers Market at the South Plaza**
- **Allowing sidewalk sales on Fridays and Saturdays on a one-year trial basis**

~~Revitalizing the downtown area was a common theme in the public workshops involved during the General Plan update. As a result, the Downtown Overlay District was created and includes three sub-districts located within the downtown as shown on Figure LUE 2, each with a different vision as discussed in the Land Use Element. With the exception of areas designated for industrial uses, the DOD may allow residential densities and/or a mixture of commercial and residential uses that would not otherwise be allowed by a single land use designation anywhere else in the City. New developments in the DOD must ensure adequate buffers between any industrial and residential properties and other sensitive receptors with regard to but not limited to the following potential hazards: noise; hazardous and/or toxic air contaminants; and hazardous and/or toxic substances. The City may adopt additional development guidelines or a specific plan for the DOD following the adoption of the update to the General Plan in order to provide greater direction for future developments.~~

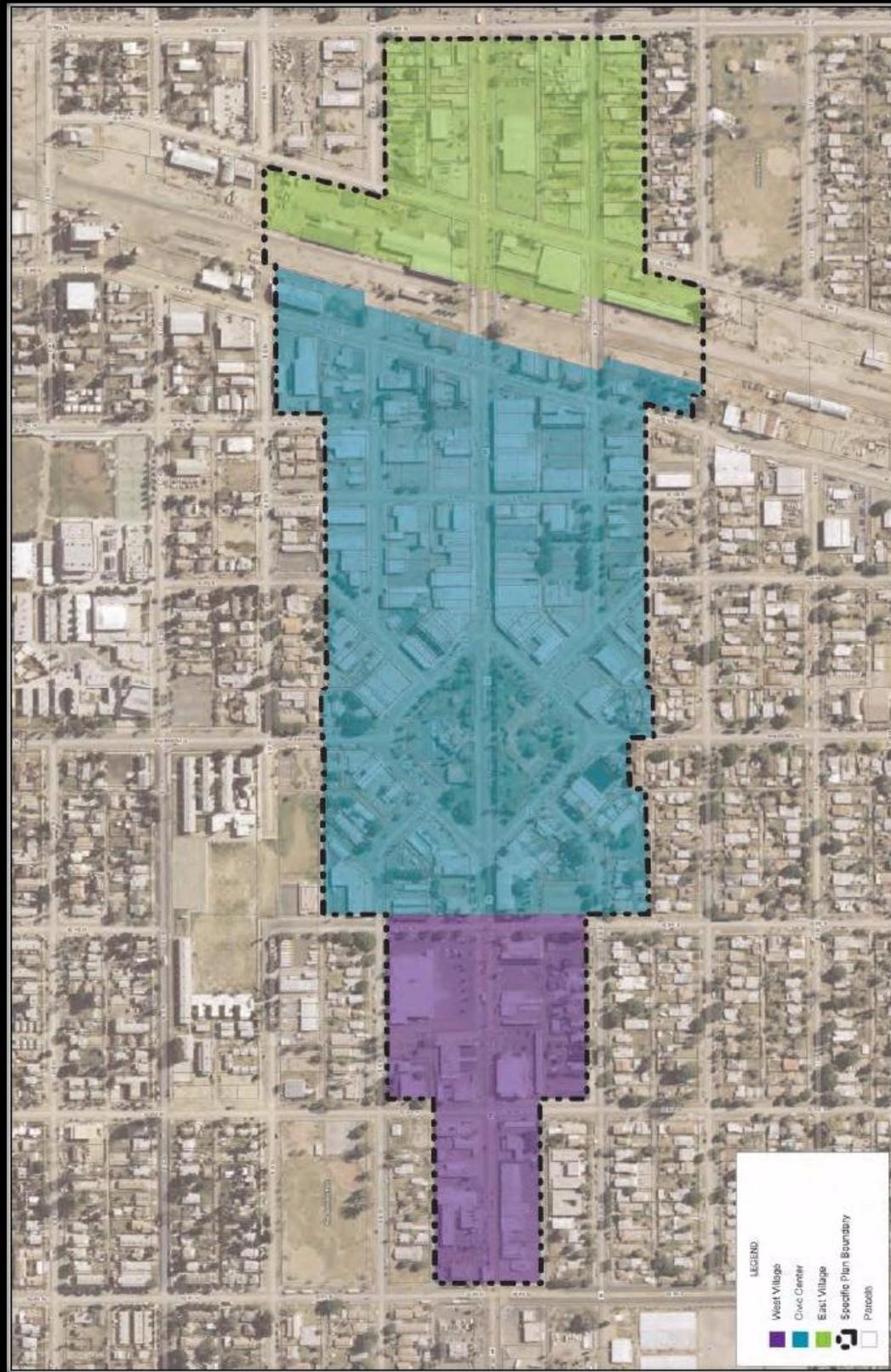


Exhibit EDE-1
City of Brawley
Downtown Districts

BALANCED EMPLOYMENT AND HOUSING

Introduction

Economic development creates jobs and demand for housing. To effectively attract new industry and commerce to Brawley, the City must ensure that adequate housing is available for those who wish to live and work in the community.

Goals, Objectives, and Policies

<i>EDE Goal 4:</i>	<i>Achieve a Balance between Housing and Employment Opportunities</i>
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EDE Objective 4.1: Support the provision of adequate housing to meet the needs of all economic segments of the City.

EDE Policy 4.1.1: Implement the goals and policies of the Housing Element of the General Plan.

EDE Policy 4.1.2: Develop and implement short- and long-range programs to stimulate jobs and economic growth.

Balanced Employment and Housing Plan

A jobs/housing balance is likely to result in fewer vehicle miles traveled which leads to reducing GHG emissions. People who live and work in the same jurisdiction would be more likely to take transit, walk, or bicycle to work than residents of less balanced communities and their vehicle trips would be shorter. Benefits would include potential reduction in both vehicle miles traveled and vehicle hours traveled.

The most common numerical measure of jobs/housing balance is a ratio between the total job count in a jurisdiction and the total household count, i.e., occupied housing, in the same area. There is no one perfect balance. The ratios help to define the direction a community's growth policies should take in the future. In jobs-rich communities more housing should be added while in housing-rich communities more jobs should be added, for example.

The Southern California Association of Governments (SCAG) projects that by 2035 Imperial County will have a population of 288,200 people; 90,600 households; and 59,900 jobs. Brawley will share in this growth as SCAG's 2035 projections indicate the following:

- A population of 46,800 which translates to a growth of approximately 20,500 persons from the January 1, 2015 estimate of 26,273 persons made by the State Department of Finance (DOF)
- 15,800 households which means a growth of approximately 8,200 households from the January 1, 2015 DOF estimate of 7,645 households
- 14,600 jobs which is an increase of 7,300 jobs from the 2015 estimate

The 14,600 jobs forecast assumes that the 1,300 jobs lost due the closure of National Beef will be regained eventually in future years.

The City's 2015 job/housing ratio is .96:1. Based on the SCAG projections, Brawley's jobs/household ratio will be .92:1 in 2035. Thus, there is a good balance between number of jobs located in the City and the number of households calling Brawley home.

The overall Economic Development Plan for Brawley must include consideration of the demand for housing that may result from the introduction of new jobs into the community. Although the relatively high unemployment rate indicates that many of the workers taking newly created jobs may already be living within housing in the community, stable employment for those who are currently unemployed will probably result in increased demand for housing units. As new jobs are created, some of the persons filling those jobs will be moving into Brawley from outside the planning area and those individuals and their families will be seeking suitable housing within a reasonable distance from their place of work. These resulting conditions suggest that suitable land must be available to provide housing for the future population of Brawley.

Implementation of the City's Land Use Element and Housing Element of the General Plan directly support this important component of the Economic Development Plan. For example, the Land Use Element describes three land use designations ~~and an overlay zone for a portion of downtown~~ that provide for various densities of residential development to accommodate the City's population. Variation in densities is designed to ensure that housing choices are available to a population consisting of different income groups and lifestyles.

The Land Use Element also includes a Land Use Policy Map describing the physical location and extent of land designated for residential use. The Map indicates where the residential land uses exist or will exist in the future, and provides a clear indication of the physical relationship between residential land uses and other uses, such as commercial, industrial, public facilities, and open space.

The Housing Element of the General Plan looks directly at housing needs based on projected growth in the community over a five-year period. Based on projected population growth, land has been identified to accommodate new residential construction at various densities to support future housing demand. Other housing programs included in the Housing Element are designed to maintain and preserve existing housing within the community, as well as meet the needs of certain segments of the population (handicapped, farm workers, and others) with specialized requirement.

In summary, land has been set-aside to accommodate Brawley's projected increase of 8,200 households. The Land Use Element and Housing Element as well as the Brawley Downtown Specific Plan have approved the development of approximately 7,500 housing units. The demand and need for housing will be revisited when SCAG releases the new Regional Housing Needs Assessment in 2020.

HOUSING ELEMENT

HOUSING ELEMENT

State law requires that the City of Brawley's Housing Element contain an analysis of existing and projected housing needs as well as policies and programs to meet those demands. State law also mandates that the City evaluate its Housing Element every five years to determine its effectiveness in achieving its housing goals and objectives and to adopt an updated Housing Element which reflects the results of this evaluation. The City Council adopted an updated Housing Element on December 3, 2013. The California Department of Housing and Community Development (HCD) certified the updated Housing Element on December 20, 2013. The next Housing Element Update is due October 2021.

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
DIVISION OF HOUSING POLICY DEVELOPMENT**

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www.hcd.ca.gov



December 20, 2013

Ms. Rosanna Bayon Moore, City Manager
City of Brawley
400 Main Street, Suite 2
Brawley, CA 92227

Dear Ms. Bayon:

RE: City of Brawley's 5th Cycle (2013-2021) Adopted Housing Element

Thank you for submitting the City of Brawley's housing element adopted December 3, 2013 and received for review on December 16, 2013. Pursuant to Government Code Section 65585(h), the Department is reporting the results of its review.

The Department is pleased to find the adopted housing element in full compliance with State housing element law (Article 10.6 of the Government Code). The Department's review found the adopted element to be substantially the same as the revised draft element reviewed by the Department on September 19, 2013 and determined to comply with statutory requirements.

The Department is pleased to inform the City that housing element compliance meets one of the threshold requirements of the Housing-Related Parks (HRP) Program which rewards local governments for approving housing affordable to lower-income households. The HRP Program, funded by Proposition 1C, provides grant funds to eligible local governments for every qualifying unit permitted since 2010. Grant awards can be used to fund park-related capital asset projects. The HRP Program 2013 Notice of Funding Availability (NOFA), released October 2, 2013, announced the availability of \$25 million in grant funds to eligible applicants. Applications are due January 22, 2014. Further information about the HRP Program is available on the Department's website at <http://www.hcd.ca.gov/hpd/hrpp/>.

The Department appreciates the assistance provided by Mr. Ralph Castaneda, and Mr. Gordon R. Gaste, Director of the City's Planning Department, throughout the course of the housing element review. The Department wishes the City of Brawley success in implementing its housing element and looks forward to following its progress through the General Plan annual progress reports pursuant to Government Code Section 65400. If the Department can provide assistance in implementing the housing element, please contact Brett Arriaga, of our staff, at (916) 263-7439.

Sincerely,

Glen A. Campora
Assistant Deputy Director

**GENERAL PLAN
IMPLEMENTATION PROGRAM**

General Plan Implementation Program Amendments

Land Use Element Implementation Added Programs Include LUE 7.2 and LUE 7.3

<i>IMP-LUE Goal 7: Conservation of Agricultural Lands and Open Space</i>

IMP-LUE Program 7.1

Parkland Dedication: The City will continue to require dedication of parkland and other public facilities, a fee or lien thereon, or a combination of both, as a condition of new residential development consistent with the Quimby Act. The City will implement their Right to Farm Ordinance and help conserve agricultural lands from future development.

Responsible Agency/Department: Community Development, Parks and Recreation, and Public Works

Funding Source: Property Developer

Time Frame: Ongoing

Related Land Use Element Policies: 7.1.1-7.1.4; 7.2.1-7.2.3

IMP-LUE Program 7.2

Brawley Greenbelt: The City will explore with the County of Imperial and Imperial County LAFCO the establishment of a Brawley Greenbelt. The purpose of the Greenbelt is to preserve an area surrounding Brawley for agricultural lands. The City will agree to a policy of non-urban development, non-annexation and retention of agricultural and open space uses within the Brawley Greenbelt.

Responsible Agency/Department: Planning, Public Works, and Community Development

Funding Source: City General Fund

Time Frame: Mid-year 2016

Related Land Use Element Policies: 7.1.1-7.1.4; 7.2.1-7.2.3

IMP-LUE Program 7.3

Planned Growth Boundary Line: The City will establish a Planned Growth Boundary Line which shows the lands available for development and lands to be preserved for agriculture and open space uses within the City's Sphere of Influence. The Boundary Line will be reevaluated when the Service Area Plan is updated in 2017 and 2022.

Responsible Agency/Department: Planning, Public Works, and Community Development

Funding Source: City General Fund

Time Frame: Mid-year 2016

Related Land Use Element Policies: 7.1.1-7.1.4; 7.2.1-7.2.3

**Resource Management Element Implementation
Added Programs Include RME 7.6 and RME 7.7**

<i>IMP-RME Goal 7: Minimize the Loss of Agricultural Lands</i>

IMP-RME Program 7.1

Prevent Leap-Frog Development: To prevent "leap-frog" development patterns, review all proposed development projects to assure that any new residential or non-agricultural commercial uses located on land used for agricultural purposes is adjoined on at least one entire property line to an existing urbanized area. In addition, coordinate with the County to reserve all Important Farmland outside of the Brawley Urban Area for agricultural uses.

Responsible Agency: Economic and Community Development/County Planning Department

Funding Source: City General Fund

Time Frame: Ongoing

Related Resource Management Element Policies: **8.1.6; 8.1.8**

IMP-RME Program 7.2

Transportation for Agriculture: To maximize the efficient transport of agricultural products and machinery, assess future road improvement projects for impacts and benefits to the agricultural sector and modify projects where necessary to increase transportation benefits for the agricultural sector.

Responsible Agency: Public Works/Economic and Community Development

Funding Source: Project Review Fees/City General Fund

Time Frame: Ongoing

Related Resource Management Element Policies: **8.1.3; 8.1.5; 8.1.7; 8.1.9**

IMP-RME Program 7.3

County Right-to-Farm Ordinance: Post and maintain copies of the County's Right-to-Farm Ordinance at the public counter in the Economic and Community Development Department. All building permit applicants proposing non-agricultural uses near areas presently used for agricultural purposes shall be given a copy of the notice and sign a statement that they have received the copy.

Responsible Agency: Economic and Community Development/Building Department/County Agricultural Commission

Funding Source: City General Fund

Time Frame: Ongoing

Related Resource Management Element Policies: **8.1.2; 8.1.9**

IMP-RME Program 7.4

Protect Agricultural Lands: Using the City's development review process, assess proposed nonagricultural projects near areas used for agricultural purposes for potential impacts to agricultural production, (including impacts on the movement of agricultural equipment and products, erosion, and drainage), and impacts to the proposed land use, (including noise, dust, night lighting, odors, and drainage). Establish buffers between agricultural and non-agricultural uses to minimize land use compatibility problems.

Responsible Agency: Economic and Community Development
Funding Source: Project Review Fees
Time Frame: Ongoing
Related Resource Management Element Policies: **8.1.1-8.1.9; 8.2.1**

IMP-RME Program 7.5

Promote Agri-Business: To encourage existing and new long-term businesses supporting agricultural production in Brawley, implement the following strategies:

- Support and participate in regional efforts to maintain and establish new agricultural packaging and processing operations;
- Allow the establishment of agricultural packaging and processing operations and agricultural supply businesses in agricultural areas to allow for the efficient transportation of goods and services if the operation/business will not adversely affect agricultural production in the area or require the extension of sewer or water lines, and if it supports local agricultural production and is compatible with existing agricultural activities and residential uses in the area; and
- Prepare and periodically update a marketing strategy to attract new agricultural business to Brawley.

Responsible Agency: Economic and Community Development
Funding Source: City General Fund
Time Frame: Ongoing
Related Resource Management Element Policies: **8.1.7**

IMP-RME Program 7.6

Agricultural Buffers: Adopt an Agricultural/Non-Agricultural Buffer Overlay Zone District to minimize potential conflicts between agricultural and non-agricultural land uses.

**Responsible Agency: Planning Department
Funding Source: City General Fund
Time Frame: Mid-year 2016
Related Resource Management Element Policies: 8.1.7**

IMP-RME Program 7.7

Agricultural Commissioner Agricultural Buffer Policies and Procedures: Explore the adoption of agricultural buffer policies and procedures by the Imperial County Agricultural Commissioner.

**Responsible Agency: Planning Department
Funding Source: City General Fund
Time Frame: Mid-year 2016
Related Resource Management Element Policies: 8.1.7**

**Economic Development Element Implementation
Added Program Includes EDE 4.2**

<i>IMP-EDE Goal 4: Achieve a Balance between Housing and Employment Opportunities</i>
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IMP-EDE Program 4.1

Residential Development: The City will ensure that the Housing Element policy is utilized to address the demand for housing that result from the introduction of new jobs into the community.

Responsible Agency: Economic and Community Development Department
Funding Source: City General Fund
Time Frame: Ongoing
Related Economic Development Element Policies: 4.1.1-4.1.2

IMP-EDE Program 4.2

Job Growth: The City will utilize the California Employment Development Department Employer Database to monitor job growth in Brawley by Industry and Industry Sub-Sector in order to maintain an appropriate balance between jobs and housing.

Responsible Agency: Planning Department
Funding Source: City General Fund
Time Frame: Ongoing
Related Economic Development Element Policies: 4.1.2