

1. INTRODUCTION

1.1 General Plan Requirements

California State Law (Government Code Section 65300) requires the City of Anderson to adopt a general plan “for the physical development of the city, and any land outside its boundaries which . . . bears relation to its planning.” The general plan serves as a “constitution” for development, the foundation upon which all land use decisions are to be based. It expresses community development goals and embodies public policy relative to the distribution of future land use, both public and private. In summary, it is a statement of the City’s vision of its physical growth over the next 20 years to the year 2027.

1.2 General Plan Format and Consistency

State Law is 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.

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 the data, analysis, and policies. All adopted portions of the General Plan, whether required by State Law or not, have equal legal weight. No Element may supersede another. Where policies or implementation measures in one element relate to other elements in the General Plan they will be noted in parentheses at the end of the statement.

The 2007 Anderson General Plan addresses the State-mandated requirements through the following Elements:

1. Land Use Element
2. Circulation Element
3. Open Space and Conservation Element
4. Health and Safety Element
5. Noise Element
6. Recreation Element (optional element)
7. Housing Element (adopted 2003)
8. Air Quality Element (optional element, adopted 1998)

The organization of material within each general plan element is at the discretion of the local jurisdiction. Each element of this General Plan has been organized as follows:

- a) a brief Introduction that describes the element's content and mandatory components; and
- b) a Goals, Policies Objectives and Programs section that establishes the policies and regulations that will govern land uses and activities within the City.

This Plan is intended to be concise and easily understood.

1.3 City of Anderson

Anderson is located in south Shasta County along the Sacramento River. It is characterized by the River Valley landscape that rises in the west into rolling foothills. The land is former agricultural

land that has been changed to residential, commercial and industrial uses since the coming of the railroad in 1872.

The area is sprinkled with large oak trees, including Valley Oaks, Blue Oaks, and Live Oaks. The Sacramento River, Anderson Creek, other streams and man-made canals and waterways traverse the area. These waterways have created delightful riparian corridors that support a wide variety of plants and animal communities.

The gently sloping land transitions from the Sacramento River on the north and east to hillside slopes to the south and west. The gentle slopes allow residents of the community to enjoy the sweeping vistas of Mt. Shasta, the northern Sierra Nevada Mountains, Mt. Lassen and the southern Cascade Range.

Quality of life factors have been given consideration along with quantitative measures of success and progress. Through the General Plan process, the City has identified priorities and planned strategies based upon quality of life factors.

Anderson residents value the City's "small town" characteristics, which are not indicative of size but, instead, represent a sense of community. Anderson's friendliness and community consciousness stand in sharp contrast to the perceived alienation often associated with impersonal large cities and modern suburbs. Closely associated with "small town" character is convenience (nothing is far from anything else) and proximity to open space.

The 2007 Anderson General Plan strives to maintain Anderson's "small town" character and sense of community in a number of ways, including an emphasis on infill development, neighborhood integrity, community design and creation of community and neighborhood gathering places. Promotion of Mixed Use Development for the Old Town Core is a key element of this Plan.

The City works together with other public agencies to provide the community with a safe environment, affordable housing, quality education and ever increasing opportunities for business and industry. The community offers a variety of recreational, cultural, multicultural and educational opportunities for preschoolers to seniors, with excellent schools, a Teen Center, the Frontier Senior Center, Library, and concert stage in beautiful Anderson River Park. Anderson is also the home of the Shasta District Fair.

1.4 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 Anderson 2007 General Plan, an Environmental Impact Report (EIR) will be prepared.

It has been the City’s intention to create a self-mitigating Plan. This strategy required the City to consider potential impacts and incorporate policies, objectives and programs within the General Plan that would reduce potential adverse environmental impacts to a level of “less than significant”. It is also recognized that future development projects will be subject to project-specific and site-specific review pursuant to CEQA.

1.5 Subsequent Actions

While adoption of the General Plan represents a major milestone for the City of Anderson, additional concurrent and future planning efforts will be required. The City is engaged in numerous planning efforts that are anticipated for adoption following the General Plan. Additionally, the City shall amend the Zoning Map to achieve consistency with this General Plan.

The General Plan anticipates the development of a large planned community governed by a Specific Plan. The Vineyards at Anderson project will consist of housing that would approximately double the population of Anderson and provide housing options and open space amenities not currently available in the community. This project will focus on a mixed-use Village Center and include parks and open space, commercial uses and the necessary public services and infrastructure.

1.6 General Plan Goals and Objectives

1.6.1 Definitions

The general plan defines key terms that are used repeatedly throughout the text. The following terms are defined as used within the context of a general plan:

Goal: A goal is a broad, generalized expression of commonly held community values. Since a goal is broadly stated, disagreement regarding a goal tends to be uncommon.

Objectives: Objectives are similar to goals and frequently the two terms are used interchangeably. As used in the general plan, however, an objective is a more narrowly drawn expression of community intent. One goal may imply two or more objectives, each responsive to a particular aspect of a more broadly stated goal.

Policy: A policy is a precise statement of public regulatory powers and fiscal resources that will be exercised and allocated to achieve a specific objective. Policies may be expressed in text, maps, diagrams, or some combination thereof. Since policies are tangible, they can be quantitatively measured. It is important to note that some policies are more specific than others.

The policies contained in the general plan are expressed in terms of “shall” or “should”. There is an important distinction between these two terms. As used in the general plan, “shall” indicates an unequivocal commitment, while “should” indicates a guide toward accomplishing a long-range goal.

Implementation: The final link in the hierarchy running from an objective to its physical realization is provided by implementation. Although implementation is commonly spoken of in terms of programs implying a long-term effort, it may have a much shorter duration and simply be referred to as a measure. In any event, implementation programs and measures are concerned with the specific actions necessary for accomplishment.

1.6.2 City of Anderson Goals

The 2007 General Plan is Anderson’s second General Plan in its 50-year history. The various elements that make up the current General Plan were prepared between 1968 and 1986. The elements were consolidated into a comprehensive document in 1986. The goals and priorities established then are still important today. Goals may be followed by a reference to a specific element of the General Plan to show consistency between the various elements and other parts of the Plan.

The following are the general goals (GG) for the 2007-2027 General Plan:

GG-1. Enhance the physical, social, economic and environmental stability of the City of Anderson by maintaining orderly growth and physical development while ensuring the continuity of the City’s “small town” atmosphere. (Housing Element)

- GG-2. Enhance the City's natural resources by managing their use, protection, and maintenance consistent with community goals. (Open Space and Conservation Element)
- GG-3. Provide a safe and healthy living environment for all Anderson residents by constructing and maintaining high quality municipal facilities and recreation programs. (Health and Safety Element) (Recreation Element)
- GG-4. Improve circulation patterns within the City to ensure a safe and efficient circulation system that provides a variety of options; including walking, bicycles, public transit, rail, as well as, the automobile. (Circulation Element)(Air Quality Element)
- GG-5. Protect and improve the Old Town Core to encourage improvement of the City's historic structures and enhance the Old Town Core commercial base.
- GG-6. Diversify the economy to provide a variety of job opportunities. (Housing Element)
- GG-7 Locate industry to avoid undue traffic impacts. (Circulation Element)
- GG-8. Preserve and enhance the quality of life by providing a variety of living environments and accommodating growth. (Housing Element)
- GG-9. Geographic distribution and the timing of growth shall be directly related to the provision and/or improvement of public facilities, services and utilities.
- GG-10. Recognition that the general plan is a decision-making tool which will be reviewed and revised periodically.
- GG-11. Apply an inter-jurisdictional approach to planning issues.

1.6.3 City of Anderson Objectives

1. Land Use: To maintain the orderly growth and stable physical development of the City of Anderson while enhancing the physical, social, economic and environmental characteristics of the community; and ensure the continuance of the City's "small town" atmosphere.
2. Circulation: To maximize the development of a multimodal circulation system that will be both safe and efficient.
3. Conservation: To ensure the planned management of the community's natural resources consistent with community goals and prevention of their misuse.
4. Open Space: To establish open space areas for the following:
 - a) the preservation of natural resources,
 - b) the managed production of resources,
 - c) outdoor recreation, public health and safety,
 - d) mitigation areas,
 - e) wetland banking, and
 - f) to ensure the preservation and maintenance of these spaces consistent with community need.
5. Health and Safety: To provide all City residents with public services for a safe and healthy community.
6. Noise: To mitigate noise, maintaining a livable environment in the City of Anderson.

7. **Housing:** To ensure that the City of Anderson offers the opportunity for adequate and safe housing in a suitable environment for all economic groups. This consists of the conservation and rehabilitation of existing and older neighborhoods as well as planning of new and innovative residential developments. (Housing Element)

1.7 Intergovernmental Coordination and Cooperation

Coordination with Shasta County will increase as implementation of specific recommendations and concepts start to take shape. Likewise, the City of Anderson must coordinate with the City of Redding, Anderson-Cottonwood Irrigation District, Anderson Fire Protection District, Cottonwood Fire Protection District, school districts, air and water quality regional agencies, Caltrans and other public service providers and enforcement agencies.

Coordination with the Shasta Local Agency Formation Commission (Shasta LAFCO) will be especially important to process annexations to the City. Anderson will continue to participate in the Southwest Redevelopment Project Area, the SHASTECH Redevelopment Project Area (Riverside

Avenue and North Street area) and the Enterprise Zone. A new Enterprise Zone application was submitted in August 2006 for the Shasta Metro Enterprise Zone including Shasta County, City of Shasta Lake, City of Redding, and City of Anderson.

The SHASTECH Redevelopment Plan was amended in 2006 to include an additional 870 acres. A 678-acre portion of this area is the chosen location for the development of a medium- to large-parcel business park, to be known as the Stillwater Business Park. The 2006 Amendment also includes construction of the “backbone” infrastructure necessary for the development of the

Stillwater Business Park, environmental mitigation, and the improvement of primary access routes to the Business Park.

The City will also work closely with the Anderson Redevelopment Agency to improve the business facades in the Old Town Core.