

4.3 POPULATION/HOUSING/EMPLOYMENT

4.3 POPULATION/HOUSING/EMPLOYMENT

This section discusses the current population characteristics, housing, and employment conditions within the proposed General Plan Update Planning Area and analyzes the potential changes and employment opportunities within the Planning Area that would occur as a result of implementation of the proposed General Plan Update. Information for this section was obtained from websites of public agencies such as the U.S. Census Bureau and the California Department of Finance, websites from private organizations such as the California Association of Realtors and the Madera Chamber of Commerce, and demographic reports by ESRI.

4.3.1 EXISTING SETTING

REGIONAL SETTING/LOCAL SETTING

The City of Madera Planning Area consists of approximately 67,415 acres in the southern portion of Madera County. Urban land uses in the Planning Area generally consist of residential, industrial, commercial, office, recreational, and public uses within and adjacent to Madera. Residential, commercial, and agricultural uses occur outside the Madera city limits. See Section 4.1, Land Use, for a further description of land uses and applicable land use plans in the Planning Area.

DEMOGRAPHICS

Population Trends

The estimated 2008 population of Madera was 56,750 (California Department of Finance estimate, 2008). The 2000 U.S. Census counted 43,207 Madera residents. The Planning Area outside the Madera city limits had a 2008 estimated population of 21,658. Both the City of Madera and the Planning Area have experienced substantial population growth in the last 18 years (**Table 4.3-1**).

**TABLE 4.3-1
CITY OF MADERA AND PLANNING AREA POPULATION TRENDS**

Year	City of Madera ¹			Planning Area Outside City		
	Population	Change	% Change	Population	Change	% Change
1990	29,623	--	--	12,757	--	--
2000	43,207	13,584	46%	18,216	5,459	43%
2008 ²	56,710	13,503	31%	21,658	3,442	19%
2030 ²	68,088	11,378	20%	113,721	92,063	425%

Sources: California Department of Finance, 2000; ESRI, 2008

- 1- The table indicates population within city limits as amended over time. Specifically, for 1990, 2000, and 2008, the population within the city limits reflects the location of the city limits in place during those dates. The population projected to be within the city limits in 2030 reflects the city limits as show on the updated General Plan Land Use Map.
- 2- Estimates.

While the growth rate has slowed in recent years, the city's population growth rate since 2000 has been 3.5 percent annually, while the population of the Planning Area outside the city grew by 2.2 percent annually. By comparison, the average annual population growth rate of California was 1.5 percent during the same time. In addition, the population within the current

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city limits (2008) is projected to grow to approximately 68,088 by 2030, which is an increase of 20 percent over the city's 2008 population. The Planning Area outside the current city limits is estimated to have a population of 113,721 by 2030, which is an increase of 425 percent over the Planning Area's 2008 population. It should be noted that the majority of the population increase which will occur outside the current city limits is expected to occur in conjunction with urban development projects, which will trigger new annexations and expansions to the City's boundaries.

Household Trends

According to a 2008 estimate, there are 16,418 households in the city (California Department of Finance, 2008). In the Planning Area outside the city limits, the estimated number of households in 2008 was 5,653. **Table 4.3-2** shows the household growth trends in the city and the Planning Area since 1990. From 2000 to 2008, the number of households grew by an annual rate of 4 percent in the City of Madera and by 2 percent in the Planning Area. In California, households increased by an annual rate of 0.9 percent from 2000 to 2006, the most recent year for which state household data was available.

TABLE 4.3-2
CITY OF MADERA AND PLANNING AREA HOUSEHOLD TRENDS

Year	City of Madera ¹			Planning Area Outside City		
	Households	Change	% Change	Households	Change	% Change
1990	9,285	--	--	3,490	--	--
2000	11,978	2,693	29%	4,818	1,328	38%
2008 ²	16,418	4,440	37%	5,653	835	17%

Source: U.S. Census; ESRI, 2008

- 1- The table indicates population within city limits as amended over time. Specifically, for 1990, 2000, and 2008, the population within the city limits reflects the location of the city limits in place during those dates.
- 2- Estimates.

Household Size

Household size refers to the number of persons in a household. The 2008 estimated average household size for Madera was 3.67 persons per household, compared with 3.19 persons per household for Madera County and 2.94 persons per household in California (ESRI, 2008; California Department of Finance, 2008). **Table 4.3-3** displays the household sizes in Madera and the Planning Area outside the city.

TABLE 4.3-3
CITY OF MADERA AND PLANNING AREA HOUSEHOLD SIZES

Household Size	City of Madera (2008 est.)		Planning Area (2000)	
	Number	Percentage	Number	Percentage
1 person	2,440	16%	552	11%
2 person	3,576	23%	1,206	25%
3 person	2,436	16%	766	16%
4 person	2,434	16%	870	18%

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5 person	1,747	11%	668	14%
6 person	1,104	7%	340	7%
7+ person	1,588	11%	416	9%
Total	15,325	100%	4,818	100%

Source: 2000 U.S. Census; ESRI, 2008

Households with two or fewer people constituted approximately 39 percent of the City of Madera households in 2008 and approximately 36 percent of Planning Area households in 2000. These percentages compare with approximately 48 percent of Madera County households and 53 percent of California households in 2000, the most recent year for which data is available (U.S. Census Bureau, 2000; ESRI, 2008). Households of four or more persons constituted approximately 45 percent of Madera households and 48 percent of Planning Area households in 2008, compared with 36 percent of Madera County households and 31 percent of California households (U.S. Census Bureau, 2000; ESRI, 2008).

Household Income

On average, the household incomes for Madera are lower compared to household incomes for Madera County or the state. According to a 2008 estimate, the median household income for Madera was \$39,330. By comparison, the median income in 2007 in Madera County was \$44,975 and in California was \$59,948 (U.S. Census Bureau, 2007; ESRI, 2008). These median incomes indicate a concentration of lower-income households in the City of Madera.

HOUSING

Tenure

Tenure describes the status of a household in a housing unit it occupies – either owner or renter. As shown in **Table 4.3-4**, renter-occupied housing units make up 46 percent of housing units in Madera, 27 percent of units in the Planning Area, and 34 percent of units in Madera County as a whole.

**TABLE 4.3-4
CITY OF MADERA AND PLANNING AREA HOUSEHOLD TENURE**

Housing Units	City of Madera (2008)		Planning Area (2008)		Madera County (2000)	
	Number	Percentage	Number	Percentage	Number	Percentage
Total Occupied	15,325	100%	5,653	100%	36,155	100%
Owner Occupied	8,316	54%	4,137	73%	23,934	66%
Renter Occupied	7,009	46%	1,516	27%	12,221	34%

Source: U.S. Census Bureau, 2000; ESRI, 2008

Age of Housing Units

Table 4.3-5 shows the age of housing units in the City of Madera and the Planning Area outside the city. Information on the Planning Area is from the 2000 U.S. Census, the most recent information available. Most of the housing units in the City of Madera are relatively new. Approximately 57 percent of Madera's housing stock was built since 1980, with approximately 26

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percent built since 1999. As of 2000, almost one-third of the housing units in the Planning Area were built from 1990 to 1998.

**TABLE 4.3-5
AGE OF HOUSING UNITS IN MADERA AND PLANNING AREA**

Year Built	City of Madera (2008)		Planning Area Outside City (2000)	
	Number	Percentage of Total	Number	Percentage of Total
1969 or earlier	4,296	27%	1,078	21%
1970–1979	2,628	16%	1,053	20%
1980–1989	2,170	13%	1,347	26%
1990–1998	2,835	18%	1,575	30%
1999–2008	4,140	26%	139*	3%
Total	16,069	100%	5,194	100%

Source: 2000 U.S. Census; ESRI, 2008

* Total from 1999 to March 2000.

Housing Price and Availability

For-Sale Housing Cost

After increases in the median price of houses throughout the first half of this decade, the residential real estate market has recently experienced a decrease in prices. The collapse of the subprime mortgage market, increases in foreclosures, and tightening of available credit for homebuyers have combined to place downward pressure on housing prices. The median sales price for a home in Madera was \$271,500 in July 2007, as reported by the California Association of Realtors. In July 2008, the median price was \$177,000 – a decrease of 35 percent. Median home sales prices in Madera County also decreased substantially – from \$289,500 in July 2007 to \$195,500 in July 2008 (California Association of Realtors, 2008). **Table 4.3-6** shows median sales prices for the City of Madera and Madera County over the past four years.

**TABLE 4.3-6
MEDIAN SALES PRICE FOR SINGLE-FAMILY HOMES IN MADERA COUNTY**

Year (July)	Madera		Madera County	
	Median Sales Price	Percentage Change	Median Sales Price	Percentage Change
2005	\$285,000	–	\$299,500	–
2006	\$303,000	+ 6%	\$308,000	+ 3%
2007	\$271,500	-10%	\$289,500	-6%
2008	\$177,000	-35%	\$195,500	-33%

Source: California Association of Realtors, 2008

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Rental Housing Cost

According to the Madera Housing Authority, in October 2007, the average monthly rent was \$797 for a two-bedroom apartment in Madera and \$1,159 for a three-bedroom apartment (Madera Chamber of Commerce website, accessed 2009). By comparison, according to the Madera County Housing Element, monthly rents for two-bedroom and three-bedroom apartments in 2002 were \$505 and \$624, respectively.

EMPLOYMENT

A 2008 estimate places the number of employed people 16 years of age and older in Madera at 19,491 (ESRI, 2008). The unemployment rate in Madera in 2007 was 11 percent, higher than the state unemployment rate of 6 percent that year (California Employment Development Department website, accessed 2008). **Table 4.3-7** provides a breakdown of employed residents by industry in Madera and in the Planning Area outside the city.

TABLE 4.3-7
EMPLOYMENT BY INDUSTRY IN MADERA AND PLANNING AREA, 2008 ESTIMATE

Industry	City of Madera		Planning Area Outside City	
	Number	Percentage	Number	Percentage
Agriculture/Mining	3,136	17%	1,012	13%
Construction	1,325	7%	436	6%
Manufacturing	1,829	10%	837	11%
Wholesale Trade	616	3%	324	4%
Retail Trade	1,829	10%	917	12%
Transportation/Utilities	784	4%	381	5%
Information	168	1%	84	1%
Finance/Insurance/Real Estate	709	4%	406	5%
Services	7,225	39%	2,953	37%
Public Administration	1,045	6%	516	7%
Total	18,668	100%	7,867	100%

Source: ESRI, 2008

As indicated in **Table 4.3-7**, the predominant industrial employment sector in both areas is services. The next highest industrial employment sector is agriculture and mining. Manufacturing and retail trade are significant employers.

Table 4.3-8 lists the major manufacturing and processing plants in the Madera area. Food processing and related industries are the predominant manufacturing activities. Other major employers in the Madera area include the Madera Unified School District, Madera Community Hospital, and the City and County of Madera.

**TABLE 4.3-8
TOP MANUFACTURING EMPLOYERS IN MADERA**

Employer	Product or Service	Number of Employees
Royal Madera Vineyards	Fruit Packers	10–600*
Constellation Wines, U.S.	Wine and Brandy	430
Saint-Gobain Containers	Glass Bottles	370
Rain Creek Bakery	European Pastries	60–350*
Lamanuzzi and Pantaleo	Raisin Manufacturing	75–325*
Baltimore Aircoil Company of California	Cooling Systems	235
Certainteed Corporation	Fiberglass Insulation	225
Evapco West	Evaporative Cooling/Industrial Refrigeration	199
Brake Parts, Inc.	Motor Vehicle Brake Systems	150
Georgia-Pacific LLC	Corrugated Boxes	150
JBT Food Tech	Food Processing Machinery	150
Warnock Food Products	Tortilla Chips, Taco Shells	130

Source: Madera Chamber of Commerce

* Seasonal employment

4.3.2 REGULATORY FRAMEWORK

FEDERAL

Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970

The Uniform Act, passed by Congress in 1970, is a federal law that establishes minimum standards for federally funded programs and projects that require the acquisition of real property (real estate) or displace persons from their homes, businesses, or farms. The Uniform Act's protections and assistance apply to the acquisition, rehabilitation, or demolition of real property for federal or federally funded projects. 49 CFR Part 24 is the government-wide regulation that implements the Uniform Act.

Title 24 – Housing and Urban Development Part 42

Displacement, Relocation Assistance, and Real Property Acquisition for HUD and HUD-Assisted Programs

Section 104(d) of the Housing and Community Development Act provides minimum requirements for federally funded programs or projects when units that are part of a community's low-income housing supply are demolished or converted to a use other than lower moderate-income dwellings.

Section 104(d) requirements include:

- Replacement, on a one-for-one basis, of all occupied and vacant occupiable low- or moderate-income dwelling units that are demolished or converted to a use other than

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low- or moderate-income housing in connection with an activity assisted under the act, and

- Provision of certain relocation assistance to any lower-income person displaced as a direct result of the following activities in connection with federal assistance:
 - Demolition of any dwelling unit, or
 - Conversion of a low- or moderate-income dwelling unit to a use other than a low- or moderate-income residence.

Section 104(d) requirements are triggered by the use of HOME, CDBG, Section 108 Loan Guarantee, or UDAG funding in a project involving the demolition or conversion of low- or moderate-income housing.

STATE

California Relocation Statute – Government Code Section 7260

The California Relocation Statute is a California law that establishes minimum standards for state funded programs and projects that require the acquisition of real property (real estate) or displace persons from their homes, businesses, or farms. The statute's protections and assistance apply to the acquisition, rehabilitation, or demolition of real property for state funded projects. The statute is intended for the benefit of displaced persons to ensure that such persons receive fair and equitable treatment and do not suffer disproportionate injuries as the result of programs designed for the benefit of the public as a whole. Title 25, Division 1, Chapter 6 of the California Code of Regulations provides the regulatory guidelines to enforce the statute.

Title 25 Division 1 Chapter 6 Subchapter 1 – Relocation Assistance and Real Property Acquisition

This section of Title 25 provides guidelines to assist public entities in the development of regulations and procedures implementing Government Code Section 7260. The guidelines are designed to carry out the following policies of Section 7260:

- 1) To ensure that uniform, fair, and equitable treatment is afforded persons displaced from their homes, businesses, or farms as a result of the actions of a public entity in order that such persons shall not suffer disproportionate injury as a result of action taken for the benefit of the public as a whole; and
- 2) In the acquisition of real property by a public entity, to ensure consistent and fair treatment for owners of real property to be acquired, to encourage and expedite acquisition by agreement with owners of such property in order to avoid litigation and relieve congestion in courts, and to promote confidence in public land acquisition.

4.3.3 IMPACTS AND MITIGATION MEASURES

STANDARDS OF SIGNIFICANCE

According to the CEQA Guidelines Section 15131(a), economic or social effects of a project are not treated as significant effects on the environment. If the proposed project were to cause physical changes as a result of economic or social changes, then the physical effects (such as the destruction of habitat resulting from housing construction to accommodate increased

population) could be considered a significant environmental effect. A population and housing impact is considered significant if implementation of the project would result in any of the following:

- 1) Induce substantial growth or concentration of population in an area either directly or indirectly (e.g., through projects in an undeveloped area or extension of major infrastructure) that results in a physical effect on the environment.
- 2) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere.
- 3) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere.

Growth inducement effects are specifically addressed in Section 7.0 of this document.

METHODOLOGY

This section was prepared using existing and projected demographic, housing, and employment information. Demographic information and data was obtained from various governmental agencies through their websites and discussions with agency staff members. Agencies and websites consulted included the U.S. Bureau of the Census, the California Department of Finance, Madera County, and the California Employment Development Department.

PROJECT IMPACTS AND MITIGATION MEASURES

Population, Housing, and Employment Increases

Impact 4.3.1 Implementation of the proposed General Plan Update would include land uses that promote an increase in population, housing, and employment to the area, and thus induce substantial growth that would result in physical effects to the environment. This is a **significant** impact.

When considering the potential impacts a project may have on the physical environment, the existing conditions must be compared to the expected outcome the project may produce and the potential environmental impacts this change may cause. The projected increase in the City of Madera General Plan Planning Area population and housing units would result in direct and indirect environmental effects such as noise, demand for services and utilities, traffic, and air quality. These effects associated with buildout of the proposed General Plan Update are discussed in the relevant chapters of this EIR. The following is a discussion of implementation of the proposed General Plan Update and its potential to induce substantial growth.

General Plan Planning Area – Areas Outside of Existing City Boundaries

Implementation of the Madera General Plan and the associated land use designations would directly cause growth into areas that are currently rural in nature by allowing urban development. Using 2008 Department of Finance estimates as the base year, the City projects that population within the Madera region (Madera, Fresno, and Merced counties) will increase from 1,337,235 to 2,142,589 by 2030, a 60 percent increase. The increase is largely attributable to new development that would occur on lands currently outside of the City of Madera. This represents substantial growth in the area and will have a potentially significant physical effect on the environment. Therefore, this is considered a **significant** impact.

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General Plan Planning Area – Areas Within Existing City Boundaries

The City of Madera is anticipated to have substantial growth in population, housing, and employment based on the proposed Madera General Plan land uses. The City of Madera has a projected population of 68,088, 19,072 housing units, and 18,199 jobs for the region by the year 2030 (within the city limits as they are shown on the General Plan Update Land Use Map). This represents substantial growth in the area and will have a potentially significant physical effect on the environment. Implementation of the Madera proposed General Plan Update and the associated land use designations would directly cause growth. Therefore, this is considered a **significant** impact.

Proposed General Plan Policies and Action Items that Provide Mitigation

The proposed General Plan Update includes several policy provisions that address growth of the City of Madera. The following proposed General Plan Update policies are contained in the General Plan Land Use Element and include specific, enforceable requirements and/or restrictions and corresponding performance standards that assist in addressing this impact by limiting the physical extent of future urban development.

In addition to these policy provisions, the proposed General Plan Update Land Use Map establishes a Growth Boundary and an agricultural/open space greenbelt along the perimeter of the Planning Area (see **Figure 3.0-7** and Policy LU-11 below). The greenbelt is intended to ensure the long-term ability of agricultural uses to continue beyond the expanded urban area of the city.

The General Plan Update proposed urban Growth Boundary, in conjunction with the establishment of an average residential density that is higher for new development than existing residential development, is a feature of the proposed General Plan Update intended to minimize the conversion of agricultural lands to urban land uses.

Policy LU-10: The Growth Boundary is considered by the City to define the physical limits of development in Madera. The City shall direct all future growth in Madera and in the unincorporated area outside the city limits to occur inside the Growth Boundary shown on the Land Use Map in this General Plan. Within the City's Planning Area, the City encourages the County to assist the City in maintaining an agricultural green belt around the Growth Boundary by only allowing agricultural uses where land is designated for such use on the City's General Plan Land Use Map.

The following apply to the Growth Boundary:

- *The Growth Boundary may only be revised as part of a comprehensive update of the General Plan involving, at a minimum, the Land Use and Circulation elements.*
- *Any revision to the Growth Boundary shall be accompanied by a statement of findings which demonstrate the following:*
 - 1) *That the revision is consistent with the intent of the Growth Boundary and all other applicable policies in this General Plan*

- 2) *That the revision is necessary to accommodate planned growth in Madera*

Policy LU-11: The City specifically envisions the establishment and maintenance of a greenbelt of agricultural and other open space lands around the urbanized portion of the Planning Area, outside the Growth Boundary, as shown on the Land Use Map. In addition to the maintenance of appropriate agricultural land use designations, the City encourages the use of Williamson Act contracts and similar mechanisms to ensure the maintenance of the greenbelt.

Along the west edge of the Planning Area, the Greenbelt is intended to be permanent, and the implementing mechanisms on the west edge should reflect that intent, including transfer of development rights, permanent conservation easements, etc. (See specific policies for Villages D & E for requirements to establish a permanent edge/buffer on the western boundary of these Villages).

Policy LU-13: The City shall support the annexation of property to its boundaries for the purpose of new development only when it determines that the following conditions exist:

- 1) *Sufficient public infrastructure, facilities, and services are available or will be provided in conjunction with new development; and*
- 2) *Demands on public infrastructure, facilities and services created by the new development will not result in reductions in capacity that is necessary to serve the existing city limits (including demand created by infill development), reductions in existing service levels within the city limits, or the creation of detrimental fiscal impacts on the City.*

Mitigation Measures

Implementation of the proposed General Plan Update Land Use Map and the above policies provide for intensification of land uses, mixed-use development, and housing in infill locations in close proximity to employment centers and/or transit. These provisions assist in the reduction of traffic, air, and noise impacts by providing for community design that promotes alternative transportation resources. Nevertheless, implementation of the proposed General Plan Update would allow for a substantial increase in population, housing units, and employment in the City of Madera and Planning Area. This increase would have a considerable impact on the physical environment (as documented in the technical sections of this EIR) regardless of the above-listed policies. Therefore, this impact is considered **significant and unavoidable**.

Displacement of a Substantial Number of Persons or Housing

Impact 4.3.2 Implementation of the proposed General Plan Update is not expected to result in the substantial displacement of housing and/or persons due to the construction of infrastructure necessary to serve new development or revitalization efforts. This is considered a **less than significant** impact.

While implementation of the proposed General Plan Update does not, in and of itself, provide for the construction of any new development, it would change land use designations in areas,

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thereby allowing future growth that may require additional and/or enlargement of infrastructure such as roadways and pipelines. Additionally, the proposed General Plan Update identifies a circulation system that would require the construction of new roadways within the Planning Area. Construction of these roadways may be the impetus for the removal of some housing units and/or businesses, thereby displacing persons. However, such displacement is expected to be minor, given that roadway sizing and alignment set forth in the proposed General Plan Update was designed to largely avoid impacts to existing development areas (see **Figure 3.0-9**).

Implementation of the proposed General Plan Update would not, in and of itself, displace substantial numbers of housing units or people nor does it propose substantial redesignations of residential areas to land uses that would require relocation of residents. State and federal law require due compensation for persons required to relocate as a result of redevelopment projects carried out by the City or any projects that use federal or state funding. Any private development that may occur would pay the fair market price for any land/housing acquired as a result of project development. Therefore, although some isolated displacement of persons or housing may result, due compensation offsets any cost-related effects. Therefore, impacts related to a substantial displacement of housing units or people as a result of implementation of the proposed General Plan Update are **less than significant**.

Mitigation Measures

None required.

4.3.4 CUMULATIVE SETTING, IMPACTS, AND MITIGATION MEASURES

CUMULATIVE SETTING

The cumulative setting for population and housing includes Madera, Fresno, and Merced counties, including the cities within these counties. The cumulative setting includes buildout of the Planning Area. At buildout, a population of 174,783 is anticipated as well as 48,959 housing units, and 49,055 jobs within the General Plan Planning Area, but outside existing city limits. In addition to the anticipated growth within the current city boundaries, the proposed General Plan Update also identifies the Planning Area which could also include future City annexation areas. The Planning Area has a projected buildout of 73,747 housing units for a buildout population of 263,278 (including the city). Buildout population and the number of housing units will increase by more than 700 percent over the current levels. It should be noted that this growth is expected to occur beyond the year 2030. Buildout of the proposed General Plan Update is not expected to occur until roughly 2065, based on a projected residential growth rate of around 2.65 percent per year.

Table 4.3-9 below identifies the proposed General Plan Update Planning Area buildout population, housing units, and employment for those areas that are currently outside the existing city limits. These buildout projections are based on land use designations for areas within the General Plan Planning Area but outside of current city boundaries.

**TABLE 4.3-9
GENERAL PLAN PLANNING AREA – AREA OUTSIDE OF EXISTING CITY LIMITS**

	Existing	Buildout	Percentage Change
Residential Units	5,653	48,959	766%
Population	21,658	174,783	707%
Employment ¹	7,867	49,055	524%

Note: Buildout projections under the entire Planning Area exclude the city.

¹ Total employment also includes jobs that are not included under commercial, office, and industrial, such as public school employment.

An expected population of approximately 88,495 within the existing city limits under buildout conditions is anticipated, which is an increase of 56 percent. Employment and the number of housing units are also anticipated to increase (see **Table 4.3-10** for buildout projections).

**TABLE 4.3-10
GENERAL PLAN PLANNING AREA – AREA WITHIN EXISTING CITY LIMITS**

	Existing	Buildout	Percentage Change
Residential Units	16,418	24,788	51%
Population	56,710	88,495	56%
Employment ¹	11,624	18,593	60%

Source: PMC

¹ Total employment also includes jobs that are not included under commercial, office, and industrial, such as public school employment.

Growth projections for the region to the year 2030 are illustrated in **Table 4.3-11** below. As identified in the table, the Madera region is anticipated to have 2,142,589 people by 2030.

**TABLE 4.3-11
CUMULATIVE PROJECTIONS – 2030**

County	Population
Madera	273,456
Fresno	1,429,228
Merced	439,905
Regional Total	2,142,589

Source: California Department of Finance Projections, 2007

Full buildout of the city and the region would increase residential and employment beyond the projections identified for year 2030. As previously identified, the Planning Area is not expected to reach full buildout by 2030.

This projected regional growth represents substantial growth in the area and will result in significant environmental effects to the environment. The reader is referred to the other technical sections of the Draft EIR for a complete analysis of the anticipated cumulative

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environmental effects of anticipated regional growth in combination with the proposed General Plan Update.

CUMULATIVE IMPACTS AND MITIGATION MEASURES

Cumulative Population and Housing Increases

Impact 4.3.3 Subsequent land use activities associated with implementation of the proposed General Plan Update, in addition to existing, approved, proposed, and reasonably foreseeable development, could result in a cumulative increase in population and housing growth in the City of Madera as well as in the surrounding cities and counties, along with associated environmental impacts. This is considered a **cumulatively considerable** impact.

As discussed earlier in this section, development under the proposed General Plan Update would lead to an increase in population and employment. Development and growth in the city, as a result of the implementation of the proposed General Plan Update, would contribute to cumulative population and housing conditions in the unincorporated areas of Madera County, as well as in surrounding cities and counties.

The impacts of population and housing growth in the region are both direct and indirect, and include the following:

- Aesthetics – Further conversion of rural, agricultural, and natural open space landscape characteristics to urban conditions.
- Agricultural Resources – Continued loss of farmland to urban uses as well as increased conflicts with agricultural operations and urban uses.
- Air Quality – Increases in air pollutant emissions potentially conflicting with air quality attainment efforts under state and federal Clean Air Acts. Also increased potential for the exposure to toxic air contaminants.
- Biological Resources – Loss of special-status plant and animal species habitats, degradation of habitats, and loss of special-status species.
- Cultural Resources – Impacts to known and unknown archaeological and historic resources in the region.
- Geology and Soils – Loss of top soil.
- Hydrology and Water Quality – Additional sources of point and non-point sources of surface water quality pollutants to region waterways. Further demand on groundwater resources and potential overdraft issues.
- Noise – Increased transportation noise levels from increased traffic volumes.
- Public Services and Utilities – Increased demand for the development and expansion of public services and facilities and associated environmental issues.
- Traffic – Increased traffic volumes on the region's highways and regional roadways resulting in deficient levels of service of operation.

These effects, associated with development under the proposed General Plan Update, have been identified and considered within relevant sections of this document. However, it should be noted that the implementation of the proposed General Plan Update's growth strategy of increased development intensities to accommodate growth efficiently (in regard to the utilization of land area) would provide reductions in these impacts to the region by minimizing further conversion of land to urban uses (sprawl) as compared to the continuation of current land use patterns and residential densities of the region.

The proposed General Plan Update includes policies and actions that serve to reduce the impact of development and population growth and the related demand for jobs and a variety of housing types that accompany a larger population. However, these policies and actions do not restrict the growth in the area nor remove the potential environmental impacts due to a substantial population or housing increase in the Planning Area or the proposed General Plan Update's contribution to the cumulative environmental effects noted above. Therefore, the proposed General Plan Update's contribution to cumulative impacts is considered **cumulatively considerable**.

Proposed General Plan Policies and Action Items that Provide Mitigation

The proposed General Plan Update contains several policies that would assist in reducing these impacts. The reader is referred to Impact 4.3.1 for those policies that contain specific, enforceable requirements and/or restrictions and corresponding performance standards to assist in reducing (though not fully mitigating) this impact.

In addition to these policy provisions, the proposed General Plan Update Land Use Map establishes an agricultural/open space greenbelt along the perimeter of the Planning Area (see **Figure 3.0-7**). The greenbelt is intended to ensure the long-term ability of agricultural uses to continue beyond the expanded urban area of the city.

The General Plan Update proposed urban Growth Boundary, in conjunction with the establishment of an average residential density that is higher for new development than existing residential development, is also a feature of the proposed General Plan Update intended to minimize the conversion of agricultural lands to urban land uses.

Mitigation Measures

Proposed General Plan Update policies provide for housing in close proximity to employment centers and/or transit, therefore reducing vehicle traffic and its associated air and noise impacts. The proposed General Plan Update Growth Boundary also minimizes impacts to agricultural and biological resources by creating more compact, dense development that results in fewer land acres being impacted. These policies and actions would aid in the reduction of increased impacts to the environment. Nevertheless, implementation of the proposed General Plan Update would allow for a substantial increase in population and housing units in the City of Madera and Planning Area, as illustrated in **Table 4.3-9** and **Table 4.3-10** which would have a considerable impact on the physical environment regardless of the above-listed policies and actions. Therefore, this impact is **cumulatively considerable** and a **significant and unavoidable** impact.

4.3 POPULATION AND HOUSING

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