

Project Description

The City of Buellton (City) is located in central Santa Barbara County at the intersection of U.S. Highway 101 and State Route 246. Buellton is bordered by the Santa Ynez River to the south, the City of Solvang to the east, and unincorporated Santa Barbara County to the north and west. The City is approximately 1,144 acres or 1.7 square miles.

The City is preparing a comprehensive update of the *Buellton General Plan* in response to changes in conditions in the City and new State laws enacted since the preparation of the current General Plan, such as AB 1358 (Complete Streets), SB 99 (Evacuation Analysis), SB 379 (Climate Adaptation), and SB 1241 (Wildfire Hazards).

The proposed *General Plan 2050* will include updates of the following elements required by State Planning and Zoning Law: (1) Land Use and Community Character, including the Land Use Map; (2) Open Space, Parks, and Recreation; (3) Public Facilities and Infrastructure; (4) Circulation; (5) Economic Development; (6) Resource Conservation; (7) Safety; and (8) Noise. The City's 2023-2031 Housing Element was certified in 2023 and no update is proposed.

The *General Plan 2050* will include goals, policies, and implementation actions developed based on community outreach to advance the City's vision and community priorities. The City is largely developed at this time with single-family neighborhoods, industrial uses, and a mix of multi-family residential and commercial uses surrounded by agricultural land and open space. Commercial uses are primarily located along U.S. Highway 101, the Avenue of Flags, and McMurray Road.

Based on community input, the General Plan goals and policies will be oriented to maintain the existing character of the City's residential neighborhoods, develop a more prominent, mixed-use downtown, create a better connected and more walkable city, improve and expand the City's access to Zaca Creek and Santa Ynez River, and establish Buellton as a unique destination with a vibrant downtown, high-quality services, and abundant recreational opportunities.

In 2008, a voter-approved initiative established the City's Urban Growth Boundary to preserve the unique agricultural, watershed, and open space areas of the Santa Ynez Valley, while also accounting for future development needs through 2025. In November 2024, City voters passed measure C2024 (Urban Growth Boundary Expansion Measure) extending the UGB through 2036 and expanding the UGB by approximately 123 acres to include land in three locations immediately north and east of the current City Limits.

The *General Plan 2050* proposed Land Use Plan includes and addresses the voter-approved urban growth boundary (UGB) expansion area. Following adoption of General Plan 2050, additional subsequent actions will be required prior to development of land in the expansion area, including approval of an amendment to the City's Sphere of Influence and annexation by the Santa Barbara County Local Area Formation Commission (LAFCO). The proposed *General Plan 2050* Land Use Map is shown on the following page.

Projected Growth. The *General Plan 2050* will address growth in housing units, population and jobs projected through 2050 for the city as presented in the table below. The total estimated growth would potentially occur over the next 25 years. Actual growth may be less than these estimates depending on factors such as economic conditions and market absorption rates. The projected growth includes potential residential and commercial development on the 123 acres of land located in the UGB Expansion Area.

**City of Buellton
2025-2050 Projected Growth**

Scenario	City Area (acres)	Housing Units	Population ¹	Jobs
Existing Conditions	1,025	2,308	5,090	2,940
Existing City Boundary Estimated Growth²		1,202	2,975	930
Sub-Total		3,510	8,065	3,870
UGB Expansion Area³ Estimated Growth²	123	631	1,602	158
Total Estimated Growth² (City + UGB sites)	1,148	4,141	9,667	4,028

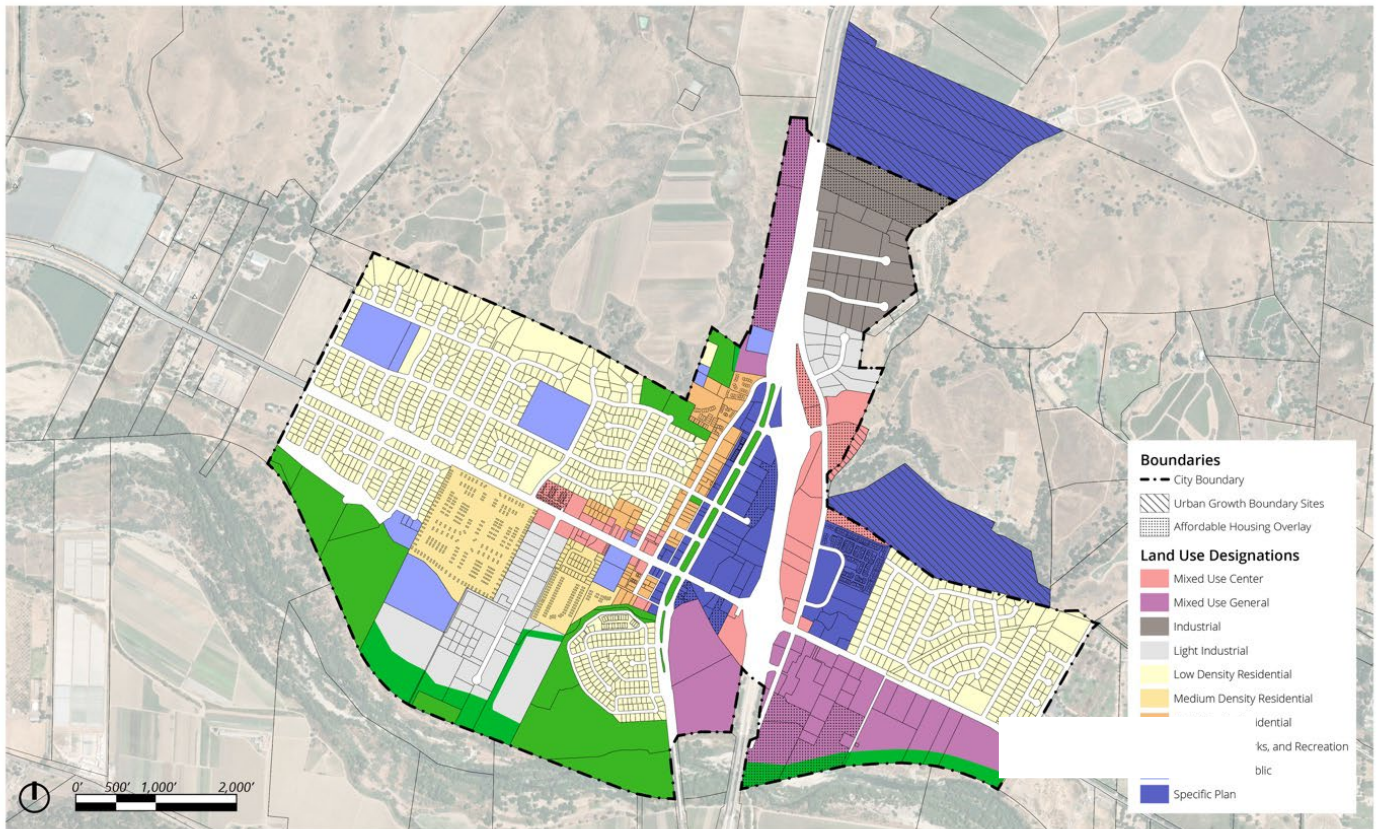
¹ Based on Santa Barbara Association of Governments 2050 household size projections.

² Over 25-year Planning Period: 2025 - 2050.

³ Expansion of City boundaries by 123 acres from the voter-approved Measure C2024 (Urban Growth Boundary Expansion Measure). This acreage is located in 3 separate areas: UGB Sites A, B & C.

The estimated number of additional housing units is based on the density currently allowed by the City’s Zoning Ordinance and Avenue of Flags Specific Plan as no increases in allowed maximum densities is proposed. The estimated growth in population is based on the Santa Barbara County Association of Governments (SBCAOG) 2050 projected average household size of 2.5 persons. The estimated growth in jobs is based on the estimated growth in commercial and industrial uses.

Proposed Land Use Plan (*General Plan 2050*)



Buellton Land Use Designations: Preliminary Draft
2 April 2026



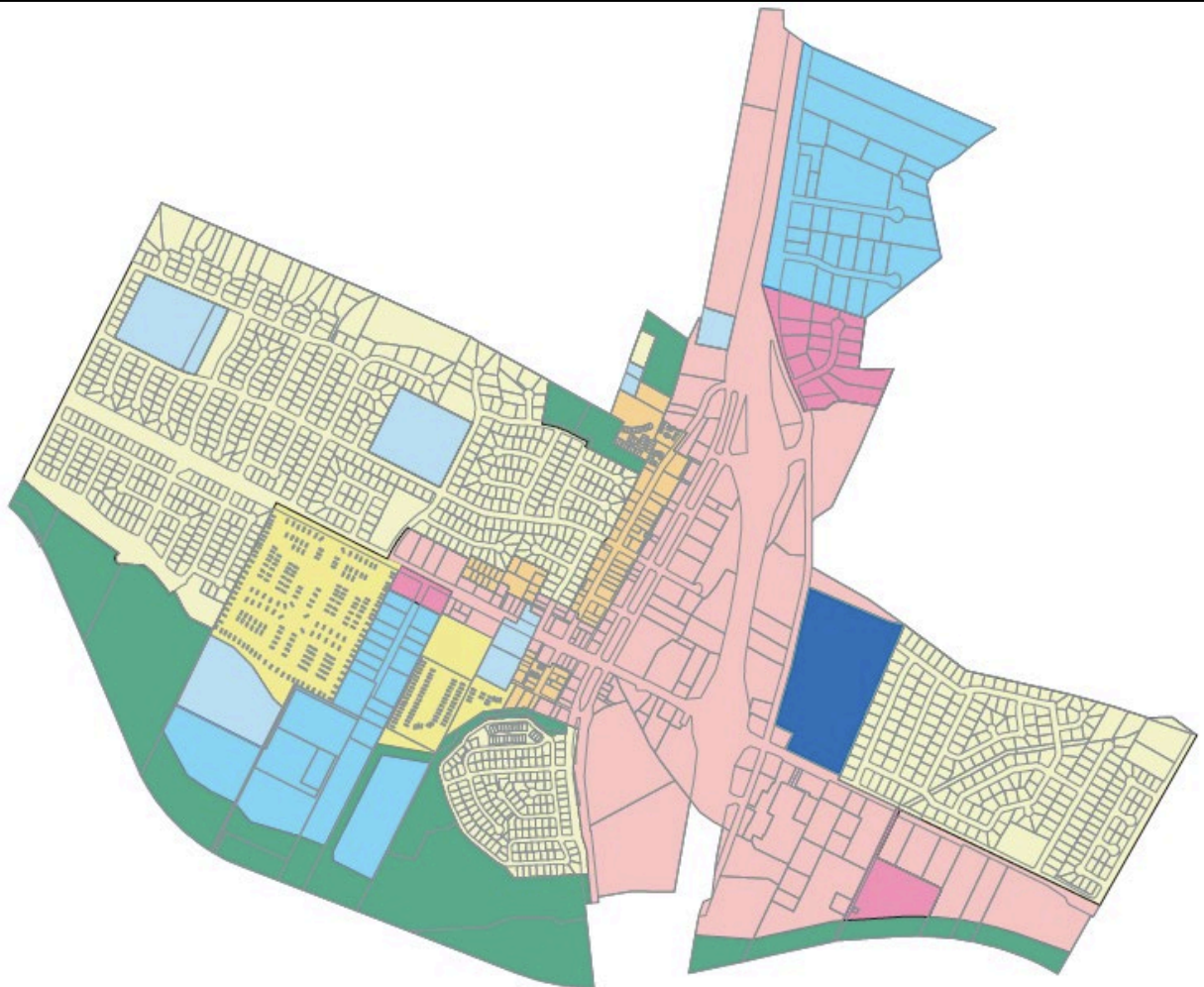
The proposed updates to the Land Use plan are intended to refine the existing General Plan 2025 Land Use Plan, shown below by reflecting uses developed since 2005 and the adoption of the Avenue of Flags Specific Plan in 2017. The updated Land Use plan is intended to implement the City’s vision of creating a mixed-use downtown area with a variety of commercial and housing types, and to address the three areas added to the City’s urban growth boundary in 2024.

The table on the following page identifies the proposed changes to the General Plan 2025 land use designations. As shown, areas currently designated General Commercial are proposed to be designated Mixed Use Center, Mixed Use General, Specific Plan and Open Space. The new mixed-use designations reflect current policies which allow the development of housing in the City’s existing commercial areas. The change of the remaining areas designated commercial to Specific Plan and Open space is proposed to reflect the approved Avenue of the Flags Specific Plan. Areas currently designated Service Commercial and Industrial are proposed to be designated Mixed Use Center, Mixed Use General, Industrial and Light Industrial. The new Light Industrial designation is proposed to allow for a mix of light manufacturing as well as commercial and retail uses, as exemplified with the mix of existing establishments along Industrial Way. Lastly, one parcel currently designated as Multi-Family Residential has since been established as the City’s Community Garden and changing its designation to Open Space, Parks, and Recreation is being proposed.











2050 General Plan Land Use Designation Updates

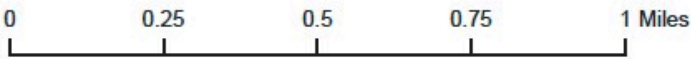
Existing Land Use Designations (2025)	Acreage per Existing Designation	Proposed Land Use Designations (2050)	Acreage per Proposed Designation	Description
General Commercial	195	Mixed Use Center	43	Parcels along Highway 246 and McMurray intended for a mix of commercial/retail and residential development (single-use and/or mixed-use sites).
		Mixed Use General	97	Parcels along Highway 246 and Jonata Park Road intended for a mix of commercial/retail and residential uses (single-use and/or mixed-use sites).
		Specific Plan	55	Avenue of Flags Specific Plan Area. Medians along Avenue of Flags have proposed Open Space, Parks, and Recreation designation.
		Open Space, Parks, and Recreation		
Subtotal	195		195	
Service Commercial	24	Mixed Use Center	2	Parcels along Highway 246 intended for a mix of commercial and/or residential development (single-use and/or mixed-use sites)
		Mixed Use General	9	Parcels along Highway 246 intended for a mix of commercial and/or residential development (single-use and/or mixed-use sites)
		Light Industrial	13	Parcels along McMurray Road and Thomas Road intended for a mix of light industrial/manufacturing and commercial uses.
Subtotal	24		24	
Industrial	121	Industrial	55	Parcels along McMurray Road, Commerce Drive, Easy Street, and Los Padres Way intended for heavier industrial/manufacturing uses.
		Light Industrial	66	Parcels along Industrial Way intended for a mix of light industrial/manufacturing and commercial uses.
Subtotal	121		121	
Multi-Family Residential	0.25	Open Space, Parks, and Recreation	0.25	Existing vacant parcel now utilized as the City's Community Garden.
Subtotal	0.25		0.25	

Existing Land Use Plan (General Plan 2025)



Legend

-  Parcels
- General Land Use**
-  General Commercial
-  Industrial
-  Low Density Residential
-  Medium Density Residential
-  Multi-Family Residential
-  Open Space, Parks & Recreation
-  Public, Quasi-Public
-  Service Commercial
-  Specific Plan



Source: MNS Engineers, Inc. and City of Buellton. May 2007

POTENTIAL ENVIRONMENTAL EFFECTS OF THE PROJECT

As permitted by State CEQA Guidelines Section 15060(d), the City did not prepare an Initial Study and will begin work directly on the Draft EIR because it has determined that an EIR is required for the proposed Project. The EIR will evaluate potentially significant environmental effects of the proposed Project, identify feasible mitigation measures that may lessen or avoid such impacts, and identify a range of reasonable alternatives to the proposed Project. The EIR will analyze the following environmental topics: Aesthetics, Agriculture Resources, Air Quality, Biological Resources, Cultural Resources/Tribal Cultural Resources, Energy, Geology/Soils, Greenhouse Gas Emissions, Hazards & Hazardous Materials, Hydrology/Water Quality, Land Use/Planning, Mineral Resources, Noise, Population/Housing, Public Services, Recreation , Transportation, Utilities/Services Systems, and Wildfire.