



## Marysville Green Zone Specific Planning Activities

Receive and File

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**Attachments:** No

**Approved by:** Clint Holtzen

**Referring Committee:** Land Use & Natural Resources

### **1. Issue:**

The city of Marysville is addressing its community revitalization challenges by developing a Green Zone Specific Plan and associated Environmental Impact Report.

### **2. Recommendation:**

None; this is for information only.

### **3. Background/Analysis:**

As local governments in the region look to revitalize their communities, we can all learn from the experiences, setbacks, and wins from neighboring areas. In June, the Land Use and Natural Resources Committee heard from staff in Placer County and Yuba City about recent successes in capturing state housing grants. In August, the committee heard from Citrus Heights in a presentation about the city's ongoing visioning and planning efforts for the former Sunrise Mall.

At the final committee meeting of the year on November 3, the City of Marysville shared its current planning effort to revitalize its core central city area. Like many smaller communities, the City of Marysville has not had the fiscal or staff resources to update its general plan and has struggled to attract economic development opportunities. The city's general plan was last comprehensively updated in 1985 leaving the city with limited access to current data or comprehensive land use planning and policies. In the last couple of years, the city has received two SACOG Regional Early Action Planning (REAP) grants totaling \$490,000, which combined with the city's own resources, allowed for the preparation of a comprehensive General Plan Update in conjunction with a specific plan, zoning code update, and associated environmental clearance.

The city's current work to develop of a specific plan and accompanying environmental document offer an opportunity to help streamline development and identify catalyst sites for redevelopment within the central city green zone. This area encompasses the city's downtown, E Street Corridor/Highway 70, Medical Arts District including Rideout Hospital (the city's biggest employer), and the Ellis Park Lake District. The specific plan and associated Environmental Impact Report (EIR) will develop policies, update land uses, analyze vehicle miles traveled impacts, and identify infrastructure constraints. Identifying opportunities for workforce housing will also be key to ensuring workers can live locally.

The specific plan has the following objectives:

1. Increase and/or accelerate housing supply and production by providing by right clearance for housing.
2. Support infill housing and revitalization in Green Zones.
3. Reduce vehicle miles traveled (VMT) through location of efficient housing.
4. Develop and implement VMT reduction strategies and increase mobility to support walking, biking, transit, etc.
5. Retain and expand community assets in Green Zones.
6. Provide public engagement and support to support equitable outcomes for low-income households and people of color.

#### **4. Discussion/Analysis:**

The Marysville challenges are representative of the issues that many jurisdictions in the region face – how to plan for core areas of a community that have limited information and outdated plans. Marysville is a city with constrained opportunities for outward expansion, as it is surrounded by a river and many undevelopable lands. Because of this, the city must focus its growth efforts inward and look for creative ways to use and improve on existing assets.

At the November Land Use and Natural Resources meeting, city staff from Marysville shared information about their ongoing efforts and how these strategic planning activities are a major step in securing an economically vibrant future for the city.

#### **5. Fiscal Impact/Grant Information:**

There is no fiscal impact to SACOG.

#### **6. This staff report aligns with the following SACOG Work Plan Objectives:**

##### **Goal 3 : Vibrant Places**

**Objective 1:** Develop tools and funding to help revitalize older commercial and retail corridors throughout the region.