



Marysville General Plan Update and Specific Plan  
Draft Vision and Guiding Principles

May 9, 2022



# 1 Vision

In 2040, Marysville is a vibrant, diverse, desirable place to live, work, and visit. Sustained investment and public private partnerships have activated the City's historic core, where there are few vacant properties or storefronts, and where many residents have elected to live just steps from retail and services.

All residents have opportunities for safe and affordable housing, access to parks and recreational spaces, convenient bicycle and pedestrian options to reach daily destinations, and a variety of local employment options.

Marysville's preserved history, parks and recreational spaces, and local dining, entertainment, and special events are a regional draw. Recreational programming serves residents with different needs and preferences, promotes the local public health, and offers year-round activities for all, youth to senior citizens.

Historic buildings and neighborhoods are well-kept, and have been preserved not only as a reminder of the past, but as valuable parts of the city's housing stock and unique spaces for local businesses and service organizations.

A variety of housing options serves households of all sizes, incomes, ages, and needs. Compact housing options near services and entertainment have been especially popular among the younger households that have made Marysville their home. Rather than importing employees, recent housing construction has made it possible for many residents to avoid the commute into the city.

Marysville is known for its walkability and scenic levee trails. Residents and visitors enjoy safe, convenient, and pleasant options for reaching destinations on foot or on their bike. Tree-lined state and local transportation facilities operate in a way that balances the needs of regional transportation and goods movement with local access and quality of life. Centrally located transit stops offer residents another option for reaching jobs and other destinations in the Sacramento region and beyond.

## 2 Draft Guiding Principles

Downtown Marysville should be the cultural and commercial heart of the Yuba-Sutter region with thoughtfully restored and well-maintained historic buildings, regular and special events, a variety of shopping, entertainment, and cultural offerings, and complementary higher-density housing.

Our commercial districts should be inviting, pedestrian friendly, and easily accessible to nearby neighborhoods.

Locally owned businesses, tourist attractions and accommodations, regular and special events, a clean Ellis Lake and inviting lakefront, and active historic buildings are important to the City's character and a healthy and resilient local economy.

Existing and future residents and employees should have a variety of local housing choices to best meet their needs and preferences.

Our city should provide the opportunity for children to grow, young households to become established, for people to raise families, and for seniors to stay in the community as they age.

Our transportation facilities can be designed and operated in a way that serves regional and statewide transportation needs in balance with local needs.

The entire community benefits from tree-lined, pedestrian-friendly streets and a strong sense of place.

Though we value the convenience provided by our automobiles, our city should be designed to meet the needs of our people.

It is critical to ensure that Marysville is a place where it is safe and convenient to walk, bike, and roll to reach daily destinations.

Public-private-nonprofit partnerships can play an important role in attracting employment-generating businesses and affordable housing.

Parks and public spaces should feel safe and provide places where people can meet and interact with friends and neighbors.

Livable neighborhoods and a healthy citizenry require adequately maintained parks and open space and a diversity of cultural and recreational activities and programs.

Our community deserves high-quality and efficient public services and effective communication between our citizens and service providers.

Collaborations with other government agencies and regional organizations and an active volunteer ethos will be crucial in attaining our goals.

The City should actively seek input from historically underrepresented perspectives and prioritize investments that ensure a health environment for all people, while offering inclusive economic development opportunities.