



Marysville Specific Plan

A specific plan is a planning and regulatory tool. A specific plan functions as a bridge between the broad goals and direction in a general plan and detailed plans for specific projects within the specific plan boundary.

The Marysville Specific Plan (hereinafter “Specific Plan”) will be a development implementation tool for an identified portion of the City. The Specific Plan will translate the vision for the area – as informed by decision makers, City staff, and a range of stakeholders, adjacent neighbors, and businesses – into a roadmap for development and conservation. It does so by providing land use guidance and development standards for proposed development, and the infrastructure, public amenities, financing, and environmental review required to achieve the consensus vision.

The Specific Plan is funded by a grant from the Sacramento Area Council of Governments (SACOG) to promote investment in an area identified by SACOG as a “Green Zone” that will:

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

The Specific Plan encompasses five districts in the downtown area of Marysville and includes:

(1) The Lake District - This includes the area along the shore of Ellis Lake, from Ninth Street on the south to 14th Street on the north, and B and D Streets. Ellis Lake is the signature amenity of the city and the surrounding area is regarded as prime commercial and residential land.

(2) The River District - The entire riverfront area including the levee and beyond, into the inundation areas along the Feather River. This area generally cannot house inhabited structures due to flood risk, but has tremendous opportunity for expanded recreation and as an economic contributor to the community.

(3) The Medical Arts District surrounding the six-block Adventist Rideout Hospital by one or more blocks in each direction.

(4) The Highway 70/E Street Corridor, stretching from the bridge at the city limits on the south to Tenth Street on the north.

(5) The Historic Downtown District, encompassing B, C and D Streets and all cross streets from First Street to Eighth Street.

