

Downtown Marysville SPECIFIC PLAN

Public Review Draft: October 2024



Marysville General Plan and Specific Plan 2050

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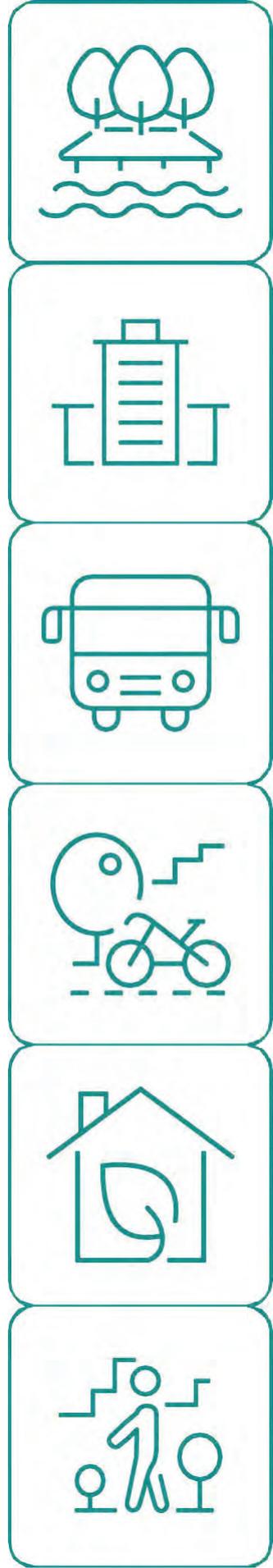
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Acronyms

AF	acre-feet
B	B Street Corridor
BID	Business Improvement District
BMPs	best management practices
Cal Water	California Water Service Company
Caltrans	California Department of Transportation
CFD	Community Facilities District
City	City of Marysville
CIWMB	California Integration Waste Management Board
CMU	Commercial Mixed Use
DMU	Downtown Mixed Use
HCD	Department of Housing and Community Development
IFD	Infrastructure Financing District
LCWD	Linda County Water District
ME	Medical Arts
MSA	Metropolitan Statistical Area
MU-C	Mixed-Use Corridor
MU-N	Mixed-Use Neighborhood
Municipal Code	Marysville Municipal Code
NPDES	National Pollutant Discharge Elimination System
PG&E	Pacific Gas and Electricity Company
REAP	Regional Early Action Planning
RWMA	Regional Waste Management Authority
SACOG	Sacramento Area Council of Governments
Small MS4s	Small Municipal Separate Storm Sewer Systems
Specific Plan	Downtown Marysville Specific Plan
Specific Plan Area	Downtown Marysville Specific Plan Area
SR	State Route
SWMP	Storm Water Management Plan
UWWP	Urban Water Management Plan
WWTP	Wastewater Treatment Plant

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Downtown Marysville Specific Plan

01 Introduction

1.1 Introduction

The Downtown Marysville Specific Plan Area (Specific Plan Area) comprises approximately 467 acres of Marysville's historic and commercial core. The Specific Plan Area was the site of one of California's most important Gold Rush settlements and an important regional commercial hub, mainly through the mid-20th century. In the southern portion of the Specific Plan Area, Marysville's Chinatown was the first of more than 30 Chinatowns established during the Gold Rush and served as the cultural, economic, social, and political hub for Chinese communities throughout the region. Today, many physical remnants of Marysville's important history remain in Chinatown and throughout the Specific Plan Area.

The Specific Plan Area houses most of the City of Marysville's (City's) significant employment and cultural centers, including the Adventist Health and Rideout Medical Center, the City of Marysville's municipal buildings, the Superior Court of Yuba County, the Yuba County Library, the Mary Aaron Museum, and the Marysville Historic Commercial District along D Street, as well as special events and cultural attractions.

As development in the region in the 20th century shifted to more suburban contexts outside of Marysville in Yuba and Sutter counties, the city experienced a decline in economic activity, increasing vacancy rates, disinvestment in historic buildings, and a surplus of auto-centric uses, mainly along E Street. Additionally, majority of the Specific Plan Area is designated as a disadvantaged community (DAC) pursuant to Senate Bill 535.¹ With recent interest in employment expansion, cafés and restaurants, infill housing, new entertainment offerings, and related activities that are drawn to Downtown Marysville's walkable, historic character, there is exciting, forward-looking potential. Drafting of this Specific Plan, and attention to its implementation are essential steps toward ensuring the city's long-term prosperity.

The implementation of the Specific Plan has the potential to drive growth, encourage private investment, and increase tax revenue. The revitalization of key areas, such as properties along E Street, holds the promise of attracting new businesses and residents, diversifying the city's economic landscape, and enhancing its overall competitiveness.

¹ Senate Bill 535 gave California Environmental Protection Agency the authority to identify and designate DAC's using 20 indicators to rank each census tract within California. DAC's are classified as the top 25% highest scoring census tracts and generally include communities with greater cumulative pollution burdens and highly vulnerable population characteristics.

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The Specific Plan's emphasis on multi-family housing, targeted office expansion, and preservation of historic assets aligns with market trends and positions Marysville to capture new opportunities.

Moreover, the Specific Plan is a strategic response to the city's unique context, where historic architecture, a walkable development pattern, and cultural assets contribute to Marysville's identity. Preserving and leveraging these assets can not only enhance the city's aesthetic appeal, but also serve as a draw for tourism.

In the broader context of economic development, the Specific Plan is a proactive measure to attract private investment, stimulate job growth, and improve the overall quality of life for residents. By creating a more attractive and competitive environment, the Plan is poised to increase the City's tax revenue, create employment opportunities, and elevate Marysville's regional influence.

Additional city context and conditions are provided in Chapter 3, Context and Existing Conditions.

The City nominated Downtown as a "Green Means Go" zone under a program administered by the Sacramento Area Council of Governments (SACOG). This designated zone encompasses the Specific Plan Area and represents where housing and other infill development should be expedited. Access to non-vehicular transportation options, the lack of environmental constraints, the concentration of jobs and destinations, and other features make the Specific Plan Area particularly appropriate for housing and other infill development.

The Downtown Specific Plan reflects the community's shared vision for a more vibrant and active downtown core with shopping, entertainment, dining, civic uses, services, and more housing within a walkable environment while preserving important physical reminders of the City's history.

In 2021, the City of Marysville received a grant under the State of California, Department of Housing and Community Development (HCD) Regional Early Action Planning (REAP) Grant Program to prepare a Specific Plan for the designated "Green Means Go" zone. The REAP funding is intended to facilitate housing production, promote infill, encourage transit, bicycling, and walking, enhance community assets, and provide inclusive engagement. Marysville's planning efforts have a similar focus, including promoting economic development and fiscal sustainability, expanding options for transportation, expediting compact housing, and streamlining future infill development.

The Specific Plan is critical for attracting local investments and boosting the City's tax revenue. This Plan emphasizes sustainable design, streamlined development, and multimodal streetscape improvements to create a community where businesses and residents can thrive, leading

to increased commercial activity, more jobs and housing opportunities, and higher property values. This Plan offers an opportunity to promote economic growth and revitalize the Downtown area, making it a more attractive destination for existing and future residents, businesses, and visitors.

1.1.1 Purpose

This Specific Plan reflects the community’s desire to revitalize Downtown Marysville into a more vibrant and flourishing destination. This Plan provides regulatory guidance to facilitate reinvestment and encourage infill development in and around the Downtown area. It also identifies essential public facilities and infrastructure improvements required to support infill development. Over the next 20 years, the Specific Plan intends to:

- Revitalize and enhance the economic, social, cultural, and recreational fabric of the City’s Downtown urban core
- Clearly articulate allowable land uses and development standards by Land Use Zone
- Guide economic revitalization of the Downtown area with a mix of retail, office, and residential uses - all supported by enhanced multimodal mobility options
- Support expanded and upgraded infrastructure where necessary to support infill development in the Downtown area
- Implement the City’s Bounce Back Vision & Implementation Plan²
- Increase the production of multi-family dwelling units, including workforce housing and missing-middle housing³
- Accelerate development within the Specific Plan Area by providing by-right⁴ clearance for housing and other infill development
- Support strategies to increase bicycle and pedestrian safety through improvements to transportation facilities
- Design and develop housing on infill sites that will make it possible for more Marysville residents to reach destinations on foot, on bicycle, or via transit

² The Bounce Back Initiative implements a detailed plan of action to reinvigorate five target commercial districts in the City, including the Specific Plan Area

³ Missing middle housing refers to small-scale multi-family housing that can provide diverse housing options and are compatible in walkable areas. This housing typology is referred to as “missing” since it has been historically illegal and difficult to build since the mid-20th century largely due to zoning constraints.

⁴ Requiring little or no discretionary action by the City of Marysville, expediting approval of all necessary entitlements.

Downtown Marysville Specific Plan

The Specific Plan provides development standards for private property owners and development applicants, as well as public investments needed to advance the community's consensus vision for the Downtown area that was identified during the engagement process, discussed in Chapter 2, Vision.

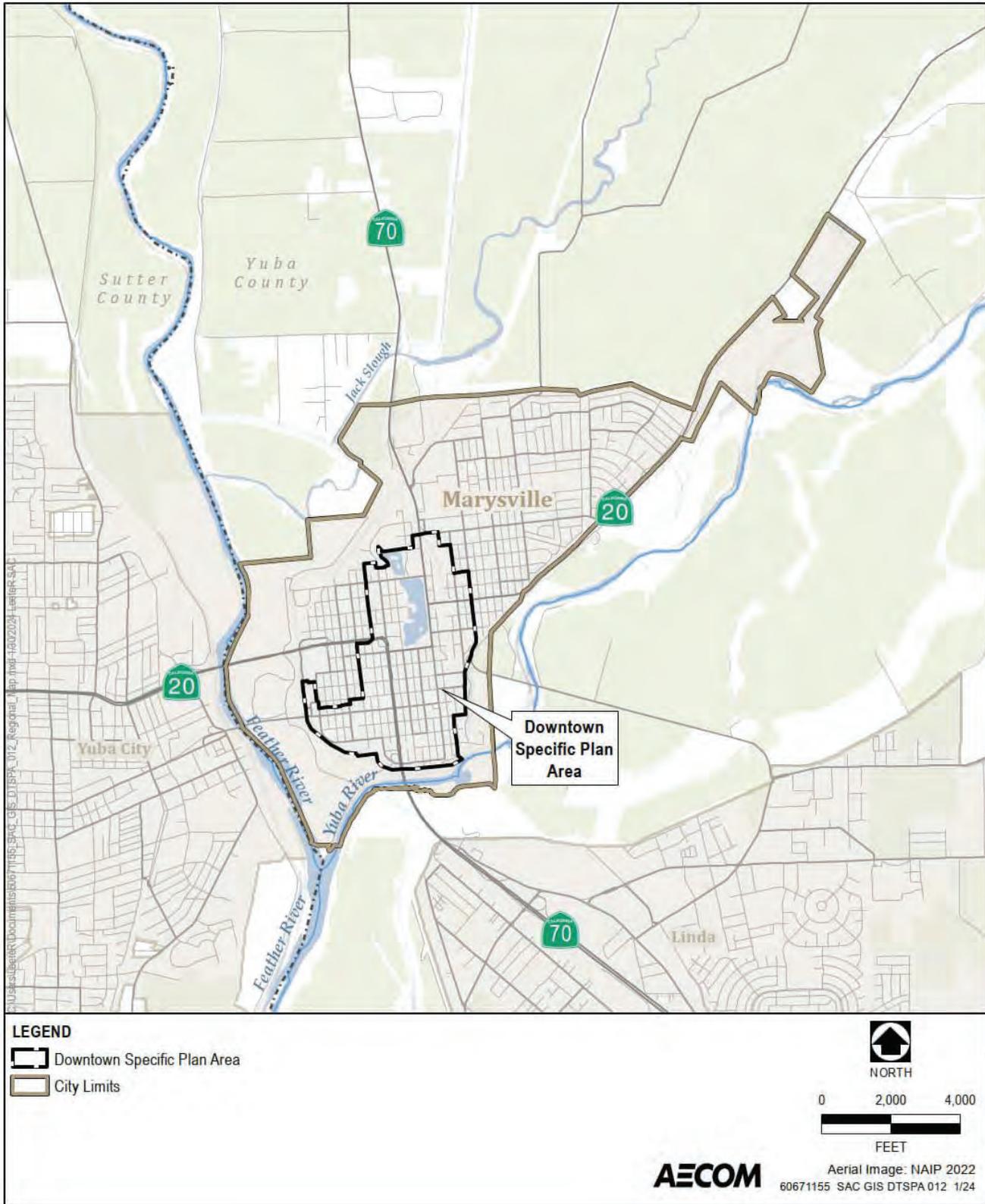
1.1.2 Location

Marysville is in western Yuba County, approximately 40 miles north of the city of Sacramento in the Sacramento Valley (Exhibit 1-1). The city is located at the confluence of the Yuba and Feather Rivers, bounded by the city of Yuba City to the west and unincorporated areas to the north, east, and south.

The Downtown Specific Plan Area is in the southern portion of Marysville and generally encompasses the Downtown and directly adjacent areas with priority reinvestment opportunity sites (Exhibit 1-2).

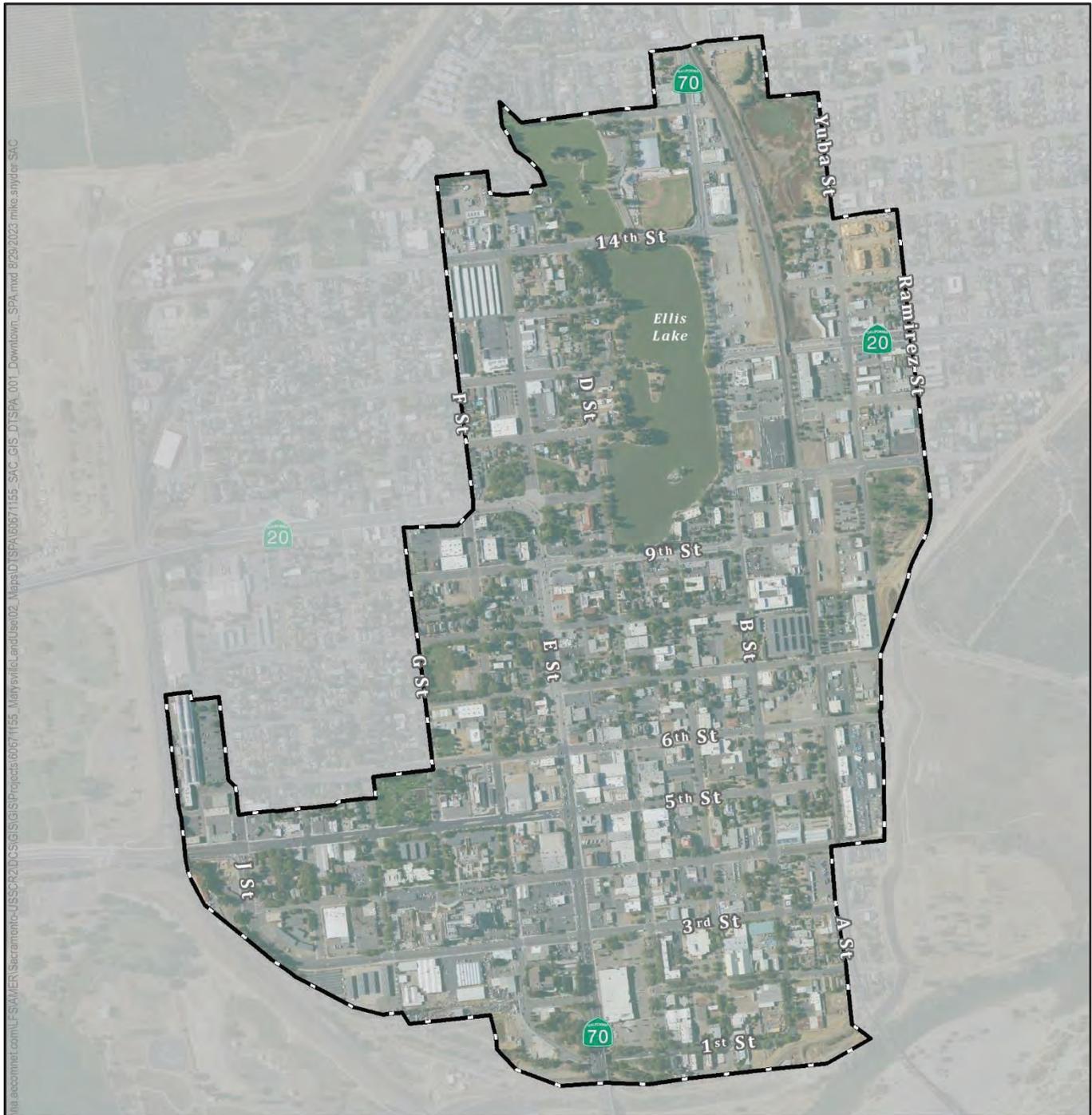
The Specific Plan Area is bisected by State Routes 20 and 70, which are heavily trafficked trucking routes used for moving goods throughout the region. The design and use of state highways today creates an obstacle for establishing a safe and well-connected transportation system, making it challenging for bicyclists and pedestrians to travel safely.

Exhibit 1-1. Regional Context



Downtown Marysville Specific Plan

Exhibit 1-2. Specific Plan Area



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LEGEND

 Downtown Specific Plan Area



NORTH

0 500 1,000



FEET

AECOM

Aerial Image: NAIP 2022
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1.1.3 Goals and Objectives

Goal 1: Promote Economic Investment and Revitalization in the Downtown

- Streamline housing projects with densities that will support local retail and service markets.
- Provide adequate housing that increases housing ownership levels for underserved and underrepresented communities.
- Encourage substantial local landowner and tenant involvement in development and real estate investments.

Goal 2: Encourage Housing Development

- Implement streamlined review process for proposed housing developments, such as allowing projects to be approved through a ministerial process.
- Encourage infill projects by shortening the process and increasing certainty in the development review process.

Goal 3: Support Desirable Land Use and Quality Urban Design

- Encourage the protection of public facilities, open space, and historic assets through land use regulations, development standards, and design standards.
- Promote sustainable and high-quality design of gateways, nodes, and district treatments.
- Integrate a clear and efficient wayfinding system for public amenities.
- Accommodate adaptive reuse of buildings that have a Main Street character through the transfer of development rights (TDR).

1.1.4 Transfer of Development Rights

Transfer of Development Rights (TDR) is a voluntary, incentive-based program that allows landowners to sell development rights from their land to a developer or other interested party who then can use these rights to increase the allowed density or intensity of development at another designated location. The Specific Plan allows for TDR as long as the proposed development using the development rights still conforms to other non-density/intensity standards and applicable policies in the Municipal Code, General Plan, Specific Plan, and CEQA. Applicants should meet with City staff before embarking on a TDR process.

1.1.5 Specific Plan Authority and Scope

The California Government Code (Title 7, Division 1, Chapter 3, Article 8, Sections 65450-65457) provides the authority for a city to adopt a

specific plan by ordinance (as a regulatory plan) or resolution (as a policy-driven plan). This allows a local land use agency to prepare specific plans as may be required for the systematic implementation of the general plan. The Downtown Marysville Specific Plan serves as both a policy and regulatory document designed to implement the community's vision for Downtown Marysville.

1.1.6 Relationship to Other Planning Documents

The Downtown Marysville Specific Plan serves as one of the many tools the City will use to implement the General Plan and to meet larger goals through the prioritization and guidance for private and public investments (and public-private partnerships). The following provides an overview of existing programs, policies, and tools that are incorporated into the Downtown Marysville Specific Plan.

Marysville 2050 General Plan and Zoning Code

The Downtown Marysville Specific Plan was developed concurrently with the Marysville 2050 General Plan and a joint Environmental Impact Report (EIR) to fulfill the requirements of the California Environmental Quality Act (CEQA). The 2050 General Plan provides broad policy direction for future development, public investments, and conservation strategies that apply to the entire city, including the Specific Plan Area. The Downtown Marysville Specific Plan builds upon the General Plan's vision and guidance while tailoring design and development standards to meet the community's vision for the Downtown area.

As part of the Marysville 2050 General Plan, a new land use classification was created - *Downtown Specific Plan*. As discussed in the General Plan, the Downtown Specific Plan land use classification allows for a variety of uses in the Downtown Specific Plan Area. This Specific Plan includes Land Use Zones and a Land Use Zone Map that establish in more detail where different land uses and development densities and intensities are allowed within the Specific Plan Area - all within the larger umbrella established in the 2050 General Plan. This Specific Plan is consistent with the Marysville General Plan, and includes and includes more specific guidance for private development and public investments needed to implement the vision and goals of the General Plan for the Downtown area. The Specific Plan supersedes the City's Zoning Code in some cases, but still references the Zoning Code for certain standards.

The General Plan calls for the Downtown Specific Plan to incorporate a walkable streetscape with a mix of vibrant shops, restaurants, services, entertainment, cultural uses, and housing in well-maintained historic

buildings and new, primarily multi-story buildings. Allowable uses include a wide range of low-, medium-, and high-density dwelling units; eating and drinking establishments; lodging; cultural and entertainment; offices and commercial services; research, assembly, and fabrication; social services and shelters; public facilities and civic uses; and other similar and complementary uses. Specific Plan Land Use Zones define where, within the Specific Plan Area, each of these uses is allowed, at what density and development intensity, and according to which development standards, along with backbone infrastructure required to serve planned development.

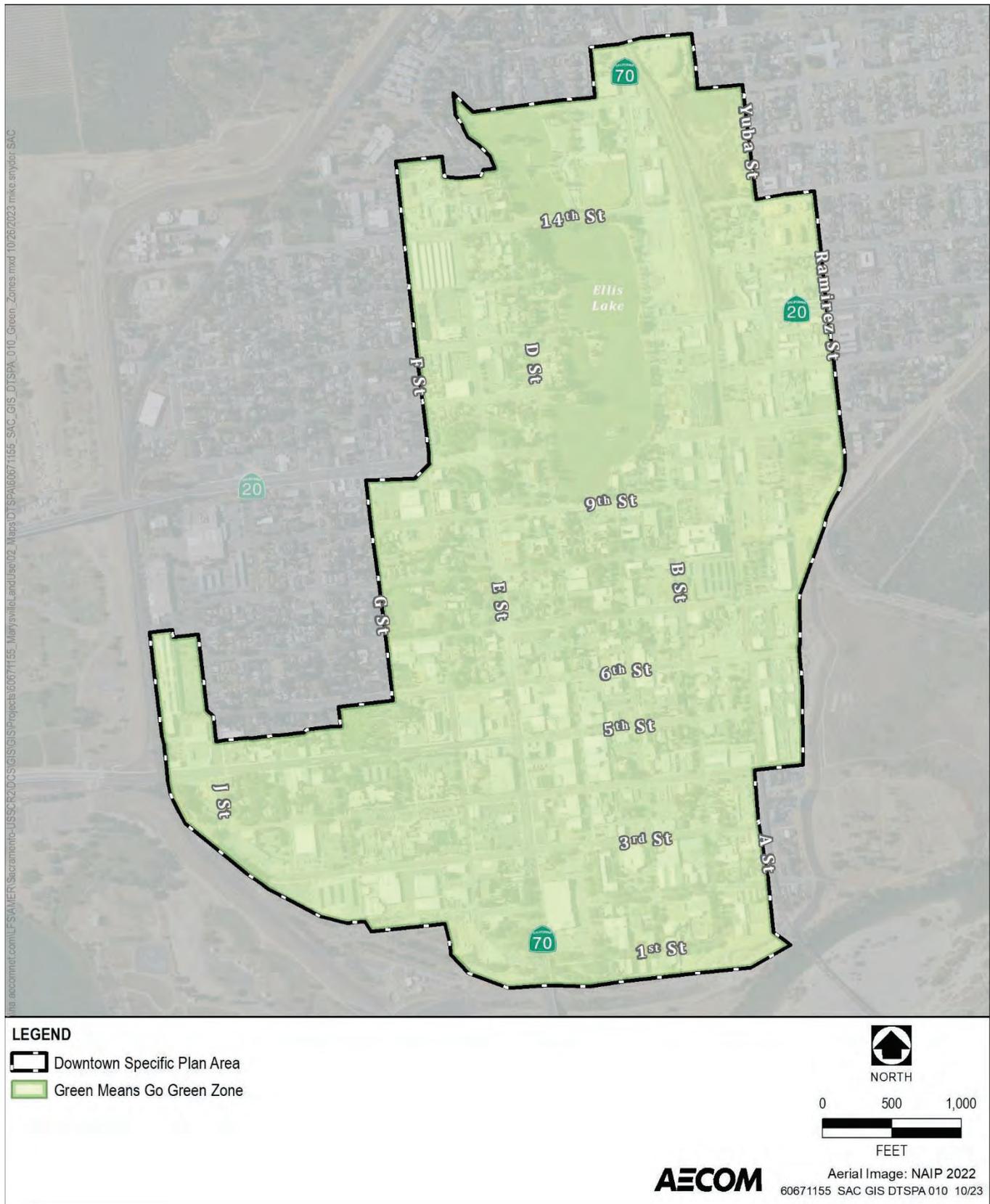
SACOG Greens Means Go

As discussed above, Downtown Marysville has been identified as a “Green Means Go” zone as part of the SACOG Green Means Go pilot program, which aims to lower greenhouse gas emissions and reduce the need for vehicle trips in the Sacramento region by accelerating infill development in targeted areas. The SACOG “Green Means Go” zone helped to inform the Specific Plan Area boundary (Exhibit 3-1). This Specific Plan is funded by a grant from SACOG and intends to satisfy the Green Means Go and City objectives, including:

- Provide a comprehensive plan for the designated ‘Green Zone’ area of the City
- Accelerate both multi-family and missing middle housing units
- Increase housing production by providing for ministerial approval of housing developments consistent with recent state legislation
- Support infill housing and revitalization in the Green Zone, particularly for workforce housing to support major employers
- Reduce vehicle miles traveled (VMT) through the location of efficient housing
- Develop and implement VMT reduction strategies and increase access to support walking, biking, and use of public transit
- Retain and expand community assets in Green Zones and implement the City’s Bounce Back Initiative
- Provide public engagement and support equitable outcomes for low-income households, avoid displacement, and support people of color

Downtown Marysville Specific Plan

Exhibit 1-3. Green Means Go Zone



City of Marysville Housing Element 2021-2029

The adopted 2021-2029 City of Marysville Housing Element describes the City's plan for addressing the housing needs of its current and future residents. The Specific Plan proposes a mix of housing types, primarily medium and high-density housing, in various neighborhoods within the Specific Plan Area to help expand the supply and variety of local housing options for existing and future residents.

Marysville Bounce Back Vision & Implementation Plan

In 2016, the City developed a strategic plan called the "Bounce Back Vision & Implementation Plan."⁵ This plan outlines the City's goal to encourage reinvestment in the Downtown area through a vision that focuses on five important districts that contribute to the growth of the Downtown area. The districts include the E Street Corridor, Downtown, Lake District, Medical Arts District, and the River & Recreation District.⁶ The Bounce Back plan highlights unique advantages that create extraordinary opportunities for growth in Marysville, such as:

- An extensive calendar of events and strong potential for cultural tourism
- Large employers, such as Rideout Medical Center and Caltrans
- Extraordinary recreational resources
- Easy access from Yuba College and Beale Air Force Base
- Connections to surrounding agriculture
- Continuing recognition as a center of culture and government
- Motivated local community comprised of citizens, merchants, and community leaders

The Specific Plan incorporates ideas from the community that informed the Bounce Back initiative.

Downtown Parking Plan

The Downtown Parking Plan provides decision-makers with information and recommendations on which to base future infrastructure and management decisions related to parking in Downtown Marysville. Future parking demand was estimated by considering potential development in the Downtown area and projecting economic and population growth in the region. This information was updated by a

⁵ For more detail, please see: <https://www.marysville.ca.us/bounce-back-initiative>.

⁶ Since the Downtown Specific Plan is primarily focused on guiding urban development and since the Bounce Back Plan's River & Recreation District is focused on open space and recreational uses, this District is not included in the Green Means Go zone or the Specific Plan Area.

parking survey completed by AECOM as a part of the General Plan update in 2023.

Marysville Bicycle and Pedestrian Plan

The 2016 Marysville Bicycle and Pedestrian Plan outlines the existing conditions for walking and bicycling throughout the city. The goals and objectives identified within the plan guide development and provide recommendations to improve safety and the walking and bicycling environment, including within the Specific Plan Area.

Marysville Parks and Open Space Master Plan

The 2019 Parks and Open Space Master Plan provides policy direction to the City for new park and facility standards, and implementation of capital improvements and non-capital projects, based on current City and nearby community resources, demographic trends, and needs. The document provides recommendations for recreation facilities and programs, including within the Specific Plan Area, to meet the needs of Marysville residents through the year 2035. This Specific Plan incorporates some of the recommendations of the 2019 Parks and Open Space Master Plan.

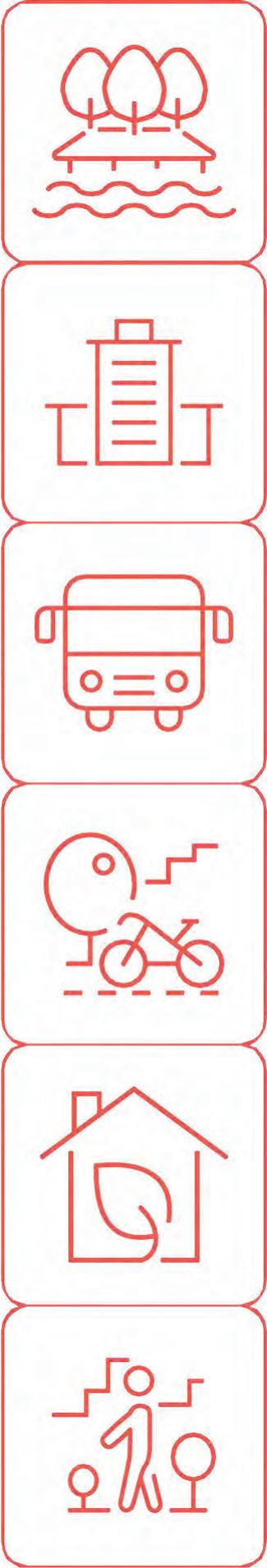
1.2 Specific Plan Organization

The Downtown Marysville Specific Plan is organized into seven chapters as described below:

- **Chapter 1 - Introduction.** This chapter provides background information, including the Specific Plan Area location, existing conditions, and relationship to other plans.
- **Chapter 2 - Vision.** This chapter describes the Downtown Marysville Specific Plan's overall Vision.
- **Chapter 3 - Context.** This chapter offers a summary of existing conditions within the Specific Plan Area that have informed the contents of the Specific Plan.
- **Chapter 4 - Land Use Zones.** This section provides standards for development of properties within the Specific Plan Area.
- **Chapter 5 - Transportation and Circulation.** This chapter includes an overview of the transportation and circulation system, along with proposed vehicular, bicycle, and pedestrian improvements.
- **Chapter 6 - Open Space and Public Facilities.** This chapter identifies the primary public facilities, infrastructure, and services within the Specific Plan and backbone level improvements in public facilities and infrastructure needed to serve anticipated land use change.

- **Chapter 7- Implementation and Administration.** This chapter establishes the actions needed to implement the Specific Plan and how the Specific Plan will be administered.





02

Vision

2.1 Specific Plan Vision Process

The Downtown Marysville Specific Plan outlines the community's consensus vision for the future of Downtown Marysville.

While the Specific Plan Vision focuses on physical development, this document also explicitly considers the influence of the physical environment on social, cultural, economic, and other areas of interest.

The Downtown Marysville Specific Plan contents are directly informed by a public engagement program that included robust outreach to a broad representation of community groups and individuals with an interest in the future of Downtown Marysville. Throughout the planning process, the City solicited input from residents, property owners, business owners, community leaders, and other stakeholder groups through direct mailers, focus group interviews, outreach events, public meetings, and online engagement tools.

2.1.1 General Plan Advisory Committee

The City appointed a representative group of individuals to serve as a sounding board for the General Plan update and development of the Downtown Specific Plan. The advisory committee was a diverse group of individuals representing various agencies, organizations, and interests. Throughout a series of meetings and follow-up online and email input, the advisory committee was critical for establishing the desired future for Downtown Marysville used in developing this Specific Plan.

2.1.2 Community Surveys

The City built a contact database of community leaders, business owners, representatives from local employers, public agencies, other stakeholders, and interested individuals and organizations. The City conducted several surveys throughout the planning process in 2022 and 2023 to allow people to provide feedback at a time and location that was convenient for them.

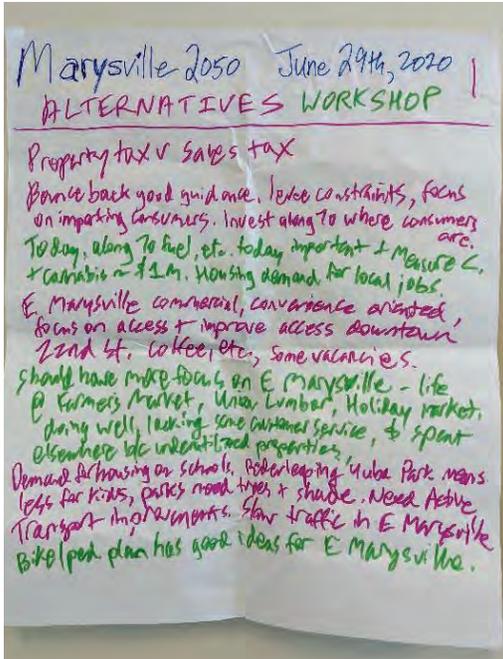
Additionally, the City sent out comprehensive surveys via mail to *all* addresses within Marysville to invite discussion about the most critical community opportunities and issues, the direction of change in

This Specific Plan puts into action the City's General Plan, an overall visioning document, by encouraging infill development and reinvestment within existing areas, boosting economic development, ensuring fiscal stability, enhancing safety and convenience for bicyclists and pedestrians, creating more multi-family housing opportunities, improving overall aesthetics, and organizing regular and special events throughout the year.



General Plan Advisory Committee Meeting

Downtown Marysville Specific Plan



General Plan Advisory Committee Workshop Notes

Marysville, priority investments, alternative policy choices, options for growth and development, and related topics.

2.1.3 Stakeholder Interviews

To gather additional feedback for the Downtown Specific Plan, the City conducted a series of stakeholder interviews. A list of 19 stakeholders including community groups, public agencies, and individuals with specific expertise related to the Specific Plan Area were invited to participate, including:

- Adventist Health/ Rideout Regional Medical Center
- Yuba County
- Beale Air Force Base
- Yuba County Water Agency
- Three Rivers Levee Improvement Association
- Feather River Air Quality Management District
- Bok Kai Temple
- CORE Charter School
- Regional Waste Management Authority
- California Department of Transportation (Caltrans)

2.1.4 Key Themes from Engagement

Key themes identified through engagement include:

Encourage reinvestment and add vibrancy

- The areas in the city with the greatest potential for improvement are Downtown and the area around Ellis Lake.
- There is a desire for a variety housing Downtown and specifically housing that differentiates itself from the large amount of typical suburban-density, single-family housing found elsewhere nearby.
- There are opportunities to add entertainment and other attractions, restaurants, lodging, grocers, and gathering spaces for special and regular events, such as using Drake Stadium for community events including concerts and seasonal festivals. These amenities should be connected by high-quality pedestrian and bicycle facilities, including off-street facilities, to promote an enjoyable visitor and resident experience.
- Development should be encouraged in urbanized areas such as Downtown Marysville and away from agricultural areas and Beale Air Force Base.

Pair public with private investment

- There are notable private investment opportunities for Downtown that can be catalyzed through public investments that make biking and walking more attractive, make public spaces more inviting, beautify streets, add tree coverage and shade, enhance gateways into Marysville.
- The Downtown core and Ellis Lake are prime areas for reinvestment, such as housing, new businesses, and improved public spaces.
- The area around Ellis Lake should be improved with additional lighting, pedestrian walkways and bike paths, and other improvements that enhance the usefulness for public gathering and passive recreation.

Preserving historic character

- Historic buildings should be renovated, maintained, and preserved.
- The City should preserve its distinct historic character through the redevelopment and reuse of buildings Downtown.
- Many of the current stock of buildings can be restored for new uses, including the Marysville Hotel and other historic buildings.
- There is significant potential in mixed-use, multi-family residential buildings that can support various income levels and restore previous entertainment and cultural uses.
- The scale, design, and use of materials in new infill development should complement the existing character of Downtown.

Transportation and pedestrian travel

- Improving safety, particularly along the state highways, is a major priority for enhancing walkability and bicycle travel in the city.
- Near-term safety improvements should include those that reduce vehicular traffic speeds on E Street and State Route (SR) 20.
- SR 20 and SR 70 divide the city, causing major quality of life issues and creating significant barriers to pedestrian and bicycle travel across the city.
- The high volume and speed of traffic currently limits infill development along the state highways.

Potential obstacles to future development

- Additional staff support is needed to process entitlements.
- Current building stock needs significant restoration.
- Cleanliness is a persistent issue in attracting investment.

2.2 Vision

The Downtown Specific Plan aims to promote infill development, reinvestment, and revitalization of Downtown Marysville while maintaining essential parts of the development pattern that highlight Marysville's rich history

In 2050, Downtown Marysville will be a diverse and vibrant place to live, work, and visit. The City's historic core will have been revitalized by public-private partnerships and sustained investment. Residents will have access to safe and affordable housing, parks, recreational spaces, and a variety of local employment options. Marysville is known for its preserved history, parks, dining, entertainment, and special events, along with its walkability and scenic levee trails. There are various housing options that cater to households of all sizes, incomes, ages, and needs. Residents and visitors will have convenient and pleasant options for reaching destinations on foot or by bike. Transit will offer residents another option for reaching jobs and other destinations in the Sacramento region and beyond.

2.2.1 Key Issues and Opportunities

The Downtown Specific Plan Area faces various challenges and opportunities related to economic development, housing opportunities, open space, circulation constraints, and infrastructure. As the City plans for growth and development in the Specific Plan Area, several key issues must be addressed to maintain a high quality of life for its residents and visitors. The following describes key issues:

Pass-through traffic

One of the most pressing issues is vehicular traffic, primarily pass-through traffic along the state highways (SR 70 and SR 20) that generate noise, air pollution, barriers to travel, longer commute times, and safety concerns for pedestrians and cyclists.

Bicycle/pedestrian infrastructure

The state highways and railroad lines create safety issues and bicycle and pedestrian barriers, and there is a need for bicycle and pedestrian travel ways and safe crossings, along with actions that reduce vehicular travel speeds and make walking and bicycling to nearby destinations feel safer. With protected bike lanes, safer crossings, pedestrian routes without gaps, and similar improvements, existing and future residents that live near retail, commercial services, school, parks, civic uses, medical services, and other destinations will make walking and bicycling part of their daily lives. Pedestrian and bicycle infrastructure would be improved by adding wider sidewalks, bike lanes, and safe crossings, making it easier and safer for people to walk, roll, and bike around the Downtown area, and connecting neighborhoods outside Downtown to Downtown destinations.

Public transportation

Public transportation in Marysville would benefit from increased bus frequency and expansion of service routes. Expanding transit options would make it easier for residents to access essential services and reduce dependence on personal vehicles. Providing flexible scheduling options, such as on-demand or flexible route services, can make it easier for people to use public transportation, especially if they have unconventional schedules or cannot use fixed-route services.

Streets as places

Public street rights-of-way account for a significant amount of space in the Downtown Specific Plan Area. While the primary function of these spaces will continue to be conveying residents, visitors, employees, and goods, Downtown streets can be redesigned to also offer streetscapes that are pleasant places to spend time - improving the environment within public street rights-of-way also makes it possible for private property owners to invest in adjacent spaces for outdoor eating and drinking and other uses. This will require reducing traffic speeds in key locations - particularly, though not exclusively the state highway corridors (though the City does not have control over improvements to the state highway system). Reducing traffic speeds primarily comes through changes to the design of the street and placement of buildings and other structures near the travel lanes to communicate to drivers that they are entering a space demanding attention and low speed. Interim fixes can also include traffic-calming measures such as speed humps, roundabouts, and traffic circles. Narrower vehicular travel lanes make available more space for landscaping, bicycle and pedestrian travel ways, and outdoor gathering spaces, while improving safety.⁷

Promote compact, walkable neighborhoods

The City should focus on compact infill development that maximizes economic and fiscal benefits within the finite amount of land available in the city. Compact, mixed-use, infill development will make a walkable place even more walkable - where residents can access services without relying on cars.

Enhance existing public open spaces

Improve parks and trails so they will be more fully utilized, increase park and trail maintenance to present safe and welcoming environments, and establish maintenance priorities, such as the Ellis

⁷ For more information, please see the Johns Hopkins publication, "A National Investigation on the Impacts of Lane Width on Traffic Safety," available: <https://narrowlanes.americanhealth.jhu.edu/report/JHU-2023-Narrowing-Travel-Lanes-Report.pdf>.

Lake pedestrian promenade and lighting. Existing underutilized parklands can also be considered for redevelopment opportunities while still ensuring that enough open space is available to serve existing and future community needs.

2.2.2 Vision Themes

To achieve the overall vision for Downtown Marysville (Exhibit 2-1), the Specific Plan is built around three major themes to promote economic growth and development while enhancing the quality of life for residents and attracting visitors.

Revitalize and enhance Downtown as a place of economic, historical, cultural, social, and civic vitality

- Strengthen Downtown as a mixed-use activity center that accommodates an expanded range of retail, entertainment, services, employment, and residential uses in a walkable setting.
- Maintain the Downtown's historic identity that is reflected in the pedestrian-friendly development pattern and historic structures.
- Accelerate development of vacant and underutilized properties and the adaptive reuse of historic buildings that preserves character-defining features.
- Foster collaboration between the public and private sectors in carrying out a revitalization program for Downtown Marysville.

Develop Downtown as a destination that offers a mix of retail, dining, entertainment, lodging, civic, office, and residential uses

- Actively promote Marysville as a commercial, cultural, historic, entertainment, dining, and recreational destination.
- Support housing - particularly more compact forms of housing, such as apartments and condominiums - near jobs and amenities.
- Encourage compact housing development with the design, location, and amenities that match the needs and preferences of local employees, such as employees of Caltrans and Rideout Medical Center that currently commute in from outside Marysville (and their future employees).
- Provide support for businesses catering to Downtown residents' daily needs and attracting visitors.

Exhibit 2-1. Specific Plan Development Concept



Downtown Marysville Specific Plan

Exhibit 2-2. E Street and 3rd Street, Looking North Concept



- Facilitate mixed-use development that places housing within walking distance of jobs, shopping, services, dining, and cultural and entertainment offerings.
- Expand the use of public and private spaces for regular and special events. Enhance existing open space areas with shade trees, walking paths, gardens, play structures, and large spaces for events or used as a playfield.

Improve safety, comfort, and convenience for pedestrians and cyclists Downtown

- Encourage improvements that create pedestrian interest and orientation at the ground level of new and existing buildings to foster a connection between the public and private realms.
- Require low traffic speeds Downtown and design corridors and streetscapes with features that have been shown to reduce vehicular speeds.
- Provide safe pedestrian crossings and protected bicycle facilities that encourage all pedestrians and cyclists to explore Downtown.
- Maintain a development pattern in shopping areas Downtown that offers residents and visitors an attractive sidewalk shopping experience.
- Add street trees and lighting in locations to provide pedestrians added comfort.
- Improve pedestrian and bicycle connections among neighborhoods to the northwest and East Marysville with the Downtown, and specifically provide strong walking, cycling, and rolling connections to and from Ellis Lake Park.
- Promote routing, design, and/or transportation management changes that improve public health and safety, aesthetics, and the local quality of life in areas near the state highways.

2.2.3 Future Development Assumptions

Development activities under this Specific Plan are anticipated to occur over the next 20 years. Unlike a new development area that has ample vacant land, much of the Specific Plan Area is developed. For infill development to occur, adaptive reuse of existing structures, demolition and redevelopment, or consolidation/assembly of multiple parcels would likely be required.

It is the intent of this Specific Plan to simplify and streamline the development process to achieve the Vision discussed above within the Specific Plan Area. This Specific Plan encourages and facilitates infill development by:

Downtown Marysville Specific Plan

- Highlighting potential development opportunity sites with conceptual designs and high-level pro forma analyses to encourage investment on underutilized parcels (see Appendices A and B).
- Providing clear and feasible regulatory guidance for infill development for property owners, developers, and builders, to create a sense of certainty in City requirements.
- Allowing California Environmental Quality Act (CEQA) streamlining based on future development assumptions, so future projects require little to no environmental documentation.
- Highlighting grant funding opportunities to help support public infrastructure improvements and identifying priority improvements that can be the subject of grant writing efforts.
- Identifying strategies for improvements along State highways (SR 20 and SR 70) to create more attractive development opportunities.

Future development assumptions for the Specific Plan Area are detailed in Appendix A. Identified infill development opportunity sites and concepts are provided in Appendix B.

Exhibit 2-3. 10th Street, Looking South Towards Yuba Park Concept



2.2.4 The Vision for Specific Plan Land Use Zones

The Specific Plan establishes Land Use Zones as a tool for organizing allowable land use, development standards, design standards, and implementation actions required to achieve the community's objectives for Downtown Marysville. The Land Use Zones build from the five identified economic growth districts identified in the Bounce Back Initiative, and further discussed in Chapter 3, Context and Existing Conditions. The Vision for each of these Land Use Zones is summarized below:

Downtown Mixed Use (DMU): The vision for the Downtown Mixed-Use Zone is a vibrant and thriving main street environment that offers a broad mix of commercial, civic, professional office, and residential uses. This area will be known as a destination for its rich history and culture, attractive tree-lined streets, walkable environment, and thriving businesses. People will walk, bike, and attend special and regular events. It will also offer a unique sense of place for those seeking a walkable community, making it a desirable place to live and visit (Exhibit 2-4).

B Street Corridor (B): The vision for the B Street Corridor Zone is a vibrant and bustling boulevard with enhanced, pedestrian-friendly streetscape designs, attractive lighting, shade from a well-maintained tree canopy, and other landscaping. Public investments help to catalyze private infill development that features building placement close to the public right-of-way and ample outdoor seating and gathering areas. The Zone attracts a diverse array of uses, including retail, eating and drinking establishments, commercial services, lodging, offices, and a variety of housing types (Exhibit 2-5).

Commercial Mixed Use (CMU): The vision for the Commercial Mixed Use Zone is to provide a dynamic and adaptable environment that caters to a diverse range of primarily non-residential uses that create local employment and economic development opportunities. By offering flexible opportunities for change within existing buildings, encouraging new construction, and introducing new commercial facilities, the City aims to create a thriving hub for commercial services, storage, repair, assembly, and related uses. The goal is to facilitate a compatible and supportive environment that fosters growth and innovation, while minimizing any negative impacts on sensitive land uses and neighboring communities (Exhibit 2-6).



Exhibit 2-4. Downtown Mixed Use (D Street and 3rd Street)



Exhibit 2-5. B Street Corridor (B Street and 6th Street)



Exhibit 2-6. Commercial Mixed Use (10th Street and Walnut Street)



Exhibit 2-7. Medical Arts (G Street and 8th Street)

Medical Arts (ME): The vision for the Medical Arts Zone is to support a range of medical-related uses, specifically the Adventist Health and Rideout Medical Center, one of Marysville’s largest employers, and other complementary uses, including research facilities to medical offices and labs. The Zone will also attract housing, including housing well-suited for employees of the Zone’s medical uses, as well as retail and commercial services that collectively create a dynamic place. The

Zone offers safe, convenient, and pleasant bicycle and pedestrian connections to Downtown, to adjacent recreational areas, and to the residential neighborhood to the north (Exhibit 2-7).

Mixed-Use Corridor (MU-C): The vision for the Mixed-Use Corridor is transformed corridors, specifically along E Street, that is attractive to new commercial and mixed-use development. Vehicular traffic is slow and at volumes allowing for new outdoor seating areas associated with businesses and a pleasant public realm. The state highway corridors and streetscapes are designed and managed to allow safe pedestrian and bicycling crossings and promote investment in local businesses. The E Street and 12th Street corridors appeal to adaptive re-use and infill development, focusing on retail, lodging, and commercial services, including supporting existing and future art venues, and encouraging residential development above ground-floor, non-residential development. The state highway streetscapes are attractive gateways into Marysville (Exhibit 2-8.).



Exhibit 2-8. Mixed Use Corridor (1st Street and C Street)

Mixed-Use Neighborhood (MU-N): The vision for the Mixed-Use Neighborhood Zone is a mostly residential area with compatible retail, and services, offices, eating and drinking establishments, parks, schools, and other civic uses. Positive qualities of the Zone are retained while new pedestrian-friendly development is accommodated at scales and densities that are compatible with existing buildings. The Zone promotes residential and non-residential development that is oriented

toward Ellis Lake and takes advantage of this amenity as the City collaborates with other organizations to improve the area for passive recreation and hosting regular and special events. The City supports adaptive reuse of historic structures throughout the area, including in Chinatown, and facilitates context-sensitive infill developments that are oriented to, and can benefit from the unique sense of place and amenities offered in this historically and culturally significant place (Exhibit 2-9).



Exhibit 2-9. Mixed-Use Neighborhood (E Street and 14th Street)

Ellis Lake Park, an extraordinary scenic and recreational resource in the heart of Marysville

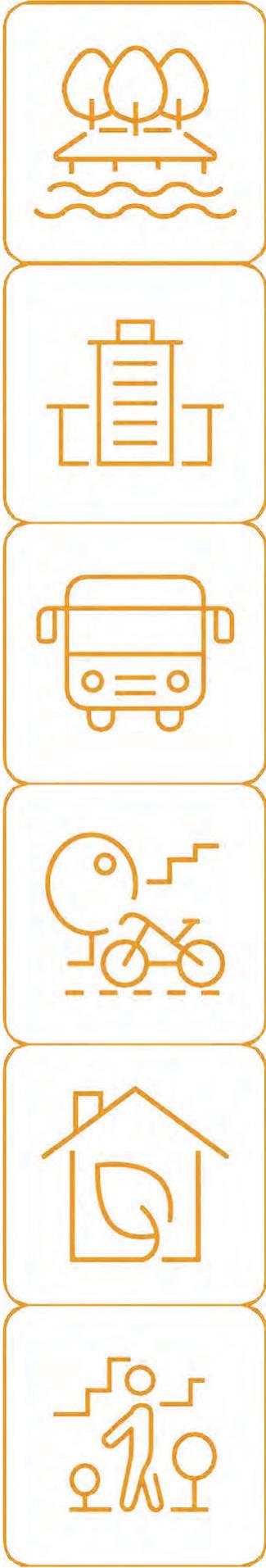
Ellis Lake Park offers unique recreational amenities - and notable civic architecture - in the heart of Marysville. Significant opportunities exist to reimagine and reinforce Ellis Lake Park's interface with adjacent existing and future development and establish the area as a destination. Ellis Lake Park should be improved as a more active promenade with pedestrian and bicycle-friendly pathways and waterfront activities. The area will be activated by new adjacent development such as medium-density housing and small-scale neighborhood uses such as ground-floor retail and eating and drinking establishments.

Exhibit 2- shows potential improvements to Ellis Lake Park, including a revamped promenade area, pedestrian and bicycle pathways, bicycle parking, solar security lighting, and outdoor exercise equipment. Additional proposed open space opportunities are discussed in Chapter 6, Open Space + Public Facilities and Services.

Exhibit 2-10. Potential Improvements to Ellis Lake



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03

Context and Existing Conditions

3.1 Overview

The Downtown Marysville Specific Plan (“Specific Plan”) envisions Downtown Marysville as a vibrant community with a variety of housing options, employment opportunities, economic development activity, entertainment and cultural offerings, civic uses, retail and services, and parks and open space. The Specific Plan will facilitate more housing that will allow residents to access retail, services, jobs, and education by walking or bicycling and increase spending on local businesses. The Specific Plan is also designed to expedite economic development, create new sources of revenue for the City, and generate new employment opportunities. Through implementation of the Specific Plan, the City will build on its distinct historical identity, while also allowing new infill development, facilitating adaptive reuse of existing buildings, and expanding local housing, employment, dining, shopping, and entertainment options.

3.2 Planning Area

The Specific Plan Area comprises approximately 467 acres of land area in and around Marysville’s historic Downtown.

Marysville is situated at the confluence of the Yuba and Feather Rivers and is protected by levees that have defined its geography and influenced growth patterns. The character of the built environment reflects Marysville’s history as a stopping point during the Gold Rush for riverboats carrying prospectors from Sacramento and San Francisco. In its early days, Marysville was a hub for miners who relied on the gold-rich rivers and streams in the foothills and mountains to the east. As the gold reserves dwindled, the rich floodplain soils provided a basis for the more permanent agricultural economy of the area, and Marysville became a thriving center for trading, services, and culture.

This Specific Plan builds upon the City’s 2015 Bounce Back Vision & Implementation Plan, which envisions infill development in five districts: Downtown, E Street Corridor, Medical Arts District, River and Recreation, and Lake.⁸

⁸ The vision for these districts is discussed in the Bounce Back Vision & Implementation Plan, available for review here: <https://www.marysville.ca.us/bounce-back-initiative>.

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The five districts envisioned as part of the Bounce Back Vision & Implementation Plan are shown in Exhibit 3-1 and summarized below:

- **Downtown**, including the historic D Street and Chinatown commercial areas, along with a mix of uses to the east. Along D Street, buildings and storefronts line the street and civic pride is evident from the extraordinary arches at D Street intersections. One block to the east, Maryville's City Hall, Yuba County's Courthouse and Library, and other civic uses address C Street. The Downtown District also includes Chinatown, where many commercial uses face First Street. Downtown contains a mix of commercial, civic uses and residential uses, and can become a great place to live, as well as shop and work.
- **E Steet Corridor**, a defining feature for over 30,000 motorists each day, which divides the community but presents untapped commercial opportunities. It is a highly visible gateway to Downtown and the whole of Marysville Historically, and targeted investment and improvements shall be made to E Street between 3rd and 5th Street to highlight local businesses. E Street was a center for community life, as evidenced by the State Theater, Hotel Marysville and Hart Building, however, in the last 50 years, much of the historic fabric has been removed for vehicle-oriented businesses and highway improvements.
- **Medical Arts District**, which focuses on Rideout Medical Center and complementary new uses. A constellation of medical-related uses is possible, such as labs, lodging, and research facilities, resulting in investment and increased demand for complementary retail and housing.
- **Lake District**, which is centered on Ellis Lake Park but also includes opportunities for reuse and redevelopment west of the Park and along B Street. The Lake District also contains the B Street corridor, where vacant and underutilized properties present opportunities for reuse and redevelopment. West of Ellis Lake, housing, commercial and public uses present possibilities for new business investment.
- **River and Recreation District**, including Riverfront Park, the Levee, and associated trails and recreational amenities. The District is already a destination for many forms of recreation, including ballfields, an amphitheater, and motocross. The Yuba and Feather Rivers - and the water sports that they afford - deserve special emphasis as activity generators and as features that make Marysville truly unique.

Exhibit 3-1. Bounce Back Plan Districts



Downtown Marysville Specific Plan

While this Specific Plan incorporates some of the ideas, the Bounce Back Vision & Implementation Plan is separate and distinct. As discussed in Chapter 2, Vision, the Specific Plan designates six Land Use Zones, described below:

- **Downtown Mixed-Use (DMU):** The Downtown Mixed-Use Zone encompasses the historic D Street corridor currently zoned for commercial uses. The corridor is known for its classic “Main Street” character, with buildings and storefronts that line the street with expansive storefront windows on the ground floor. The iconic iron arches of Marysville decorate three major intersections in the zone.
- **B Street Corridor (B):** The B Street Corridor Zone is centered around B Street, spanning from 3rd and 12th Street. The area is a blend of commercial and residential uses and is anchored by civic buildings, including the Yuba County Courthouse. B Street is a north/south corridor connecting Chinatown to Ellis Lake. As it passes through the Specific Plan Area, the B Street corridor has some underutilized properties, including those with large, surface parking areas. As noted in the Bounce Back Vision & Implementation Plan, there is important potential for infill development catalyzed by streetscape improvements, including lighting, street trees, and other pedestrian-focused investments. North of 9th Street, B Street is currently designated as a state highway.
- **Commercial Mixed Use (CMU):** The Commercial Mixed Use Zone is east of A Street and is home to public facilities such as the Yuba County Sheriff’s Department and a variety of commercial uses. The zone has several large surface parking lots facing A Street, as well as some vacant and underutilized parcels. The UPRR railroad line traverses the zone, creating a potential constraint for some types of noise- and vibration-sensitive uses.
- **Medical Arts (ME):** The Medical Arts Zone is located in the southwestern portion of the Specific Plan Area and is home to the Adventist Health and Rideout Medical Center, one of Marysville’s largest employers. Supporting the medical center are medical-related uses such as labs and research facilities, as well as other complementary uses in the surrounding area. There are also low-scale repair, storage, assembly, and other uses that are not as compatible with the medical uses in the zone and should be phased out over time.



3rd Street looking northwest toward C Street



Historic Forbes House on D Street

- Mixed-Use Corridor (MU-C):** The Mixed-Use Corridor Zone is located on E Street between 3rd and 9th Street, along the northern portion of B Street near Ellis Lake, and on either side of East 12th Street. Today, the Mixed-Use Corridor is developed with mostly retail and commercial service uses, many of which are oriented to the traveling consumer base along State Highways 70 and 20. Many, though not all of the existing buildings are set back from E Street, B Street, and East 12th Street. Currently, the streetscape environment is not attractive for pedestrian use with very little landscaping and the predominance of surface parking, as well as vehicular traffic noise. As elaborated in the Bounce Back Vision & Implementation Plan, with design and management changes that address some of the negative characteristics related to pass-through traffic on the state highways, however, the Mixed-Use Corridor has great potential to accommodate infill development that can promote pedestrian activity and produce catalytic effects even outside of the zone.
- Mixed-Use Neighborhood (MU-N):** The Mixed-Use Neighborhood Zone has three noncontiguous locations within the Specific Plan Area where the predominant use is residential, but where there are also educational, warehousing, assembly, retail, civic, and professional office uses. A significant portion of this area is adjacent to Ellis Lake Park, and one of the Mixed-Use Neighborhood areas covers Marysville's Chinatown.



Mural showcasing Chinatown and Bok Kai history

3.2.1 Community Context

Population

As of 2020, the Specific Plan Area had a population of 2,101, accounting for 16.4 percent of the city's total population of 12,844.

Household Income

Today, there is a relatively higher share of lower-income households in the Specific Plan Area than in the city and the U.S. Census Yuba City Metropolitan Statistical Area (MSA) (which includes all of Yuba and Sutter counties). As of 2022, Specific Plan Area residents have an average household income of \$41,337 compared to the city's average h of \$51,624 and the MSA's average household income of \$65,660. While households earning \$15,000 or below annually account for 16 percent of city households and 10 percent of MSA households, they make up 27 percent of households in the Specific Plan Area. Approximately 15 percent of Specific Plan Area households earn more than \$100,000 a year, compared to 16 percent for the city and 32 percent for the MSA.

Age

Today, Specific Plan Area residents skew slightly older compared to the city as a whole and the MSA. The Specific Plan Area's workforce-aged population (25 to 64 years old) accounts for 55 percent of its total population, which is similar to the city and the MSA at 50 percent, and residents 65 years and older comprise 17 percent of the Specific Plan Area population, compared to 14 percent for the city and 15 percent for the MSA. Those younger than 25 years old, including school-aged residents, makeup 28 percent of the Specific Plan Area population, which is slightly lower than the city and MSA at 34 percent.

Educational Attainment

The proportion of residents in the Specific Plan Area with a high school degree is lower than in the rest of the city and the MSA. Specifically, 78 percent of the population in the Specific Plan Area have graduated from high school, while the percentages of residents in the city and the MSA are 85 and 81 percent, respectively. The percentage of Specific Plan Area residents with no High School diploma is higher than the rest of the city and the MSA - 22 percent of the population in the Specific Plan Area have not attained a High School diploma compared to the 15 and 19 percent of attainment within the city and MSA, respectively.

Designated Disadvantaged Community

Under Senate Bill 535 (SB 535), disadvantaged communities are identified using CalEnviroScreen, a tool developed by the California Office of Environmental Health Hazard Assessment. CalEnviroScreen scores census tracts based on environmental pollution burden and socio-demographic factors associated with vulnerability to pollution. The tool assesses various environmental pollution indicators including air pollution (ozone, PM_{2.5}, diesel particulate matter), water pollution (drinking water contaminants, pesticide use, toxic releases), and land pollution (hazardous waste sites, landfills, contaminated soil), while also considering socio-demographic factors like poverty rate, unemployment rate, educational attainment, linguistic isolation, and age and race/ethnicity composition. Census tracts falling within the top 25% are considered to have the highest cumulative burden and are designated as disadvantaged communities. The Specific Plan Area falls within the top 25 percent of environmental pollution indicators and is considered a disadvantaged community under SB 535.⁹

⁹ SB 535 Disadvantaged Communities:
<https://oehha.ca.gov/calenviroscreen/sb535>

3.3 Jobs and Housing Opportunities

The Specific Plan Area as a Resilient Job Center

The Specific Plan Area is a major contributor to the city's employment base, accounting for two-thirds of the city's total jobs. While the city's employment decreased by 13 percent (1,094 jobs) between 2010 and 2020, the Specific Plan Area retained most of its job count, losing only 1 percent. Since 2010, significant employment growth occurred in the healthcare, accommodation/food, retail, public administration, and management sectors while the transportation, wholesale, and construction sectors declined.

Industry Specialization

Four sectors in the city and Specific Plan Area are fast-growing and have a high concentration in the area, indicating potential for continued growth:

- public administration
- health care
- educational services
- management

There are other sectors that are fast-growing but not as concentrated in the Specific Plan Area and city, such as retail trade, hospitality and accommodation, and arts and entertainment. If the Specific Plan Area is developed to leverage its walkability, historical significance, sense of place, and other attractive characteristics, these sectors also have the potential for future growth.

Jobs-to-Households Ratio

The Specific Plan Area has a job-to-household ratio of 6.89, much higher than the city's ratio of 1.56 jobs per household and the MSA ratio of 0.78 jobs per household. This simple metric reflects the importance of the Specific Plan Area as a regional jobs center today, but also the potential for the Specific Plan Area to attract employee-residents with additional housing.

Local versus Commuters

In 2019, out of the city's 7,499 jobs, approximately 91 percent (6,789) were held by people who lived outside of the city, whereas the remaining 9 percent (710) were held by local residents. Out of the city's

4,770 working residents, more than 85 percent (4,060) commute out of the city for work. This highlights the critical need for the city to expand housing choices, enhance local amenities, and build on the Specific Plan Area's competitive advantages in order to increase the attractiveness of living local to local employees that currently commute from areas outside Marysville.

Housing Stock

Specific Plan Area housing units are generally older than those in the rest of the city and the MSA. About 28 percent of the Specific Plan Area units were built after 1980, while over half of the MSA's housing units were constructed after 1980. Roughly 27 percent of Specific Plan Area units date back to before 1940, which is higher than the 14 percent of units in the city and 5 percent of units in the MSA. Based on rent increases and vacancy rates, new multi-family units are needed in the Specific Plan Area to increase housing diversity and offer more market-rate and affordable housing options.

Real Estate Market Trends

Multi-family

The residential inventory in the Specific Plan Area is somewhat limited today. However, location-based amenities, walkability, and job concentration in the Specific Plan Area coupled with low vacancy and upward rent trends, indicates market support for new multi-family housing options.

Office

The Specific Plan Area accounts for a high concentration of the city's and MSA's office inventory, reflecting the concentration of health care uses and government uses, and professional office-based uses that tend to co-locate with health care and government facilities. However, the city's office inventory has decreased by approximately 7 percent since 2010, and recent stagnant rents suggest that there is currently low private sector demand for new office space. Near-term office growth may rely on expansions of the medical and government complexes. Ongoing remote employment trends have an uncertain impact on the demand for future office space.

Retail

The Specific Plan Area has over one million square feet of retail space, accounting for 65 percent of the city's total inventory. Between 2010 and 2020, the city's retail inventory decreased by 20 percent, reflecting a general structural decline in the retail sector. Despite declines in

retail offerings in other areas, the Specific Plan Area's retail offerings remained largely unchanged during this period. Walkable commercial zones in other cities, including cities that have historic character such as Marysville, have been successful in maintaining and expanding a retail, restaurant, entertainment, and cultural base despite general declines in demand for brick-and-mortar retail.

Industrial

The Specific Plan Area accounts for 53 percent of all industrial square footage in the city. Growing industrial rents and near full occupancy suggests that additional inventory growth in the broader area could be supported. However, the inventory in the Specific Plan Area remained largely unchanged between 2010 and 2020, and there is a relatively small regional concentration of manufacturing, wholesale, and warehousing uses in the Specific Plan Area. The building space and transportation preferences of modern warehousing and logistics uses are likely not compatible with the Specific Plan Area.

3.4 Historic Context

The City of Marysville has instituted policies and regulations intended to preserve important reminders of the local and regional history, seeking to enhance the use of structures, sites, and areas that serve as reminders of the past, key people, and important events that hold significance for local, state, or national history. Marysville, and particularly the Specific Plan Area, have buildings with architectural styles that are unique and irreplaceable assets.

The Downtown Specific Plan Area has a number of existing properties denoted as “Locally Eligible,” as well as several historical resources that are listed on or eligible for listing on the National Register of Historic Places or the California Register of Historical Resources (Exhibit 3-2). These resources include the Marysville Historic Commercial District, which was officially listed on the National Register of Historic Places in 1998. The district consists of two non-adjacent districts that span approximately 14 blocks bound by 1st, 6th, C, and E Streets. The district contributes to a traditional downtown atmosphere through the arrangement of the buildings, which are immediately contiguous and fronting the sidewalk, the predominance of retail uses, the uniformity of scale, and maintaining of the original design and fabric, especially above the storefronts.

Half of the buildings between 1st and 6th streets and C and E streets were demolished to make way for surface parking lots and large buildings as part of a redevelopment project that started in 1977. The

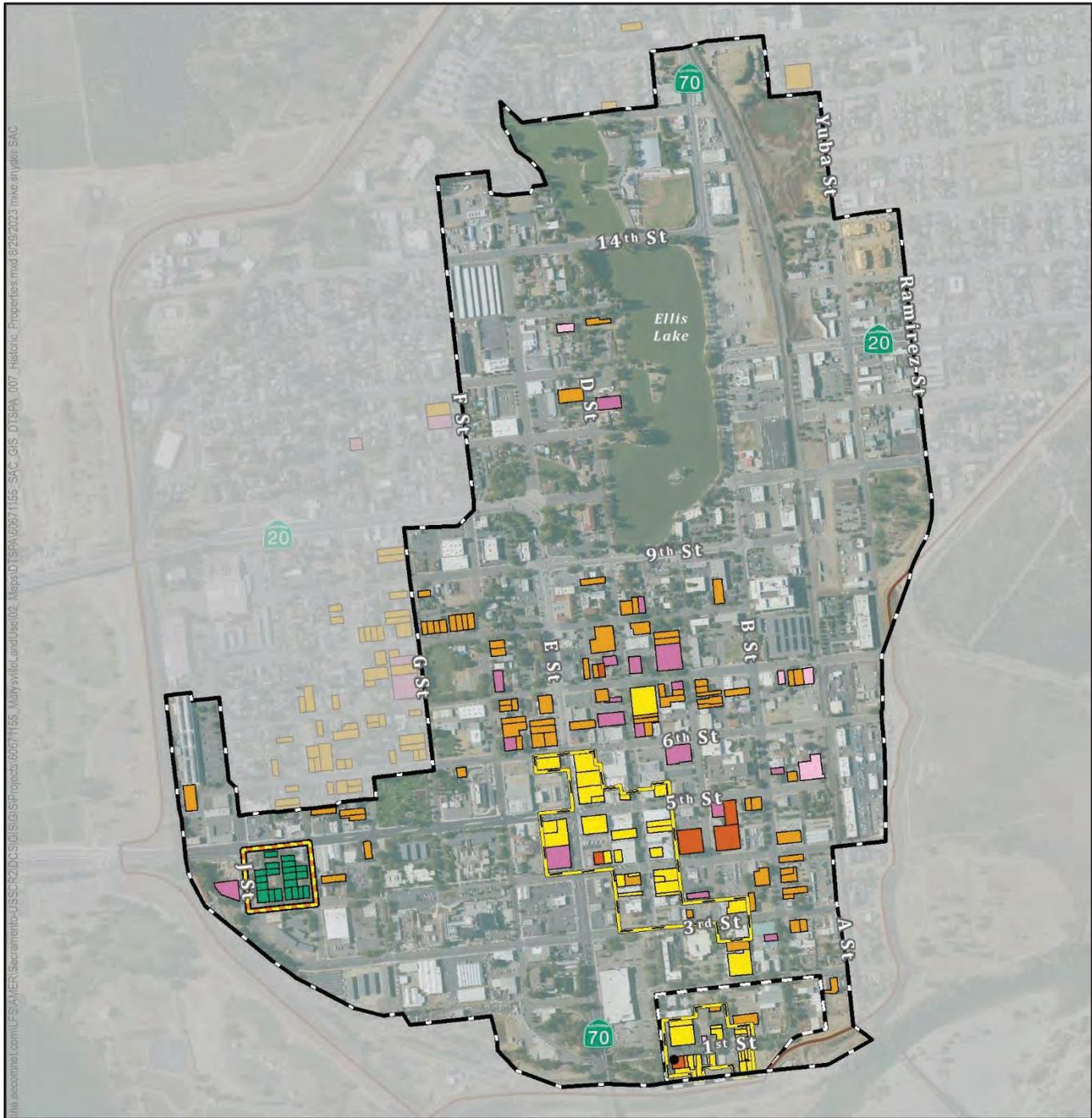
Downtown Marysville Specific Plan

City implemented a historic preservation ordinance to address the loss of historic buildings and areas due to commercial development in order to protect significant buildings and those with cultural significance.

Historic preservation and adaptive reuse of buildings can enhance a place's aesthetic character and distinctiveness, and can be a cultural, commercial, and tourist draw. Historic districts can also be a vehicle for education, preserving physical remnants of the past that can be augmented with interpretive information and appeal to visitors, as well as connecting the local population to their community's history.

Not only do historic buildings contribute to Marysville's small-town feel, but so do the traditional downtown arrangement of streets, alleys, and buildings, the minimal setback of buildings from the sidewalk, the predominance of retail uses, the uniformity of scale, and the retention of original design and materials.

Exhibit 3-2. Marysville Historic Commercial District and Contributing Resources



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LEGEND		 NORTH  0 500 1,000 FEET
 Downtown Specific Plan Area  California Historical Landmark  Marysville Historic Commercial District  Marysville Ring Levee  National Register Eligible Kelly Court Historic District  Locally Eligible	 National Register Eligible  National Register Eligible Kelly Court Historic District Contributor  National Register Listed  National Register Listed Commerical Historic District Contributor  Potentially Eligible	

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Note: "Locally Eligible" are those properties that were included in the 1978 citywide survey.

3.5 Transportation and Circulation

3.5.1 Vehicle Access

The Specific Plan Area street network follows a traditional grid pattern with primarily two-lane streets. Most intersections are controlled by four-way stop signs, making travel speeds low in most areas. Bicycles share lanes with cars and most blocks provide sidewalks for pedestrian access. However, in addition to the two-lane, mostly pedestrian friendly streets serving the Specific Plan Area, local streets have been designated as State Highways 70 and 20. SR 20 is oriented east-to-west and connects Marysville with Yuba City via the Feather River Bridge, while SR 70 is oriented north-to-south and connects Marysville with Linda via the Simpson Lane bridge.

3.5.2 Parking

Parking spaces within the Specific Plan Area are not evenly distributed, and existing parking supply varies greatly among the various Land Use Zones, with the area near the Adventist Health and Rideout Regional Medical Center providing the largest share of parking spaces either in surface parking lots, on-street parallel parking, or diagonal parking. Maximum parking demand within the Specific Plan Area is estimated to peak in December, with the lowest parking demand to occur in January. Considering full occupancy and development of all properties, existing parking supply is expected to meet peak, maximum parking demand if just 30 percent of parking trips are for more than one purpose.

Parking utilization is lower outside the Downtown Mixed Use Zone, reflecting the low intensity of development in those parts of the Specific Plan Area. In the southeastern portion of the Specific Plan Area, parking demand is generally low, and on-street parking is abundant. Both on-street and off-street public parking are used more than off-street private lots. Underutilized surface parking lots in portions of the Specific Plan Area represent an infill development and economic development opportunity.

3.5.3 Bicycle and Pedestrian Facilities

Bicycle Network Inventory

Existing bikeways in the Specific Plan Area are shown in Exhibit 3-3. The existing bicycle network contains different classes of bikeways. These classes vary in the level of separation from motor vehicles that they provide and include:

- **Class I Shared Use Path:** Provides for bicycle and pedestrian travel on a paved right-of-way completely separated from streets and highways. These can be popular for recreational bicycling, as well as for commuting.
- **Class II Lanes:** Provides a signed, striped, stenciled roadway lane. Class II bicycle lanes are often recommended where traffic volumes and speeds are too high to comfortably share the travel lane.
- **Class III Lanes:** Provide for shared travel lane use and are generally only identified with signs. Bike routes are appropriate on low volume, low speed streets.

The existing bicycle facilities consist of:

- A partially completed Class I bike path circles the city and has spur connections to State Route 20 on the west side of Marysville, and to Yuba City via the 5th Street Bridge.
- Class II bike lanes are striped on 1st Street starting from SR 70 to B Street, on 10th Street adjacent to Yuba Park, and on 14th Street starting west of E Street.

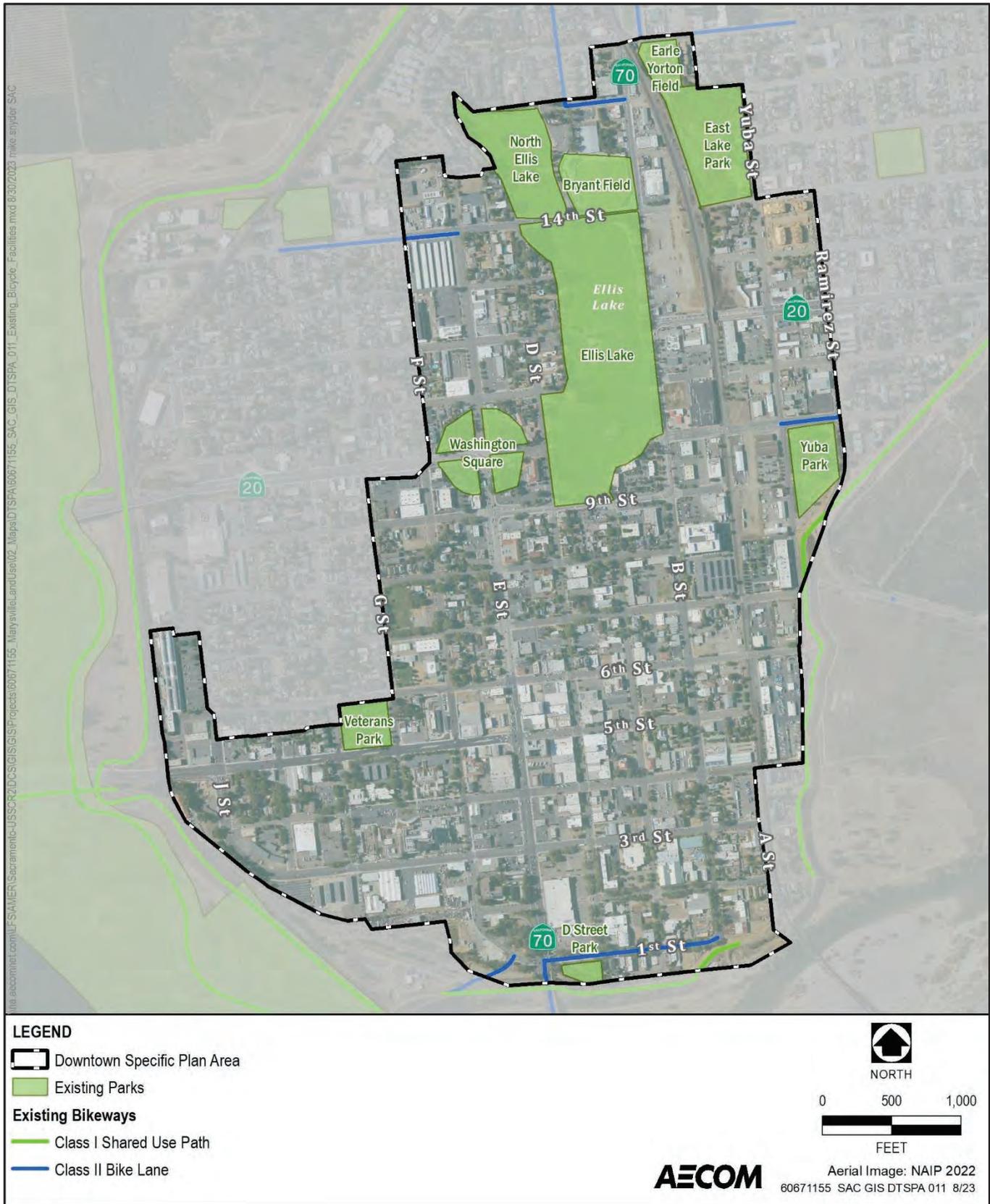
Pedestrian Network Inventory

Most parts of the Specific Plan Area have sidewalks on both sides of the street. Transverse markings, which consist of two parallel lines, are used to indicate the outside edges of the crosswalk. Crosswalks near schools are indicated with yellow markings. Curb ramps are also available to assist pedestrians with mobility impairments to smoothly transition from a sidewalk to a crosswalk without missing a step.

Sidewalk segments are missing from areas near Ellis Lake and in areas with industrial uses and some other areas that do not have residences. Additionally, some areas with crosswalks have been marked inconsistently or omitted completely, such as B Street and SR 70 near Marysville High School and the streets around Ellis Lake.

Downtown Marysville Specific Plan

Exhibit 3-3. Existing Bikeways



3.5.4 Public Transportation

Public transportation choices in the Specific Plan Area include bus and paratransit routes and services and on-demand shared ride services. These public transit choices are provided and maintained by Yuba-Sutter Transit, which offers daily service (except Sundays) in Yuba and Sutter counties, and peak hour and midday service to key stops in Downtown Sacramento each weekday.

The Yuba-Sutter Transit Authority operates two local fixed routes to Marysville. These routes connect Marysville with Yuba City and Linda and operate every 30 to 60 minutes between 6:30AM and 6:30PM on weekdays and between 8:30AM and 5:30PM on Saturdays.

Major bus stops are located at 2nd and D Streets in the Historic Core and at 9th and I Streets adjacent to the Yuba County Government Center.

Yuba-Sutter Transit also operates Dial-a-Ride, which provides curb-to-curb shared ride service to eligible passengers (aging adults and persons with disabilities) between 6:30AM and 9:30PM on weekdays and from 8:30AM and 5:30PM on Saturdays. This service operates without eligibility restrictions and is open to the general public after 6:00PM on weekdays.

3.6 Open Space and Public Facilities and Services

3.6.1 Open Space

Parks and other recreational facilities provide residents, employees, and visitors of the Downtown Marysville Specific Plan Area with recreation, which is essential for promoting health and wellness, fostering community interaction, and creating a sense of place. Marysville has a well-developed park system which includes neighborhood, community, and regional parks. Most parks have various facilities, such as baseball fields and playground equipment. Existing parks in the Specific Plan Area are listed below in Exhibit 3-4 and Table 3-1.

Table 3-1. Existing Specific Plan Area Parks

Park Name	Location	Size (ac)
East Lake	Yuba Street between East 15 th and 16 th	8.75
Ellis Lake	Bounded by B Street to the west, D Street to the east, 9 th street to the south and 14 th Street to the north	39.40
Plaza Park	1 st and D Streets	1.00
Washington Square	State Route 20 and E Street	2.10
Veterans Park	Between 5 th and 6 th Streets and G and H Streets	2.50
Yuba Park	10 th Street between Yuba Street and Simpson Lane	4.25

The city is defined by the Feather and Yuba Rivers, which establish the Specific Plan Area’s eastern, western, and southern borders. Both rivers offer vast natural and recreational resources, including boating, extensive trails, and open space, allowing for many forms of recreation for residents and visitors. Ellis Lake Park, located in the heart of Marysville, offers significant opportunity to be more inviting and attract a wider range of active and passive recreation uses, as well as regular and special events.

The 1985 General Plan Open Space, Conservation, Recreation Element defined a desirable standard for parks to be 10 acres of public recreation per 1,000 residents. According to the 2019 Marysville Parks and Open Space Master Plan, Marysville provides 22.8 acres of park land for every 1,000 people and was projected to provide 17.9 acres of park land for every 1,000 residents in 2035 based on then-projected population growth.

Exhibit 3-4. Existing Parks



3.6.2. Utilities

Water

The City of Marysville's water supply is provided by the California Water Service Company (Cal Water), an investor-owned public utility supplying water service to approximately 1.8 million Californians through over 481,000 connections. Cal Water was incorporated in 1926 and has provided water service to Marysville since 1930.

According to Cal Water's Urban Water Management Plan (UWWP) for the City, the total water usage in 2020 was 2,012 acre-feet (AF). Most of the service connections were for residential customers, who account for 62 percent of the water usage. Non-residential water usage represents 33 percent of the total demand, and approximately 5 percent was lost due to distribution system losses.

Wastewater

The Linda County Water District (LCWD) Wastewater Treatment Plant (WWTP) is operated by the Linda County Water District and provides wastewater treatment for Marysville.

The LCWD WWTP has the capacity to treat 5 million gallons per day, though it currently only receives 2.5 million gallons per day from residential and commercial customers. Approximately 40 percent of the wastewater flow is attributed to Marysville. In 2020, the LCWD collected 1,055 AF of wastewater from Marysville. Currently, no wastewater is recycled for reuse within the Marysville area.

Stormwater

The Marysville Public Works Department provides storm drainage collection in the Specific Plan Area and is responsible for maintaining, operating, and repairing the collection system.

Developments within the Specific Plan Area would be required to adhere to applicable regulations and standards, including site design measures, low-impact development, and best management practices (BMPs), including infiltration features that contribute to groundwater recharge and minimize stormwater runoff, erosion, siltation, and/or flooding. The Yuba County Storm Water Management Plan (SWMP), prepared collaboratively by Yuba County and the City of Marysville, is intended to fulfill requirements of the National Pollutant Discharge Elimination System (NPDES) Phase II requirements for Small Municipal Separate Storm Sewer Systems (Small MS4s). The SWMP addresses post-construction storm water pollution from new development projects.

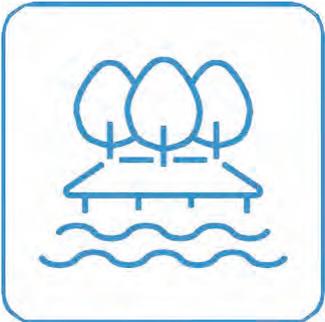
The storm drain that runs west on 9th Street from F Street toward a larger drain outlet is currently facing drainage capacity issues during large events. The City is conducting ongoing analysis of the drain collection system, and based on the results, will recommend improvements to ensure the drains have sufficient capacity. Please see Chapter 6, Open Space + Public Facilities and Services, for more detail.

Solid Waste & Recycling

The City of Marysville holds a contract with Recology Yuba-Sutter to provide weekly collection of solid waste, yard waste, and recyclable material to the residents and businesses of Marysville, including within the Specific Plan Area. Recology Yuba Sutter operates a facility in the northeastern portion of the city's boundaries. As part of the statewide waste management and reduction policy, the California Integration Waste Management Board (CIWMB) allocated the City of Marysville a disposal target of 4.9 pounds per person daily. In 2014, the City of Marysville's disposal rate was 2.6 pounds per person per day, considerably below the CIWMB target. The Regional Waste Management Authority (RWMA) is a Joint Powers Authority formed by Yuba and Sutter Counties and the Cities of Live Oak, Marysville, Wheatland, and Yuba City to provide reliable, economical, integrated and environmentally sound waste management services.

Natural Gas and Electric

The Pacific Gas and Electricity Company (PG&E) provides electricity and natural gas to the Specific Plan Area. Electricity for Marysville is generated outside the city and supplied via transmission lines. Major transmission line corridors traverse Yuba County, serving the greater Sacramento area. PG&E provides natural gas service to the area through underground and above-ground transmission and distribution facilities. New distribution facilities are typically constructed within easements on private property. However, in some instances, new facilities are constructed within existing streets to increase capacity. Locations of distribution facilities generally depend on how and when an area develops.



04

Land Use Zones

4.1 Approach and Intent

This chapter establishes the allowable land uses, development standards, and design standards required to implement the Downtown Marysville Specific Plan.

The Downtown Specific Plan implements the General Plan as it relates to the Specific Plan Area. The contents of this chapter reflect strong community consensus for the future of Downtown Marysville and incorporate the community's ideas from the City's Bounce Back Vision & Implementation Plan.

The allowable land uses, development standards, and design standards are intended to supplant the City's Zoning Ordinance within the Specific Plan Area.

4.1.1 Standards

Standards are identified by terms such as "shall," "must," "required," or "prohibited." Standards are specific and measurable to regulations that are applied in the review of projects. Compliance with standards is required through the entitlement review process.

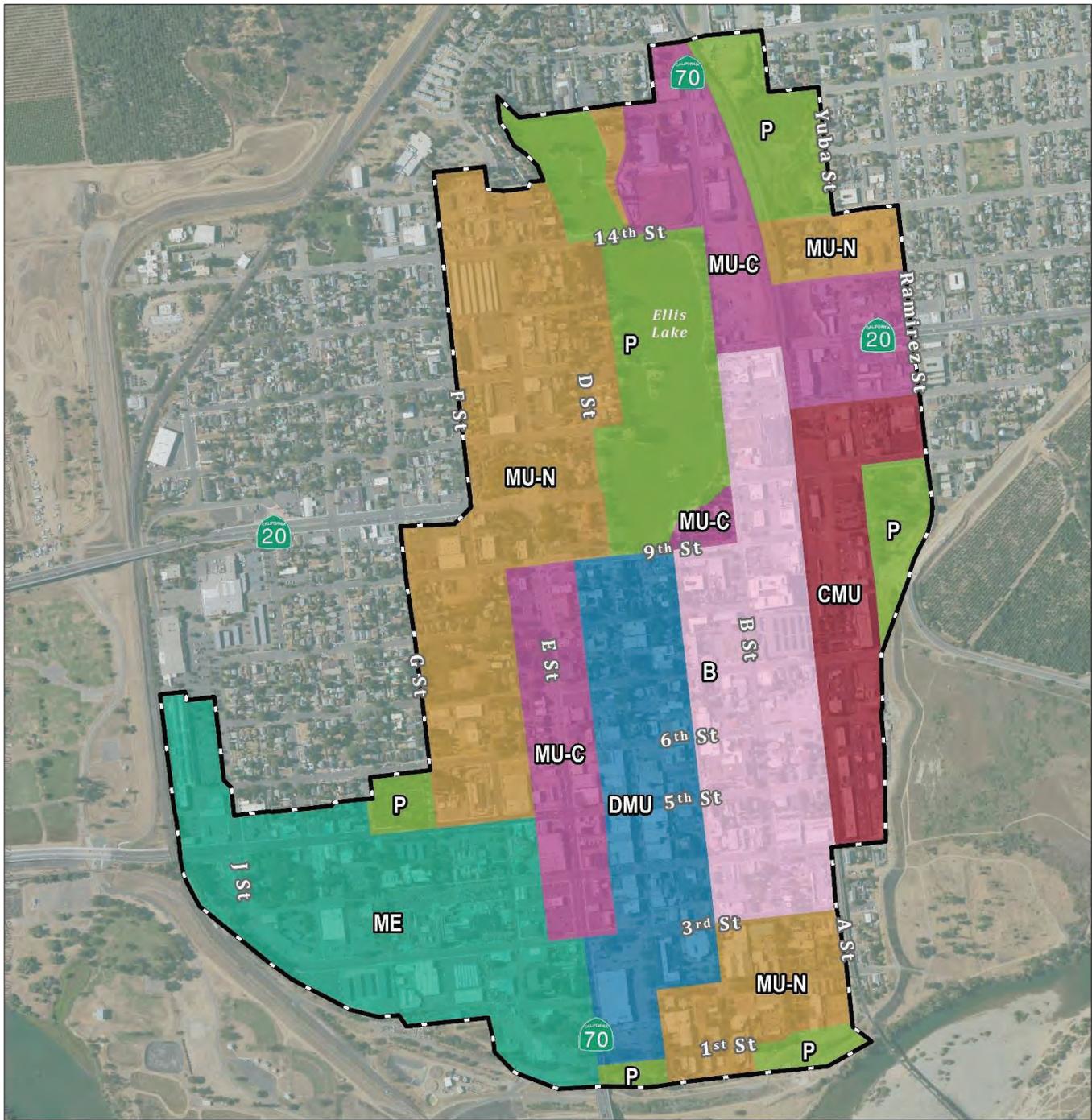
4.2 Land Use Zones

The Specific Plan Land Use Zones are shown in Exhibit 4-1 and applied to properties within the Specific Plan Area and are accompanied by guidance on allowable land use and development standards. The guidance associated with the Land Use Zones is designed to provide clear and stable direction for existing property owners and facilitate positive change and investment in Marysville.

The Land Use Zones reflect, to some extent, existing land use and development patterns in the Downtown area. The Medical Arts Zone, for example, is focused on Adventist-Rideout Medical Center and comprises the medical campus, supportive services, and related facilities in the vicinity of the hospital. The Land Use Zones and associated guidance are also designed to allow and facilitate reinvestment. For example, the Mixed-Use Corridor, B Street Corridor, and Downtown Mixed Use Land Use Zones were identified through research and extensive public and stakeholder engagement to be especially well-suited for land use change and infill development. The Downtown Specific Plan moves away from single-use zoning and designates a complementary mix of land uses in each zone.

Downtown Marysville Specific Plan

Exhibit 4-1. Land Use Zones



LEGEND

Downtown Specific Plan Area

Land Use Zones

Commercial Mixed Use (CMU)

Mixed-Use Corridor (MU-C)

Medical Arts (ME)

Downtown Mixed Use (DMU)

Mixed-Use Neighborhood (MU-N)

B Street Corridor (B)

Parks & Open Space (P)



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Downtown Mixed Use – Intent:

The Downtown Mixed-Use Zoning Zone intent is to accommodate a broad mix of commercial, civic, professional office, and residential uses. The zone is focused around the historic D Street and is envisioned as a vibrant, popular, and thriving retail, eating and drinking, cultural, and entertainment “main street”; as a recognized destination known for its history and culture, with attractive tree-lined streets, well-defined sidewalks, and calmed traffic that make the area a pleasant place to walk, bike, and attend special and regular events; and as a growing residential neighborhood offering opportunities for households seeking a walkable environment and unique sense of place.

B Street Corridor – Intent:

The intent of the B Street Corridor Zone is to accelerate investment and mixed-use development along this improved, pedestrian-friendly boulevard. Streetscape enhancements, including wider sidewalks, street lighting, trees and other landscaping, and other improvements are designed to incentivize infill development with building placement close to the public right-of-way and street-facing building entrances with outdoor seating and gathering areas. A broad range of uses is encouraged, including retail, eating and drinking establishments, commercial services, lodging, offices, and a variety of housing types, including in mixed-use formats.

Commercial Mixed Use – Intent:

The intent of the Commercial Mixed-Use Zone is to accommodate economic development through a broad range of primarily non-residential uses along the railroad line including commercial services, storage, repair, assembly, and related uses that are not necessarily compatible when directly adjacent to residential uses and other more sensitive land uses. This zone is designed to facilitate change in uses within existing buildings, as well as new construction and the introduction of new commercial buildings and facilities.

Medical Arts – Intent:

The intent of the Medical Arts Zone is to support investment in a constellation of medical-related uses, specifically the Rideout Medical Center, and other complementary uses such as medical offices, labs, and research facilities, but also facilitate housing, retail and commercial services, lodging, and a managed transition away from lower-scale assembly and vehicle-oriented uses in the southern portion

of the zone. The Medical Arts Zone will have improved, safe, convenient, and pleasant bicycle and pedestrian connections to Downtown, residential neighborhoods to the north, and adjacent recreational areas, namely the river levees and associated trails.

Mixed-Use Corridor – Intent:

The intent of the Mixed-Use Corridor Zone is to accommodate a concentration of commercial and mixed-use development and feature an enhanced streetscape that offers attractive gateways into Marysville, specifically E Street, a pleasant public realm, and a safe area for pedestrians and cyclists. Vehicle traffic along the state highways will be slowed and local businesses will benefit from the calmed traffic, transformed state highway design, and traveling commercial patrons. Pedestrian and cycling improvements are encouraged within this zone to foster safe and inviting boulevards for visitors and shop patrons. Located between the historic Downtown and Medical Arts Zone, the E Street and 12th Street corridors can be attractive to adaptive re-use, as well as new infill construction of primarily retail, commercial services, and lodging, but also residential development above ground-floor, non-residential development.

Mixed-Use Neighborhood – Intent:

The Mixed-Use Neighborhood Zone is intended to maintain the existing positive qualities of the zone and promote compatible retail, office, and services, along with single- and multi-family housing. This zone allows projects that are entirely commercial, entirely residential, or a mix of the two. This pedestrian-friendly zone is designed to accommodate new development that is compatible with the existing mostly smaller-scale buildings. The Mixed-Use Neighborhood Zone promotes residential and non-residential development oriented to Ellis Lake and designed to take advantage of this amenity as the City collaborates with other organizations to improve the area for passive recreation and hosting regular and special events. Pedestrian and bicycle connections providing access to the Ellis Lake area are prioritized and the state highways adjacent to the Lake are redesigned to enhance the area as a public gathering place. The zone supports adaptive reuse of historic structures throughout the area, including in Chinatown, where the intent is also to facilitate context-sensitive infill developments that are oriented to, and can benefit from the unique sense of place and amenities offered in this historically and culturally important place.

4.3 Allowable Land Uses

The following land use matrix specifies permitted uses, conditionally permitted uses, administratively permitted uses and prohibited use for each of the Specific Plan Land Use Zones.

Existing buildings, structures, and uses permitted within the Specific Plan Area (as of the effective date of this chapter) shall continue to be permitted and exempt from the requirements of this chapter as legal nonconforming. The expansion of, addition, to or modification of an existing building, structure or use may be permitted subject to development plan review and approval of the Community Development Director to ensure that the proposed expansion is consistent with the policies and standards of this chapter of the Municipal Code.

1. **Definitions.** Definitions of specific land uses are found in the Marysville Municipal Code Chapter 18.04. Any other uses that are not listed, but are similar in nature, function, and operations to the listed uses are to be permitted consistent with Table 4-1 and 4-2.
2. **Permit Requirements.** Table 4-1 defines the categories of allowed use, including permitting, permitted with a use permit, or permitted with a minor use permit. Blank entries on Table 4-2 indicate that a use is not allowed. Table 4-2 identifies allowed land uses, the land use permit required to establish each use, and limitations that may apply for a particular use.
3. **Nonconforming Uses.** Existing uses which are made nonconforming by this Specific Plan shall be subject to Chapter 18.68 of the Marysville Municipal Code.

Table 4-1. Land Use Table Definitions

P	U	MU	(blank)
Designates a permitted use. New development requires a development plan review, which is a ministerial staff review process that ensures compliance with applicable City standards, as provided in Sec. 18.72.010 .	Designates that a use permit is required, as provided in Sec. 18.72.030 .	Designates a that a minor use permit is required to verify that intended use or structure complies with the allowed list of activities, all applicable development standards, and does not negatively impact adjoining properties. This is a staff-level, ministerial approval.	Not an allowable use in that zone.

Downtown Marysville Specific Plan

Table 4-2. Land Use Table

Land Use	Downtown Mixed Use	B Street Corridor	Commercial Mixed Use	Medical Arts	Mixed-Use Corridor	Mixed-Use Neighborhood
Residential						
Accessory Dwelling Unit ¹⁰		P			P	P
Assisted Living Facilities	P	U		P	P	P
Condominiums	P	P	P	P	P	P
Emergency Shelter			P	P		
Group Homes	P	P	U		P	P
Halfplex	P	P		P	P	P
Multiple-family residences	P	P	P	P	P	P
Live/Work Lofts	P	U	U	P	P	P
Residences w/office or retail	P	P	P	P	P	P
Residential accessory structure ¹¹	P	U			U	P
Aging adults housing	P	U		P	P	P
Single-family residence		U	U	P	P	P
Single-room occupancy		P	P	P	P	P
Two-family residence (attached or detached)		P		P		P
Retail, Dining, Entertainment, and Services						
Auto, boat, motorcycle, RV repair			P			
Automobile, boat, motorcycle, all-terrain vehicle sales			P		P	
Bank, financial institution, insurance	P	P	P	P	P	P
Bar, night club, lounge, tavern	P	P	P	P	P	U
Brewery, winery, distillery	P	P	P		P	U
With Accessory Tasting Room	MU	MU	U		U	
Car wash		U	P		U	
Commercial recreation facility - Indoor (Theater, video arcade/fun center, skating rink, bowling, billiards)	P	P	P		P	
Commercial recreation facility - Outdoor (Theme, amusement park, miniature golf, go-cart track)	U	U	P		U	
Convenience store	P	P	P	P	P	
Drive-through facilities			P			
Electric vehicle charging	P	P	P	P	P	
Gasoline, diesel fueling			P		P	
General retail sales and services	P	P	P	P	P	P
Grocery, specialty foods	P	P	P	P	P	P
Grocery, farmers market	P	P	P	P	P	P
Health/fitness facility	P	P	P	P	MU	MU

¹⁰ Refer to Chapter 18.90 on regulations for Accessory Dwelling Units.

¹¹ Refer to Chapter 18.93 on Home Occupation regulations.

Land Use	Downtown Mixed Use	B Street Corridor	Commercial Mixed Use	Medical Arts	Mixed-Use Corridor	Mixed-Use Neighborhood
Hotel, motel, bed and breakfast	P	P	P	P	P	
Neighborhood retail sales	P	P	P	P	P	P
Personal services	P	P	P	P	P	P
Restaurant, cafe, coffee shop	P	P	P	P	P	P
Secondhand store	P	P	P		P	MU
Veterinary clinic, animal hospital, animal boarding, animal grooming, kennel	P			P	P	P
Public/Quasi Public Uses						
Clubs and lodges	P	P	P		P	P
Community center	P	P	P		P	P
Cultural institution	P	P	U		P	P
Library/museum	P	P	P		P	P
Public buildings and facilities	P	P	P	P	P	P
Religious facility	P	MU	U		MU	P
Community / Other						
Child day care center	P	P	P	P	P	P
Conference/convention facility	P	P	P	P	U	U
School - College, university	P	P	P	P	P	
School - Elementary, middle, secondary	P	P	P		P	P
School - Specialized education/training	MU	MU	MU	P	MU	MU
Fitness/health facility		P	P		P	
Medical services - Hospital	MU	MU	MU	P	MU	MU
Park, playground	P	P		P	P	P
Studio - Art, dance, martial arts, music, etc.	P	P	P		P	P
Office						
Office	P	P	P	P	P	P
Mixed-Use: Office Component	P	P	P	P	P	P
Medical services - Doctor office, clinic, or urgent care		P	P	P	P	
Medical services - Extended care		MU	U	P	U	
Industry, Manufacturing, Assembly, Storage, Processing						
Indoor assembly, processing, fabricating, treatment, manufacturing, repairing, or packaging of goods that do not create noise, dust odor, smoke, bright light, involve the handling of explosives or inflammable materials as a primary use, or otherwise create offensive conditions at the property line	MU	MU	P		P	MU
Adult oriented business						

Downtown Marysville Specific Plan

Land Use	Downtown Mixed Use	B Street Corridor	Commercial Mixed Use	Medical Arts	Mixed-Use Corridor	Mixed-Use Neighborhood
Alcohol Beverage Manufacturing	MU	MU	U		U	U
Auto body, radiator, upholstery repair, brake, muffler shop, tire shop			P			
Building material sales, lumber yard			U		U	
Bus depot	U	U	U	U	U	
Cabinet, plumbing, sheet metal, welding, machine shop		U	P			
Cannabis Cultivation ¹²			U			
Cannabis Commercial ³	U	U	U	U		
Commercial laundry			P	P	U	
Dry cleaning, dyeing plant	U	U	U	U	U	U
Equipment rental			U			
Farm equipment and supply sales			P			
Flea market	MU	MU	MU		MU	MU
Processing and manufacturing of artisan food products	P	U	P		P	P
Research and development		P	P	P		
Self-Storage Facility						
Trade school	U	U	U		U	U
Wholesale businesses, warehousing	U	U	MU		MU	
Wholesale printing, engraving, lithography, and publishing	U	U	MU		MU	

Note: land uses not listed, but similar in activity to listed uses are to be treated in the same ways as listed similar uses.

¹² Refer to Chapter 18.67 for Cannabis regulations

4.4 Development Standards

Table 4-3 provides standards for development in the Specific Plan Area.

Table 4-3. Development Standards

Land Use	Downtown Mixed Use	B Street Corridor	Commercial Mixed Use	Medical Arts	Mixed-Use Corridor	Mixed-Use Neighborhood
Residential Density (dwelling units per acre)	Min: 20 Max: 57	Min: 10 Max: 36	Min: 10 Max: 42	Min: 14 Max: 48	Min: 20 Max: 57	Min: 10 Max: 30
Non-Residential Intensity (floor area ratio)*	3.5	2.0	3.0	3.5	3.5	1.5
Maximum Height (primary structure)	75 feet or 6 stories	60 feet or 5 stories	75 feet or 6 stories	60 feet or 5 stories	60 feet or 5 stories	40 feet or 3 stories
Height (accessory structure)	Refer to Chapter 18.96.010 Accessory Buildings.					
Minimum Front Setback	0 ft	0 ft	0 ft	0 ft	0 ft	0 ft
Minimum Rear Setback	5 ft	5 ft	10 ft	10 ft	10 ft	10 ft
Minimum Side Setback	0 ft	0 ft	5 ft	0 ft	0 ft	5 ft
Maximum Lot Coverage	100%	90%	90%	100%	100%	80%
Historic Adjacency	Refer to Chapter 18.59 Historic Preservation Overlay Zone District.					

*Intensity is used to regulate non-residential development and mixed-use projects proposing both residential and non-residential development.

4.5 Objective Design Standards

Design standards apply to new development projects going through the City's entitlement process and establish site and building design expectations.

Objective design standards are written to require no personal or subjective judgement. The following standards aim to provide a clear and straightforward application for projects within the Specific Plan Area.

The following standards are in displayed in the following topic areas:

- Form and Scale
- Frontage
- Landscaping
- Open Space
- Live/Work Lofts
- Outdoor Dining
- Ellis Lake Adjacency
- Proposed Marysville-Yuba City Station Adjacency
- Parking

4.5.1 Form and Scale

The geometry, massing, architectural expression, and overall shape of buildings will have an effect on the character of Downtown Marysville. Standards intend to guide the design of high-quality development while still allowing for creativity, flexibility, and exceptional architecture.

The following development standards apply to all development within the Specific Plan Area.

Form & Scale

A. SETBACKS

For new development projects:

Street setbacks. No street setback from the property line shall be required, except as necessary to allow for pedestrian and landscape improvements.

Side setbacks. No side setback from the property line shall be required except for the Commercial Mixed Use and Mixed-Use Neighborhood zones, which shall require a side setback of 5 feet.

Rear setbacks. All zones shall require a rear setback of 10 feet from the property line, except the Downtown Mixed Use and B Street Corridor zones, which shall require a rear setback of 5 feet from the property line.

B. STREETWALL

Streetwall. Street-facing facades within the Downtown Mixed Use and B Street Corridor Land Use Zones shall maintain a street wall of at least 24 feet (or 2 stories in height) at the front property line before setbacks are allowed. Primary structures shall be constructed no more than 10 feet from the property line. No structures or improvements shall be constructed within the setback area except for the provision of fountains, public art, monuments, landscaping, pedestrian and bicycle improvements, and outdoor seating areas.

C. STEPBACKS

Street setbacks. Except for buildings proposed within the Mixed-Use Neighborhood Zone and adjacent to properties with buildings three stories or fewer that are listed on the National Register of Historic Places or California Register of Historical Resources, proposed buildings over three stories tall shall be designed with a horizontal stepback, at a minimum of 6 feet deep, from the front façade above the third floor. The stepback area may be used for residential terraces.

D. ROOFLINES

Varied Rooflines. Rooflines shall be segmented and varied within an overall horizontal context. Roofline ridges and parapets shall not run unbroken for more than 100 feet. Variation may be accomplished by changing the roof height, offsets, direction of slope, and by including elements such as dormers.

E. MODULATION

Façade modulation. For facades that face public streets, a vertical change in plane, change in material or color, or utilization of delineating architectural detail is required at least every 40 feet to modulate the façade. For changes in plane, the recess or project shall have a minimum depth of 6 inches. Horizontal and vertical modulation shall also be utilized to modulate the façade (e.g., changes in parapet height, a band, cornice, or frame).

Articulation. All building elevations that face a street, pedestrian space, or common open space shall employ varied façade articulation of wall surfaces. Facades shall incorporate at least three of the following features, consistent in design style, which provide articulation and design interest:

- Variation in texture or material, provided all exterior wall textures and materials are consistent with the overall architectural style of the building.
- Building base (typically bottom three feet) that is faced with a stone or brick material or is delineated with a channel or projection.
- Railings with a design pattern and materials such as wood, metal, or stone which reinforces the architectural style of the building.
- Decorative trim elements that add detail and articulation, such as door surrounds with at least a two-inch depth, decorative eave detailing, belt courses, etc.
- Decorative window elements such as, lintels, shutters, window boxes, etc.
- Roof overhangs at least 18 inches deep.

Fenestration. All fenestrations shall meet the following standards:

- Window shall be recessed a minimum of 2 inches. Facades or portions of facades utilizing a curtain wall are exempt from this standard.
- Windows that are flat or “flush” with the façade are prohibited unless applied to a portion of a building that is part of a recessed façade modulation with a minimum 4 inches in depth. Facades or portions of facades utilizing curtain walls are exempt from this standard.

Materials. High-quality primary materials such as brick, stone, ceramics, metals, fiber-cement panels, or other composite panel systems are required.

Prohibited Siding Materials. Plywood, vinyl, plastic (and plastic laminate), and fiberglass, shall be prohibited siding materials.

Variation in Façade Composition. A variation in Façade Composition shall include at least two of the following:

- Variation in Building Modulation
- Variation in Façade Articulation
- Variation in Fenestration
- Variation in Materiality

F. SIGNAGE

Signage. New signage in the Specific Plan Area shall adhere to the standards provided in Chapter 18.64 of the Municipal Code.

F. TRASH AND RECYCLING

Sufficient trash and recycling receptacles shall be provided and shall be regularly maintained. The operator shall be responsible for cleaning the sidewalk within 50 feet horizontal distance from the premises during the hours of operation to maintain the sidewalk free of garbage or other debris. Sidewalks in front of the business and within 100 feet of the operation shall be pressure washed on a monthly basis.

4.5.2 Frontage

Good ground-level design is important for creating an inviting, pedestrian-oriented environment. Frontages and façade designs play crucial roles in creating buildings that contribute to the public realm, leading to memorable and beautiful places. A well-designed ground floor with windows, doors, and interesting details can make the sidewalk feel more inhabited and active.

A. GROUND FLOOR

Entrances. A minimum of one primary entrance shall be located on the primary frontage of each building and open onto a sidewalk or other public space.

1. Primary entrances shall be distinguished by architectural features or overhead projections, such as an awning or canopy.
2. All entrances shall be recessed a minimum of 30 inches from the frontage.

Minimum Height. Buildings shall have a minimum ground floor height of 15 feet, measured from the sidewalk elevation at the primary entrance to the second-story floor or roof of a one-story building.

1. For non-residential and residential common space uses, the primary entrance of the first habitable floor shall be located at existing grade along the sidewalk line.
2. For residential units, the first habitable floor shall be located between 6 feet above and 2 feet below sidewalk elevation.

Commercial Storefronts. Commercial storefront shall have windows on the ground floor street frontage that provide views into the building and/or provide space for public display of merchandise or other materials, or otherwise offer public attraction. Alteration or treatments for the purpose of making windows obscure shall be prohibited.

Clear Openings. Storefronts in new mixed-use developments shall contain clear openings and windows for a minimum of 60% of the total area of the first-floor facades facing sidewalks, pedestrian walks, or publicly accessible outdoor areas, where the storefront is between 3 feet and 8 feet above elevation of adjacent sidewalk.

B. TRANSPARENCY

Windows & Doors. Street-facing facades shall incorporate glass providing views into work, display, sales, lobby, or similar active areas.

1. Transparent glazing shall be a maximum of 15% reflective, visible light transmittance greater than 80%, and without tint or coloration in the glass substrate.
2. Ground floor commercial facades shall have a minimum of 50% transparent glazing, a maximum of 50% reflective, visible transmittance greater than 80%, and without tint or coloration in the glass substrate.
3. Ground floor residential facades shall have a minimum of 30% transparent glazing, a maximum of 50% reflective, visible transmittance greater than 80%, and without tint or coloration in the glass substrate.

C. BALCONIES, DECK, AND TRELLISES

Balconies. Balconies shall not project more than 6 feet from the façade.

Roof Decks. Roof decks shall be set back a minimum of 5 feet from the building edge on all sides. The sum of all roof decks on a single building shall not exceed a maximum coverage of 75 percent of the roof area.

Proportion. The distance between supporting columns, piers, or posts on trellises or balconies shall not exceed their height.

D. OUTDOOR DINING

Outdoor dining standards are essential to cultivating vibrant, accessible, and harmonious urban spaces. Outdoor dining contributes to the aesthetic appeal and plays a pivotal role in ensuring inclusivity, safety, and adaptability. Prioritizing accessibility, thoughtful lighting, adjacency to parks or plazas, seasonal adaptability, and adequate shading creates a framework that enhances the overall outdoor dining experience. Outdoor dining standards are carefully designed to strike a balance between the dynamic and evolving nature of urban spaces and the imperative to provide a welcoming and accessible atmosphere for all members of the community.

Accessibility. Comply with accessibility requirements for outdoor dining spaces, including accessible seating options, pathways, and entrances, to accommodate individuals with disabilities.

Lighting. Outdoor lighting shall be provided to ensure a safe and welcoming atmosphere during evening hours, with an emphasis on using fixtures that enhance visibility without causing light pollution. Lighting shall be pointed downwards and not cause direct glare or other visual obstruction to pedestrians, cyclists, or drivers.

Park or Plaza Adjacency. In cases where outdoor dining areas are directly adjacent (without separation by structures or landscape features) to a park or plaza, businesses may request the use of paved areas within the park or plaza connected to a sidewalk or pedestrian pathway. However, a minimum six-foot sidewalk/pathway corridor must be maintained for pedestrian access.

Seasonal Considerations. Encourage the adaptation of outdoor dining spaces to seasonal variations, such as providing heating elements during colder months and considering windbreaks or cooling options for warmer season.

Shade. Any shade structures used for outdoor dining spaces shall not obstruct the public right-of-way or walkway.

4.5.3 Landscaping

Beyond contributing to the aesthetic appeal, landscaping standards influence the overall urban environment, enhancing functionality, sustainability, and the quality of public spaces. The following standards detail the importance of vegetation, tree selection, water conservation, permeable surfaces, outdoor lighting, and yard design, illustrating how thoughtful landscaping fosters a vibrant and harmonious downtown landscape.

Vegetation. A combination of trees, shrubs, and ground cover is required to allow maximum winter sun and summer shade. Plantings may be deciduous. Large potted plants in groupings are encouraged to be interspersed along walkways to add another level of detail and interest to the landscape layer.

Trees. Shade trees and landscape trees shall be of appropriate species, including those that provide shade, stormwater management, aesthetic benefits, and screening to soften the impacts of large expanses of pavement and vehicle movement, based upon planting area and proximity to homes and sidewalks. Large shade trees need adequate room to grow as they mature and shall be spaced such that, at maturity, the drip lines do not overlap. Careful consideration shall be given to the placement of trees to avoid obstructing visibility.

Water Conservation and Efficiency. Landscape design must consider water conservation strategies consistent with the State of California State Model Water Efficient Landscape Ordinance. Sustainable landscaping, with climate-appropriate plantings and efficient water use, is required.

Impermeable Surfaces. The use of impervious paving surfaces (concrete, asphalt) shall be limited to sidewalks, walkways, patios, driveways, and parking spaces that meet the parking requirement.

Outdoor Lighting. Outdoor lighting on private lots shall be designed and directed away from common boundaries and neighboring uses.

Yards. Yard areas facing the street shall be designed using landscape elements of 20 to 50 percent hardscape and 40 to 70 percent softscape.

4.5.4 Open Space

The Downtown Specific Plan Area is to provide a variety of open space for all users. The Specific Plan encourages improved building design and site planning through the integration of usable open space. Usable open space plays a role in providing an amenity for developments, bolster adjacent retail businesses, and provide areas of relief in the Downtown area. Common open spaces create opportunities for gatherings and recreational activities between building occupants. They provide access to the outdoors for all tenants and visitors. Private open spaces provide space for residents to enjoy in solitude.

A. GENERAL

Minimum Area. Open Space shall comply with the applicable design standards depending on the type of open space. Areas used for parking, loading, or storage shall not be counted towards minimum Open Space.

All multi-family residential developments proposing five or more units shall provide a minimum of 40 square feet of usable open space per unit with a minimum of 50% as common open space and the remaining portion as private open space. Off-street parking and loading areas, driveways, and service areas shall not be counted as usable open space.

B. COMMON OPEN SPACE

Common open spaces are areas that are intended for common use by residents of the building. Plazas and courtyard areas shall have clearly defined visual and physical connections to interior space, promoting a comfortable transition from the public to the private realm.

Minimum Dimensions. Common usable open space located on the ground level shall have no horizontal dimension less than 15 feet. Common upper-story decks shall have no dimension less than 10 feet. Roof decks shall have no horizontal dimension less than 15 feet, and no more than 50% of the total area counted as common open space may be provided on a roof.

Distribution. A minimum of 70 percent of Common Open Space shall be outdoors, and a minimum of 80 percent shall be open to the sky.

Seating. All common open spaces shall include seating. Site furniture shall use graffiti-resistant material and/or coating and skateboard deterrents to retain the site furniture's attractiveness.

Enclosed Courtyards. For shared open spaces that are enclosed on all four sides, the minimum width of the court shall be equal to or greater than the shortest wall that forms it or a minimum width of 20 feet, whichever is greater.

C. PRIVATE OPEN SPACE

Private open spaces, such as patios and balconies, are outdoor spaces that are only accessible to the residents of an individual unit. Private open spaces are required not only because they provide access to the outdoor environment but also because they provide visual interest to the design of buildings. Boundaries between private open spaces and shared walkways and communal spaces shall be clearly delineated and private open spaces shall be designed to ensure privacy and provide a sense of enclosure.

Minimum Dimensions. Private usable open space located on the ground level (e.g., yards, decks, patios) shall have no horizontal dimensions less than six feet. Private open space located above ground level (e.g., porches, balconies) shall have no horizontal dimension less than four feet. Private patios, when directly accessible to the dwelling unit or commercial space to which it is appurtenant; such patios shall be

completely enclosed on all sides by a fence which is a minimum of 3 feet in height.

Access. Private usable open space shall be accessible to only one living unit by a doorway or door to the habitable room or hallway of the unit.

Openness. Above ground-level space shall have at least one exterior side open and unobstructed for at least four feet above floor level, except for incidental railings and balustrades.

D. SITE LIGHTING

Site lighting shall create safe, welcoming, well-lit areas, including building entries, pedestrian pathways and vehicle maneuvering areas, while minimizing excessive illumination on adjoining properties.

Nuisance Prevention. All lights shall be directed, oriented, and shielded to prevent light trespass or glare onto adjacent properties. The light level at property lines shall not exceed 0.3 foot-candles.

Maximum Height. Freestanding outdoor light fixtures shall not exceed 16 feet in height.

Minimum Lighting Requirements.

- **Parking Areas.** Lighting in parking, garage, and carport areas shall be maintained with a minimum of one foot-candle of illumination at the ground level during hours of darkness, with a maximum of four foot-candles. All lighting shall be on a time clock or photo-sensor system. Lighting used to illuminate parking areas shall be designed and located to prevent light trespass or glare. Illumination shall not include low-pressure sodium or similar lighting technologies.
- **Multi-Unit Residential Developments.** Aisles, passageways, and entryways/recesses related to and within the building complex shall be illuminated with an intensity of at least one-quarter foot-candles at the ground level during the hours of darkness.
- **Non-Residential Developments (or portions of a development).** All exterior doors, during the hours of darkness, shall be illuminated with a minimum of one-quarter foot-candles of light.

4.5.5 Live/Work Lofts

The non-residential component of the live/work unit shall be a use principally permitted in the land use zone. A live/work unit shall not be established or used in conjunction with any of the following activities:

- Adult businesses
- Vehicle maintenance or repair

- Any Group H occupancy as classified by the California Building Standards Code
- Welding, machinery or any open flame work, Zoning Districts

Density. One live/work unit shall be allowed for each 1,000 square foot lot area.

Floor area requirements. The net total floor area of a live/work unit shall be at least 1,000 square feet and no more than 3,000 square feet. No more than 50% shall be reserved for living space.

4.5.6 Ellis Lake Adjacency

The City anticipates public and private investment and a higher level of activity in the area surrounding Ellis Lake. Public investments will improve water quality and passive recreational spaces surrounding the lake to make the area more attractive to visitors. It is the City's intent that private development in the area around Ellis Lake feature the lake as an amenity, promote outdoor activity around the lake, orient seating areas, and windows toward the lake, and provide pedestrian connections to and from the lake area.

The following additional standards apply to properties that are adjacent to the properties within which Ellis Lake is located, as well as properties that are adjacent to a public right-of-way that is adjacent to properties within which Ellis Lake is located.

A. ARCHITECTURAL DESIGN

Architectural Elements. Ensure development adjacent to Ellis Lake is oriented to the lake, features the lake as an amenity in the development, and is designed to encourage pedestrian activity around the lake.

- Architectural design elements (including roof overhangs, awnings, dormers, etc.) will be integrated into the building design to shield windows from the sun and reduce the effects of glare.
- All windows in new construction will provide at least 65% transparent between 3 and 10 feet (doors and transparent windows) to allow maximum visual interaction between sidewalk areas and the interior of office spaces. Do not use dark or mirrored glass.
- Include the use of patios, terraces, verandas, covered walkways and other defined outdoor spaces whenever possible.
- Blank walls shall be less than 30 feet in length along sidewalks, pedestrian paths, or open space.
- Articulate all building facades facing the street, public open space or Ellis Lake for at least 80 percent of each façade length. Articulate

all other facades for at least 60 percent of each façade length. Façade articulation shall be achieved by providing material and plane changes or by providing a rhythmic pattern of bays, columns, balconies, and other architectural elements to break up the building mass.

- Building elements such as bays, windows, and balconies that project from facades must have at least two feet of plane change.

B. PUBLIC REALM.

The public realm of Ellis Lake refers to streets, pedestrian pathways, and other public facilities adjacent to the waterfront. New developments adjacent to Ellis Lake are encouraged to improve the public realm to create a memorable and attractive character of Ellis Lake.

- Permanent outdoor uses shall not be located within any public right-of-way, in designated parking areas or vehicle circulation areas, or within landscape planter areas. A minimum four-foot-wide path of travel shall be provided and maintained along all pedestrian walkways from the public right-of-way and/or parking lot to all public building entrances. No outdoor use may obstruct this required pedestrian clearance in any manner, regardless of the width of the sidewalk.
- No additional business identification or advertising signs for the outdoor use maybe permitted above the maximum allowable sign area for the corresponding business. Proposed signs must conform to the permitted signs and development standards for commercial uses located in Chapter 18.64 of the Marysville Municipal Code.
- Except as specifically identified in subsequent sections, hours of operation for outdoor uses shall coincide with the hours of operation for the corresponding business with which the outdoor use is granted.
- Generally, the use of mechanically produced sound, amplified sound or live music shall be permitted in conformity with the City's Noise Ordinance located in Chapter 19.070 of the Marysville Municipal Code.
- All permanent outdoor uses shall be maintained free of garbage and other debris. Additional trash receptacles may be required for permanent outdoor uses.
- Development shall not interfere with the public's right of access to the lake, where acquired through use or legislative authorization.
- Public access from the nearest public roadway to along the lake shall be provided in new development.

4.5.7 Proposed Marysville-Yuba City Station Adjacency

As part of the “North Valley Rail Project”, two passenger rail station locations in Marysville are under consideration - one between 10th Street and 5th Street and east of Featherside Way and another south of 5th Street and southwest of 3rd Street and J Street.

The proposed Marysville train station is anticipated to catalyze significant development in its vicinity, shaping a dynamic future for the area. Projected growth includes commercial and residential expansions, as well as safe pedestrian and cycling connections to Downtown, with the station serving as a focal point for increased economic activity. The surrounding landscape is poised for redevelopment to foster economic vitality, connected community, and a vibrant transportation and social hub for years to come.

A. GENERAL

Within one-half mile of the station location, the following design standards shall be enforced for new development:

- Building facades and openings shall be designed to front onto side streets rather than facing the railroad tracks.
- Public open space shall be internally located and buffered from railroad tracks.
- Sidewalks shall be the widest, approximately 8 feet, as right-of-way permits, to allow people to easily move around during commuting hours while also providing enough space for rest and social interaction.

4.5.8 Parking

Off-Street Parking. Off-street parking and loading is prohibited within a 10-foot setback on the portion of the property that is adjacent to Ellis Lake properties or the right-of-way that is adjacent to Ellis Lake properties.

Off-Street Parking Waiver. No off-street parking is required for new residential development on properties where any portion of the property is within one-half mile of the Marysville-Yuba City rail station.

4.6 Historic Preservation and Adaptive Reuse

Historic preservation and adaptive reuse of buildings can enhance a place’s aesthetic character and distinctiveness and can be a cultural,

commercial, and tourist draw. Historic district can also be a vehicle for education. Preservation of physical remnants of the past that can be augmented with interpretive information and appeal to visitors, as well as connecting the local population to the history of their community.

In 1978, the City of Marysville created a list of 163 properties within the city limits dating from the 1850s to 1930, comprising residential, commercial, industrial, municipal, religious, and educational buildings that were identified as significant to the cultural fabric of the city.

In 1998, a sufficient number of buildings in Downtown were identified as contributing to the feeling of a traditional downtown, and the Marysville Historic Commercial District was listed on the National Register of Historic Places. Despite substantial remodeling to several buildings and the demolition of others, the district has maintained its historic character. The Marysville Historic Commercial District is two discontinuous areas that span approximately 14 blocks bound by First, Sixth, C, and E streets. A reconnaissance-level survey of the historic district in 2021 noted that, of the original 59 contributors to the district, eight have been demolished and one has been altered to such an extent it is no longer recommended as a contributor.

In addition to the historic buildings, the development and street pattern is important to the Historic District's character - the traditional downtown arrangement of the historic street grid pattern of streets and alleys, shared walls creating continuous building facades facing primary streets, and zero lot-line setback of the buildings from the sidewalk.

Standards for New Development within the Historic District. The following standards apply to new infill development within the Historic Commercial District to maintain and preserve the historic character of Downtown Marysville:

- **Side Setbacks.** Primary building setbacks shall be within five feet of side setbacks of adjacent historic buildings of interest on the street.
- **Materials.** The use of traditional building materials found on historic buildings in the historic district, such as wood siding and brick, shall be used on new infill construction and maintain compatibility with the size, scale, design, texture, reflectivity, and durability of historic materials used on comparable historic buildings of interest in a modern context.
- **Façade Articulation.** New construction shall have a main entrance and façade parallel to and facing the street and window and door openings shall be designed based on the alignment, rhythm, size, shape, and pattern of openings of adjacent historic buildings of interest in a modern context.

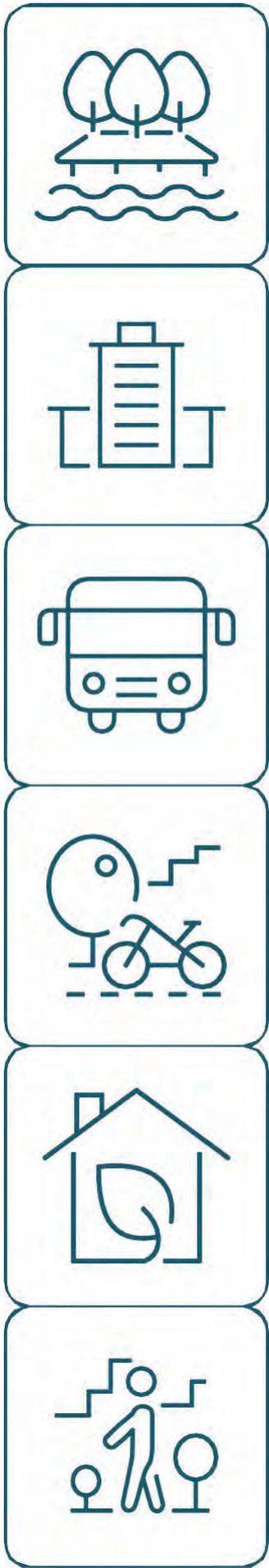
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- **Massing, Scale, and Form.** New buildings shall maintain compatibility with the overall design characteristics, massing, scale, and form of adjacent contributing buildings of the historic district by procuring historic elements within a modern context. High contemporary or articulated buildings are not permitted.
- **Height.** The height and roof form of new construction shall maintain compatibility in building height and roof form of traditional building forms of historic Marysville development.
- **California State Historic Building Code.** The City shall apply the California State Historic Building Code for use in historic structures as described and identified as “Eligible” structures by the architectural inventory in Section 3.4 of this Specific Plan. By implementing this section of the building code, it provides relief to certain current building codes that would otherwise constrain or act as a disincentive for the re-use of older buildings. The State Historic Building Code is written acknowledging the structural, design and site issues typically associated with older structures. The City may also extend this designation to other structures within the Plan when deemed necessary. Determination of application shall be granted by the Director.

Demolition and Building Permit Review for Historical Resources.

Prior to the approval of demolition or building permits that would result in substantial alteration of any of the potentially significant buildings, as described in Section 3.4 of this Specific Plan, an evaluation of significance in accordance with the California Register of Historical Resources (CRHR) criteria shall be performed. If the evaluation indicates the property is not eligible for listing in the CRHR, no further action is required. If any of these buildings are found to be eligible for CRHR listing, renovations to retained structures shall be consistent with the Secretary of Interior’s standards for the treatment of historic properties. If the structure is being demolished, documentation of the structure, consistent to the Historic American Building Survey (HABS), shall first be conducted. Similar to these provisions, City-owned significant buildings will require Council approval of a development plan prior to their demolition.

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Downtown Marysville Specific Plan

05

Transportation and Circulation

5.1 Approach and Intent

The success of Downtown Marysville's development depends on its circulation network's ability to transport people and goods efficiently and safely within and through the city. The Transportation and Circulation chapter provides an overview of how the City will coordinate transportation and circulation activities, promote safe and effective movement for all modes of travel, and efficiently use existing and proposed facilities and public utilities to transport people and goods in the Specific Plan Area. This is accomplished by providing recommendations to improve access and safety while encouraging walking, biking, and public transportation. This Specific Plan incorporates concepts from the Bounce Back Plan as it relates to transportation and circulation to guide future improvements in the Specific Plan Area.

This chapter focuses on increasing accessibility and convenience for bicycling and walking. The goal is to elevate the entire transportation system in the Specific Plan Area to ensure that it can be easily navigated and allow everyone to fully enjoy Downtown. The Specific Plan focuses on creating enhanced bicycle facilities, continuous pedestrian routes, safe and easy-to-use crossings, and improvements to transportation infrastructure adjacent to SR 20 and 70.

The Specific Plan envisions future transportation and improvements, including but not limited to:

- Streetscape designs that improve the pedestrian environment, including sidewalks, pedestrian amenities, and landscaping.
- Street sections that slow traffic and improve pedestrian safety by narrowing streets, providing curb extensions at intersections, and installing mid-block crossing and traffic control devices for the pedestrian.
- Reconfiguration of street edges to encourage diagonal parking.
- New public parking garages as economics and demand allow.
- The expansion of transit and bicycle facilities.

5.2 Vehicular Circulation

5.2.1 Street Design Standards

The City does not intend to construct any new streets in the Specific Plan Area. The City's priority is improving and enhancing existing

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streets and streetscapes to improve safety, comfort, and convenience for residents and visitors with a priority for pedestrians and bicyclists.

The City will maintain street design standards to guide public works improvement projects. These standards will be updated based on the below guidance for local streets, collectors, and principal arterials. The public works director may, in updating street design standards, deviate from the guidance below when necessary to promote pedestrian or bicycle access or overall public safety. Proposed bicycle facilities (bike lanes and bike paths) are described in Section 5.3. In general, the City will implement the feasible street design that is most protective of bicyclists and pedestrians.

Principal Arterials. Existing vehicle circulation is presented in Exhibit 5-1. Principal arterials should have 10- to 12-foot-wide travel lanes – one to two lanes in each direction except at intersections where turn lanes are needed. Sidewalks on both sides of the street are required of at least six feet in width, with wider sidewalks wherever there is available right-of-way. Sidewalks are not required in locations where there an existing, off-street adjacent multi-use path. Principal arterials do not generally have on-street parking.

Collectors. Collectors should have one lane in each direction of 10 to 11 feet. Sidewalks on both sides of the street are required of at least six feet in width, with wider sidewalks wherever there is available right-of-way. Collectors have on-street, parallel parking of eight feet in width including the gutter pan and Collectors in areas with relatively higher parking demand may alternatively have diagonal parking. Collectors that do not have protected, Class IV facilities should have bike lanes on both sides of the street of at least six feet in width, with wider bike lanes provided where there is available right-of-way. See Section 5.3 for a description of streets that will have protected Class IV facilities. Intersections shall have clear zones allowing motorists to see cyclists waiting to cross the intersections and bicycle lanes and intersection waiting zones may be painted with special high-visibility paint.

Local Streets. Local streets should have one lane in each direction of 9 to 11 feet. Sidewalks on both sides of the street are required of at least five feet in width, with wider sidewalks wherever there is available right-of-way. Local streets have on-street, parallel parking of eight feet in width including the gutter pan. Local streets may also have diagonal parking where there is adequate right-of-way, and where there are not bike lanes planned (as shown in Section 5.3), with a special priority to create additional parking capacity by adding diagonal parking within the Medical Arts Zone. Local streets with bike lanes are identified in Section 5.3. Bike lanes shall be at least six feet in width, with wider bike lanes

provided where there is available right-of-way. Intersections shall have clear zones allowing motorists to see cyclists waiting.

5.2.2 Vehicular Circulation Improvements

The City has identified a number of planned and targeted safety improvements in Table 5-1 and shown below in Exhibits 5-3, 5-4, and 5-5, to be implemented as funding is available, and that may be updated in the future based on additional study, including a complete streets study of 2nd, 3rd, and 4th Streets to address high bicycle and pedestrian collision corridors and explore a safer and more comfortable transportation network that accommodates the needs of all mobility types, users, and ability levels.

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Exhibit 5-1. Existing Vehicle Circulation

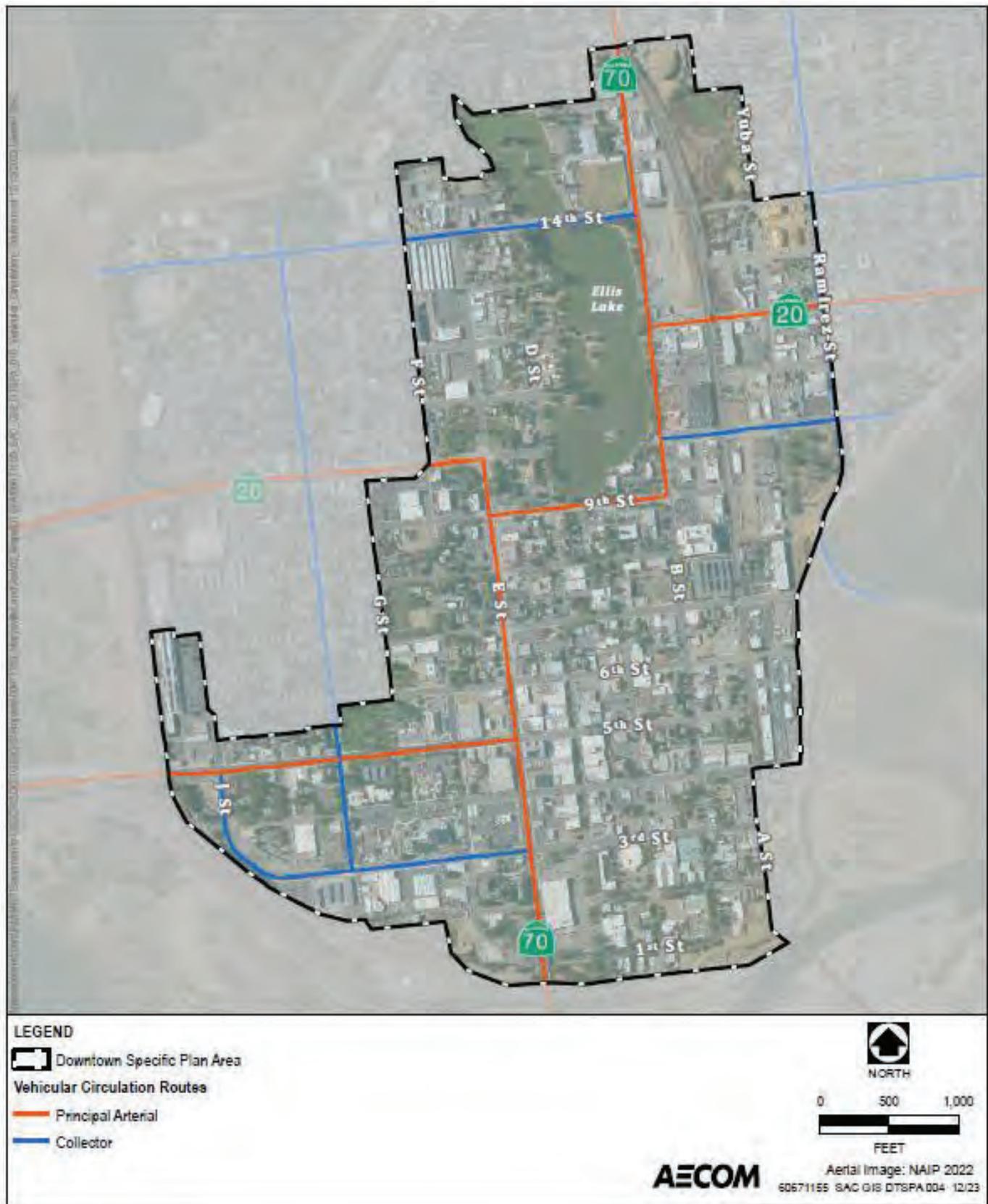


Table 5-1. Street Safety Improvements

Intersection	Improvements
E Street at 3 rd Street	<ul style="list-style-type: none"> • Review and increase signal clearance timing • Install advanced Dilemma Zone detection • Install Advanced traffic control sign
East 12 Street at Ramirez Street	<ul style="list-style-type: none"> • Review and increase signal clearance timing • Install advanced Dilemma Zone detection • Install/upgrade dedicated left turn phases on NB & SB approach. Restripe approaches to accommodate dedicated left turn lane
5 th Street at Olive Street	<ul style="list-style-type: none"> • Install advanced traffic control sign • Install posted speed limit sign • Install object markers (visible in all directions) to emphasize no EB left turn movements onto Olive Street
10 th Street at F Street	<ul style="list-style-type: none"> • Review and increase signal clearance timing • Install advanced Dilemma Zone detection
E Street at 8 th Street	<ul style="list-style-type: none"> • Review and increase signal clearance timing • Install advanced Dilemma Zone detection • Install protected-split left turn phasing indications on EB & WB approach. Restripe approaches to accommodate dedicated left turn lane • Install posted speed limit sign • Install signal interconnect and coordinate with 8th Street & E Street
9 th Street at E Street	<ul style="list-style-type: none"> • Review and increase signal clearance timing • Install advanced Dilemma Zone detection • Install posted speed limit sign • Install signal interconnect and coordinate with 8th Street & E Street
5 th Street at J Street	<ul style="list-style-type: none"> • Upgrade 8" signal heads to 12" and replace/upgrade signal backplates with retroreflective border • Review and increase signal clearance timing as necessary • Install Advanced Dilemma Zone Detection • Upgrade / restripe "Signal Ahead" pavement markings on EB & WB approaches
B Street at East 12 th Street	<ul style="list-style-type: none"> • Review and increase signal clearance timing as necessary • Install Advanced Dilemma Zone Detection • Install median restricting EB left turn movements
B Street at 11 th Street	<ul style="list-style-type: none"> • Stripe "Keep Clear" in the middle of the intersection • Restrict 11th Street to right-in/right-out only and add right turn only pavement marking

5.2.3 Parking Standards

New development in the Specific Plan Area will be subject to the parking regulations in Chapter 18.60 of the City’s Zoning Code.

5.2.4 Parking Improvements

Based on an updated study of parking supply and maximum parking demand, which used very conservative assumptions that would likely overestimate parking demand, parking supply is generally sufficient within the Specific Plan Area. If just 30 percent of parked trips are for more than one purpose, the existing supply would meet peak, maximum demand in December, which is the highest demand month for parking. However, parking capacity is not equal throughout all of the Specific

Plan Area, with high parking demand particularly in the area around Rideout hospital, California Department of Transportation (Caltrans) District 3 headquarters (notwithstanding the potential for reduced demand due to remote work), the D Street historic commercial core, and the area surrounding the Yuba County Courthouse.

A guiding principle for vibrant and viable downtowns is to promote parking once and walking to multiple destinations. This concept of shared parking not only reduces traffic congestion and excessive circulation, but it increases pedestrian activity that is supportive of Downtown businesses.

Parking improvements to be pursued by the City may include:

- The City may update and enforce a short-term parking program on D Street between 3rd Street and 6th Street.
- The City may update and enforce a residential parking permit program that allows long-term parking in areas with short-term restrictions and provides parking passes for new multi-family residential development developed without off-street parking.
- The City may identify opportunities to add parking capacity in the area surrounding the Rideout regional hospital on local streets with adequate right-of-way through diagonal, rather than on-street parallel parking.
- The City may collaborate with Caltrans, Yuba County, and Adventist Health to add parking, including structured parking that may be shared for different purposes.
- Establish funding mechanisms to finance the parking program (this could be an in-lieu fee, private/public partnerships, etc.) and can be used to acquire parking or develop parking garages.
- Promote shared parking (i.e., sharing office parking which typically peaks at 10 a.m. with residential parking which peaks in the evening hours)

5.3 Bicycle and Pedestrian Circulation

A bicycle- and pedestrian-friendly environment can produce economic, public health, environmental, social, and fiscal benefits. Safer and more comfortable bicycle facilities will allow more residents and visitors to reach popular destinations throughout the Specific Plan Area on bikes. Improved sidewalks, paths, and crossings will encourage walking as a mode of transportation, recreation, and exercise.

The intent of the Downtown Specific Plan Area is to provide safe and accessible bicycle and pedestrian facilities that allow people of all ages and abilities to bike or walk to their desired locations. Bicycle and pedestrian facilities will be maintained and improved over time to better connect individuals to schools, shopping areas, employment, public transit, and other key destinations.

5.3.1 Planned Bike and Pedestrian Circulation Improvements

Pedestrian and bicycle circulation improvements will include filling sidewalk gaps, improving crosswalks, adding and improving bicycle facilities, and making other improvements that enhance the attractiveness, convenience, and safety of walking and biking for residents, employees, and visitors Downtown.

Bicycle Projects

Proposed bikeway improvements in the Specific Plan Area will include a variety of the three classes of bikeways. The recommended projects include Classes I and II of bikeways, as well as Class IV protected bikeways. Class I allows bicycle and pedestrian travel on a paved right-of-way completely separated from streets or highways, while Class II provide a signed, striped, and stenciled lane for one-way travel on both sides of a roadway. Class IV protected bikeways offer on-street bicycle facilities that are separated from vehicle traffic by some form of physical protection such as a curb, on-street parking, flexible bollards, or concrete planters. Bicycle parking is also proposed in select locations to allow bicyclists to park safely and encourage visitors to bicycle rather than drive.

Class III, which provide for shared travel lane use and are generally only identified with signs, are not protective of cyclists. Therefore, the Specific Plan proposes to convert all existing Class III bike routes to Class II bike lanes instead.

Proposed bikeway improvements in the Specific Plan Area are shown in Exhibit 5-2 and listed below in Table 5-2 and Exhibit 5-3 and 5-4, show sample future bicycle improvements 14th Street and B Street in the Downtown Mixed-Use and Mixed-Use Neighborhood Land Use Zones. Proposed parking improvements are shown below in Exhibit 5-6.

Downtown Marysville Specific Plan

Exhibit 5-2. Bikeway Improvements Map



Table 5-2. Bikeway Improvements

Location	Start	End	Class	Length (miles)	Notes
Various locations					Bicycle parking
1 st Street	Biz Johnson Drive	E Street	Class II	0.13	
2 nd Street	D Street	East of A Street	Class II	0.27	Replace existing angled parking with back-in angled parking and add Class II bikeway between sidewalk and parking, where feasible.
North of 5 th Street	Olive Street	West of Olive Street	Class I	0.08	Continue bike/ped path on north side of the bridge to the intersection; will be completed as part of 5 th Street Bridge project
6 th Street	A Street	Yuba Street	Class II	0.07	
6 th Street	Olive Street	A Street	Class I	0.78	Where feasible within existing ROW
8 th Street	J Street	B Street	Class II	0.65	
South of 10 th Street	Yuba Street	West of Ramirez Street	Class IV	0.07	
14 th Street	B Street	E Street	Class II	0.25	Restripe w/ two 11' travel lanes, one 11' center turn lane, and 8' bike lanes. Bike lanes will be closed and used for special event parking for game days at Bryan Field and other large community events at discretion of the City.
D Street	11 th Street	14 th Street	Class II	0.23	
E Street	11 th Street	14 th Street	Class II	0.23	Replace existing angled parking with back-in angled parking and add Class II bikeway between sidewalk and parking, where feasible.
F Street	2 nd Street	Biz Johnson Drive	Class II	0.13	
F Street	2 nd Street	South of 3 rd Street	Class II	0.07	
F Street	3 rd Street	6 th Street	Class II	0.22	Replace existing angled parking with back-in angled parking and add Class II bikeway between sidewalk and parking, where feasible.
G Street	6 th Street	14 th Street	Class II	0.62	
H Street	3 rd Street	5 th Street	Class II	0.16	Replace existing angled parking with back-in angled parking and add Class II bikeway between sidewalk and parking, where feasible.
H Street	5 th Street	14 th Street	Class II	0.70	
J Street	6 th Street	8 th Street	Class II	0.15	
Olive Street	North of 5 th Street	6 th Street	Class II	0.06	
Ramirez Street	24 th Street	Levee Path	Class II	1.16	Stripe bike lanes and 8' parking
SR 70-B Street	9 th Street	14 th Street	Bicycle Path	0.37	Provide decomposed granite path for bicycling between the tree lines west of B Street in Ellis Lake Park.
Yuba Street	6 th Street	8 th Street	Class II	0.15	Would require parking removal and coordination with the Sheriff department. Road cannot be widened due to levee constraints.
Yuba Street	8 th Street	10 th Street	Class II	0.15	

Downtown Marysville Specific Plan

Exhibit 5-3. Potential Class II Bikeway Improvements on 14th Street



Exhibit 5-34. Potential Class IV Bikeway Improvements on B Street



Pedestrian Projects

SIDEWALKS

Sidewalks consist of one or several zones, each named for the primary activity that occurs in the zone. The 'Frontage Zone' in retail and commercial areas may feature seating for cafes and restaurants or extensions of other retail establishments. The 'Walk Zone' is dedicated for pedestrian travel and shall be free of obstructions. The 'Amenity Zone' may feature seating, newspaper racks, utility boxes, lampposts, trees, and parkways. Sample sidewalk zones are shown below in Exhibit 5-3. Each respective zone shall comply with standards provided below in Chapter 5.3.2. Proposed sidewalk improvements in the Downtown Specific Plan Area are shown on Exhibit 5-6 and listed in Table 5-3.

CROSSWALKS

Improved crosswalks guide pedestrians across streets by defining and delineating the path of travel. Crosswalk markings also alert motorists and bicyclists of a pedestrian crossing point.

Crosswalks shall include standard (or transverse) markings and high visibility or "continental" markings. Crosswalks may be placed at intersections and at mid-block locations.

Proposed crosswalk improvements in the Downtown Specific Plan Area are shown in Exhibit 5-6 and listed in Table 5-4. Please see below under the heading, "Improvements Required along State Highways" for additional required improvements.

ELLIS LAKE PARK

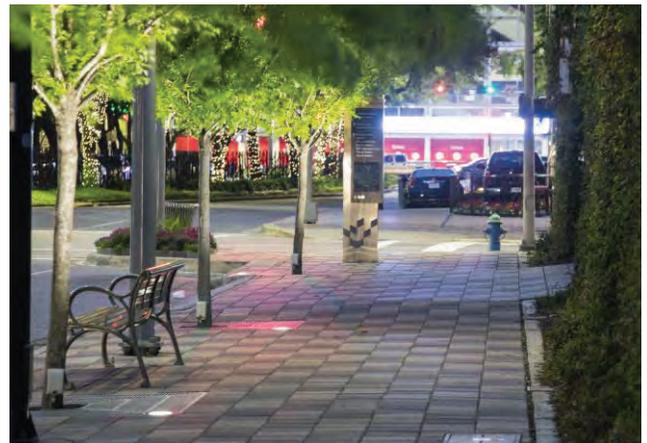
Ellis Lake Park shall include improved sidewalks to provide safer and more convenient walking paths around and adjacent to the lake. Specifically, there should also be improved pedestrian access by enhancing crosswalks across 9th Street and B Street.



Frontage zones can accommodate outdoor dining or other features to enhance the ground floor



Wider walk zones allow people to walk together comfortably



Amenity zones can offer street furniture, lighting, and public transit access

Downtown Marysville Specific Plan

Exhibit 5-5. Example Sidewalk Design



Table 5-3. Sidewalk Improvements

Location	Side	Start	End	Length (feet)	Notes
6 th Street	N	East of A Street	West of A Street	89.20	Coordinate with UPRR
6 th Street	N	Olive Street	J Street	124.22	
6 th Street	N	West of Yuba Street	Yuba Street	168.43	
13 th Street	N	Yuba Street	Ramirez Street	336.91	With development of site
13 th Street	S	Yuba Street	East of Yuba Street	62.24	
14 th Street	S	Ramirez Street	Yuba Street	352.88	With development of site
16 th Street	N	C Street	Elm Street	156.92	
16 th Street	S	C Street	B Street	380.75	
16 th Street	N	Elm Street	Chestnut Street	101.96	
17 th Street	S	Chestnut Street	E Lake Court	280.69	
17 th Street	N	Elm Street	C Street	164.37	
C Street	E	16 th Street	North of 16 th Street	68.91	
C Street	W	Ellis Lake	South of 16 th Street	232.59	
Ellis Lake	W	14 th Street	16 th Street	757.52	Widen sidewalk to 8'
Ellis Lake				6497.51	Widen sidewalk to 8' and add railing at water edge with removable sections
Elm Street	E	16 th Street	17 th Street	335.62	
Elm Street	W	16 th Street	17 th Street	337.69	
J Street	E	4 th Street	3 rd Street	490.66	
Yuba Street	W	6 th Street	7 th Street	325.55	With development of site (partial)
Yuba Street	W	14 th Street	North of 16 th Street	1044.95	Park
Yuba Street	W	South of 14 th Street	South of 14 th Street	28.82	

Table 5-4. Crosswalk Improvements

Location	Notes	Category
14 th Street & C Street	Existing controlled crossing	High-visibility crosswalk
J Street & 5 th Street	Existing controlled crossing; will be completed with 5 th Street Bridge	High-visibility Crosswalk
E Street & 11 th Street		Yellow high-visibility crosswalk with RRFB-W leg
E Street & 12 th Street		Yellow high-visibility crosswalk with RRFB-S leg

Downtown Marysville Specific Plan

Exhibit 5-4. Sidewalk, Crosswalk, and Parking Improvements Map

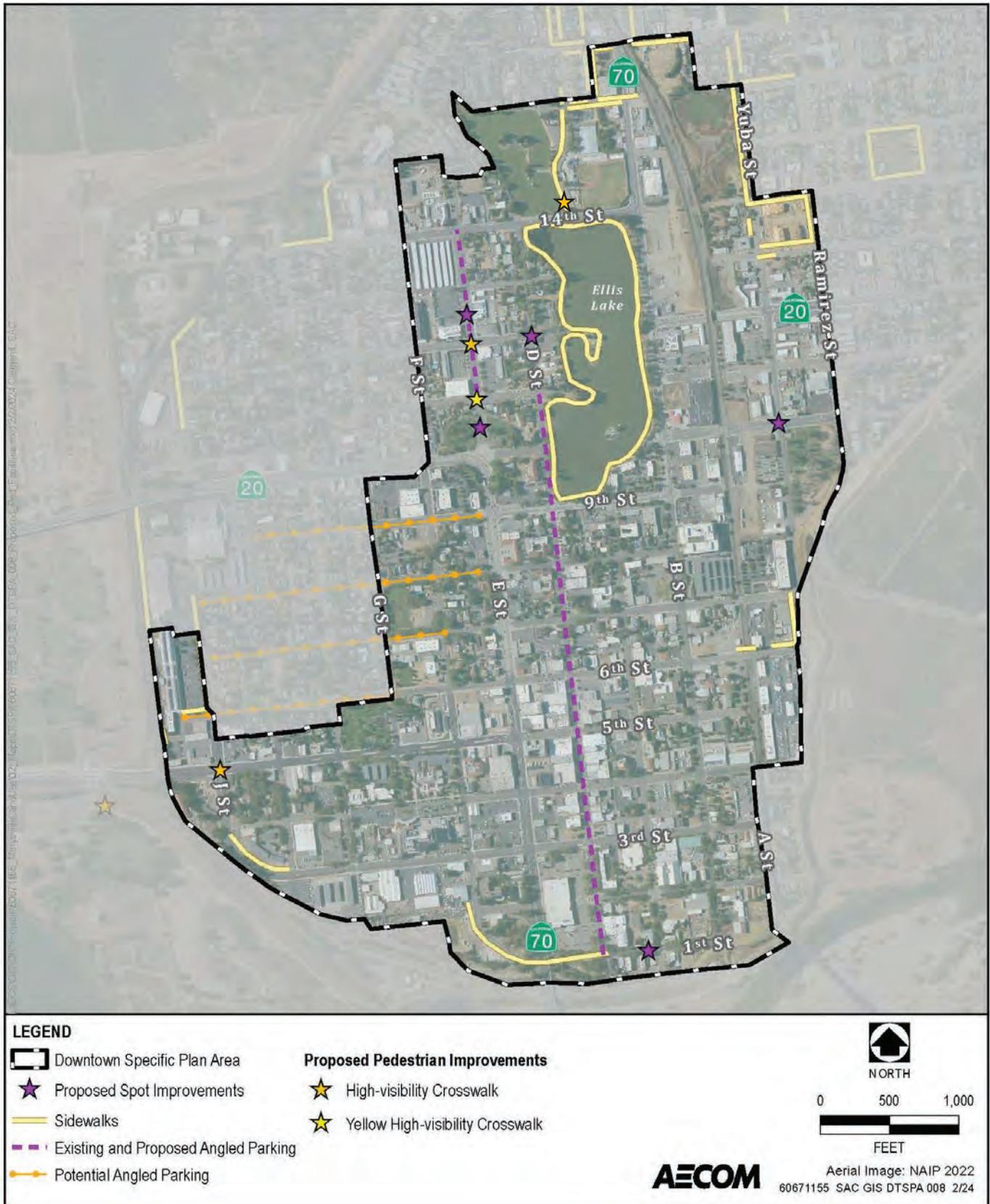


Table 5-5 lists spot or location-specific improvements in the Downtown Specific Plan Area that are designed to address designated locations where specific walking and biking challenges were identified through the planning process. These improvements are also shown in Exhibit 5-.

Table 5-5. Spot Improvements

Location	Start/End	Item	Improvement
1st Street	Midblock between Oak Street & C Street	Bike Hub ¹³	Bike Hub
10th Street	Yuba Street	Median	Extend length of diverter median
D Street & 12th Street		Raised Intersection	Mark four crosswalks and create raised intersection
E Street - midblock	Between 12th Street and 13th Street	Sign	School area speed feedback sign
E Street - midblock	Between 10th Street and 11th Street	Sign	School area speed feedback sign
Ramirez Street	South of levee path	Sign	Bike Lane Ends sign for southbound bicyclists

Improvements Required along State Highways

Marysville has a unique position with multiple state routes traversing its city limits and the Specific Plan Area, offering regional mobility. However, the state highways also create safety problems and represent major barriers for bicycle and pedestrian access. To address this issue, the following improvements are required and will be pursued by the City in partnership with Caltrans, among other improvements (Table 5-6):

Table 5-6. Required Improvements along State Highways

Location	Start	End	Description
SR 20 - 12 th Street	12 th Street Underpass		Install sidewalk guardrails
SR 70	2 nd Street & E Street		Study existing ramp closure. Connect vehicles via 2 nd Street, provide pedestrian access via 2 nd Street.
SR 70 - B Street	14 th Street		Mark crosswalk on north leg. Adjust signal phasing.
F Street- SW side	North of 2 nd Street	Biz Johnson Drive	1139.72 feet of sidewalk improvements
1 st Street- SW side	Biz Johnson Drive	D Street	674.53 feet of sidewalk improvements

¹³ A bike hub refers to a designated space for bicycles that may include bicycle parking, racks, repair stations, or other associated facilities.

5.3.2 Sidewalk Standards

Sidewalks shall support outdoor activities, such as seating and outdoor dining. Sidewalks adjacent to seating and dining areas must leave at least five (5) feet or more of vacant sidewalk space between the edge and the curb to provide adequate pedestrian circulation.

Sidewalks adjacent to commercial uses along B Street, D Street, and E Street shall be a minimum of ten (10) feet wide to allow adequate space for trees, planters, outdoor dining, and light fixtures. Tree wells and planters shall be placed at intervals of 40 feet or less.

5.4 Future Rail

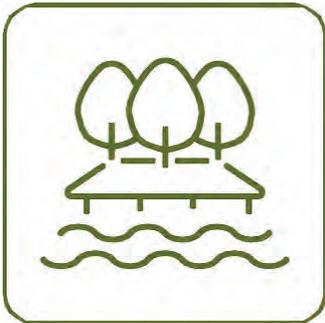
Butte County Association of Governments (BCAG), in collaboration with the San Joaquin Regional Rail Commission, San Joaquin Joint Powers Authority, Caltrans, and various local governments, including Marysville, are engaged with strategic planning for the extension of Altamont Corridor Express (ACE) and Amtrak San Joaquins trains from north of Sacramento to the city of Chico, known as the “North Valley Rail Project.”

Passenger rail stops are proposed in Marysville, Plumas Lake, Gridley, and Chico. Two station locations in Marysville are considered - one between 10th Street and 5th Street and east of Featherside Way and another south of 5th Street and southwest of 3rd Street and J Street.



Proposed Marysville-Yuba City Station Rendering

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06

Open Space + Public Facilities and Services

6.1 Approach and Intent

The Downtown Specific Plan is designed to revitalize and enhance Downtown as a vibrant area that is attractive for housing, cultural events and institutions, retail and commercial services, entertainment, eating and drinking establishments, civic uses, and other activities and uses. The Open Space + Public Facilities and Services chapter outlines the open space and public facilities needed to support this vibrant, mixed-use environment.

The Specific Plan Area will have an integrated green network of parks, plazas, and safe streets and pathways. Comfortable pedestrian spaces, including safe sidewalks, protected bike lanes, and off-street paths will connect parks and public open spaces. Shared outdoor spaces will be designed for formal and informal community gathering spaces, blending outdoor and indoor uses, such as outdoor markets and traditional eating and drinking establishments. Open space areas will be designed in different sizes to serve various functional purposes. These areas will include larger areas of land near the edges of the Specific Plan Area, such as the vicinity of Beckwourth Riverfront Park, while smaller open spaces can be created in infill areas.

Improvements to the City's open spaces will be implemented over time and may occur as comprehensive street improvements or as a part of private development.

Additionally, public utilities will be examined to ensure they can support the plan's projected growth and necessary improvements will be recommended to facilitate growth in the Specific Plan Area.

6.2 Open Space and Public Facilities

The vibrant and economically successful Downtown area envisioned in this Specific Plan requires open space - in different increments and sizes, providing different functions, and accessible to Specific Plan residents, employees, and visitors alike. Development under the Specific Plan has access to *existing* public utilities - there are no major utility extensions or expansions required to serve anticipated development. However, it will be necessary to improve public utilities throughout the buildout of the Specific Plan to ensure adequate capacity and functionality to serve existing development and the anticipated future mix of uses.



Yuba County Library on 2nd Street

6.2.1 Types of Open Space

The City defined four types of parks in the 2019 Parks and Open Space Master Plan: Mini, Neighborhood, Community, and Regional Parks. As the needs and preferences of Marysville residents evolve, it is important to ensure that recreational spaces are provided in the locations, amounts, and designs that best meet these needs. Through maintaining and implementing park standards, the City's intent under this Specific Plan is to provide accessible and enjoyable outdoor spaces for residents and visitors alike. Table 6-1 - Park Classifications defines each park type, size, and scale.

In addition to parks, other community-oriented spaces in the Downtown Specific Plan Area include public facilities, plazas, trails, community gardens, and private open space, which are described below.

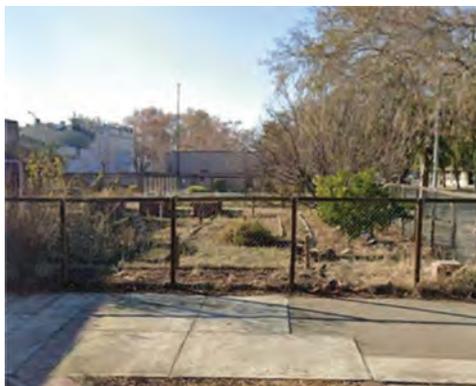
- **Public Facilities.** Public facilities in and near the Downtown Specific Plan Area include City Hall, the County Library, and other City, County, and other public agency facilities. Public facilities will be expanded and augmented during the buildout of the Specific Plan based on each public agency's service standards and funding priorities.
- **Plazas.** Plazas are generally relatively small, hardscaped areas that are focal points and/or gathering areas for civic or commercial buildings. A plaza may be home to public art, act as a setting for passive recreation, and create a sense of place for the community. An example of a plaza is the Bok Kai Temple Plaza near the intersection of 1st and D Streets.
- **Trails.** Trails are pathways physically separated from vehicular traffic, connecting homes and destinations, and providing recreational opportunities. Trails are typically shared use, accommodating both pedestrians and cyclists. There is an existing, partially complete Class I shared-use trail on the levees that surround the City. The levees and the associated trail are managed and maintained by the Levee Commission.
- **Community Gardens.** Community gardens provide a space for people to grow food, flowers, or other plants. These gardens can benefit urban life's environment, health, social, and economic aspects. A City-owned community garden is located on the south side of 2nd Street between Oak and C Streets across from the Yuba County Library. This land is owned by the City and is managed by the Community Development Department. Plots within the community garden are available for the public to rent.
- **Private Realm.** The private realm refers to privately owned spaces that provide public access or locations for Marysville residents,



Bok Kai Temple Plaza



Existing trail around the City



Community garden across from John Packard Library



Example sidewalk café in the private realm

employees, and visitors to gather while patronizing a local business. The private realm may consist of spaces open to the public and can blend indoor and outdoor uses, such as sidewalk cafes and dining areas.

Table 6-1. Park Classifications

Park Type	Description	Acres	Population Served	Acres per 1,000 People	Effective Maximum Service Distance
Mini Parks	Sometimes called pocket parks, plazas, or neighborhood greens, mini parks can offer picnic areas, playground equipment, and small landscaped areas for passive or active recreational use.	Up to 1	Varies	0.5-1	Up to ½ mile
Neighborhood	Neighborhood parks are located and designed to serve the surrounding neighborhood and can provide active recreational facilities, such as playground equipment, sports fields, and sports courts. Neighborhood parks can also have passive elements like picnic areas, benches, and walking paths.	1 - 6	2,000 - 8,000	1-3	½ to 1 mile
Community	Community parks provide diverse recreation activities not usually accommodated by neighborhood or mini parks. They will often be located near primary or secondary schools, including sports courts, watersports facilities, and picnic areas.	10 - 100	8,000 - 40,000	1-3	1 to 3 miles
Regional	Regional parks in Marysville serve local residents and municipalities in Yuba and Sutter Counties. These parks often contain intensive, multi-functional elements for day and night use, including access to waterways, nature area, hiking and riding trails, and sport facilities.	More than 100	50,000 - 100,000	5	Up to 30 miles

6.2.2 Improvement Concepts

The Marysville Bounce Back Plan and extensive community input informed open space concepts and improvements to existing open spaces. The concepts below can guide future improvements and enhancements to the City’s open spaces in the Specific Plan Area.

6.2.3 Open Space

Lighting. Maintain and enhance lighting around open space facilities. Create a continuous string of lights along the Ellis Lake promenade to encourage use and create a strong visual identity as seen from B Street, 9th Street, and other prominent locations. Provide seating and amenities along the promenade.

Public space lighting shall be low in height with a maximum height of 16-feet. Lighting in plazas shall average two-foot candles and

Downtown Marysville Specific Plan



Lighting around Lake Merritt in Oakland

incorporate pedestrian oriented lights (light bollards, pole lights, wall mounted lights etc. Ambient string lights in trees and uplighting of trees is encouraged.

Plazas shall have an articulated edge with buildings, benches, landscaping, or other elements where feasible, and define the plaza and create a comfortable space.

Plaza edges that open to pedestrian through-traffic shall be designed without impeding traffic flow with a planter or low seating wall, a pergola with vines, water feature, art or sculpture or other design element.

Pedestrian Amenities. These may include trees, landscaping, awnings, decorative lighting, paving, decorative tiles, interactive water features, etc. Intent: Sidewalk area plantings shall include planter pots, landscaped planters/parkways, raised planters on selected streets, plaza landscaping, and on-street parking and shading. To construct public right-of-way improvements that achieve a cohesive appearance and maintain an urban atmosphere, joint participation between private property owners and the City will be required. Some of the beautification efforts can be implemented by the City as funding is secured and allocated. Cooperation and participation by individual property owners, merchants, special interest groups, and others will be required with future property development.

Maintenance. Increase park and trail maintenance to present safe and welcoming environments, prioritizing the Ellis Lake pedestrian promenade and lighting, but also regular maintenance of other Downtown park spaces.

Trails. Improve and maintain trails to be more attractive by making improvements and increasing wayfinding. Provide opportunities to see and enjoy the natural environments associated with the Yuba and Feather Rivers, as well as comfortable and inviting facilities for pedestrians and cyclists to reach destinations in the Downtown Specific Plan Area.

- **User Needs.** Address trail users' needs, such as with lighting, directional signage, trashcans, doggie bag dispensers, security call boxes, etc.



Short-term food truck pop-up event

- **Trailheads.** Improve trailheads to levee trails and Beckwourth Riverfront Park so they are clearly signed, lighted, and follow “crime prevention through environmental design” (CPTED) principles.
- **Trail Network.** Create a continuous interconnected trail network for walking, running, and bicycling - a continuous trail “loop” trail around Marysville, as discussed in the Pedestrian & Bicycle Master Plan.

10th Street between Washington Square Park and Ellis Lake. Enhance the public realm environment on 10th Street between Washington Square Park and Ellis Lake Park to encourage pedestrian activity, events, and use of the improved promenade around Ellis Lake.

6.2.4 Programming

The City’s intent under this Specific Plan is to continue and expand partnerships with other public agencies and private organizations to initiate and expand recreational programming available to Marysville citizens, employees, and visitors.

Attractions and events. Improve opportunities for short and long-term attractions and regular and special events to be located at neighborhood and regional parks.

Bicycle Facilities. Improve and promote Marysville as a “bicycle hub” for touring clubs, bike races, bike rallies, and other activities.

Boating. Allow and encourage boating and boating concessions at Ellis Lake, such as paddle boats (“pedalos”). Provide facilities to launch watercraft into Ellis Lake.

Night Use. Encourage use of open spaces in the evening and at night through a diversity of programming such as, but not limited to, pop-up movie screenings, night markets, ballroom and salsa dance classes, light shows, and art installations. Communicate with local agencies and businesses regarding support for evening park programming.

Park Facilities. Address long-term needs of park facilities by proactive tracking of grant funding opportunity and implementing park fees on new developments and allocating park fees to support and enhance park facilities in the Specific Plan Area. A strategic funding approach ensures that growth contributes to the continued improvement and sustainability of local parks, fostering a vibrant and well-maintained environment for the community.



Paddle boats at Blue Heron Lake in San Francisco



Public tables for night use in San Diego



Riverfront dining in Sacramento

Recreation. Promote recreational opportunities by implementing diverse recreational programs, such as fitness classes, picnics, community events, sports leagues, nature walks, and educational workshops. Enhance community involvement and well-being by actively sharing the Marysville Adopt-a-Park Program. Further community engagement and well-being by partnering with local organizations, schools, and businesses to create a vibrant and inclusive recreational environment for residents of all ages.

Running and Bicycling Events. Coordinate with local or regional organizations to encourage and market running and bicycling events that generate activity within the Specific Plan Area.

Ellis Lake Area. Encourage dining options along Ellis Lake near Bryant Field, at B and 9th Streets, and other locations near Ellis Lake. Allow food concessions and construction of dining terraces in these areas, and work in partnership with local businesses that may be interested in these opportunities. The City may consider a pedestrian overcrossing on 9th Street for pedestrians and cyclists to safely access Ellis Lake from Downtown.

6.2.5 Streets and Public Realm

One of the overarching goals of this Specific Plan is to ensure that the Downtown is a vital place economically and physically. As currently vacant and/or underutilized properties begin to thrive, and Downtown Marysville welcomes new residents and businesses, attractive amenities will be needed to achieve the vision for a well-balanced urban environment. Improving the public realm supports the vision that Downtown Marysville can become a place where people want to shop, dine, and linger with their friends and family. The physical aspects will be implemented over time and may occur as comprehensive street improvements or may be improved in phases as part of private development. Where no immediate private development is likely to occur, the City may undertake improvements and seek reimbursement from future development or seek grant funding to support public improvements.

Potential street and public realm improvements include the following:

B Street Pedestrian Improvements. Enhance pedestrian crossings across B Street to connect residential, commercial, and institutional uses on either street side.

Bicycle Paths. Improve in-town bicycle facilities that connect to the larger bicycle network, such as along levees and Riverside Park.

Connections to Downtown and Neighborhoods. Improve pedestrian access to Ellis Lake Park by enhancing crosswalks across 9th Street and B Street.

Washington Square and 10th Street Curve Gateway. Transform Washington Square Park into an active attraction and distinct landmark seen clearly from E Street and SR 20 and 70. The “10th Street Curve” is where SR 70 turns onto E Street should be considered in tandem with Washington Square Park because of limited access for motorists and pedestrians along the curve. Identify and evaluate possible ways to reuse the Park to create one or more attractions, such as a permanent farmers market, a large signature play area, a botanical garden, or weekly “music in the park” or other programming.

6.2.6 Park Improvements

In addition to new and enhanced open space concepts, existing parks within the Specific Plan Area shall be maintained and improved to support future residential development and improve the quality of the open space network within the Specific Plan Area and the City of Marysville as a whole. Table 6-2 lists the proposed improvements to existing parks within the Specific Plan Area **Error! Reference source not found.** and Exhibit 6-1 and Exhibit 6-2 show potential improvements to Veterans Park and Yuba Park.

Table 6-2. Proposed Park Improvements

Park Name	Improvements
Bryant Field	Bicycle parking
Ellis Lake	Bicycle parking Disposal units (trash and recycling) Park monument sign Solar motion-sensor security lights Well
Plaza Park	Disposal units (trash and recycling) Group picnic area, with grills and shade shelter Park monument sign
Veterans Park	Bicycle parking Disposal units (trash and recycling) Group picnic area, with grill and shade shelter Park monument sign Solar motion-sensor security lights
Yuba Park	Concrete walking paths along perimeter of park Disposal units (trash and recycling) Group picnic area, with grill and shade shelters Park monument sign Solar motion-sensor security lights

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Exhibit 6-1. Potential Improvements to Veterans Park



Exhibit 6-2. Potential Improvements to Yuba Park



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Example of bicycle parking with other forms of street furniture



Example of monument sign identifying park



Walking paths with amenities in Santa Clara Square



Example of outdoor recreation equipment with picnic tables

The following are descriptions of the improvements that are envisioned for the parks:

Bicycle Parking. Bryant Field, Ellis Lake, and Veterans Park all require additional bicycle parking to meet the needs of the residents as identified in the Marysville Bicycle Master Plan. Bicycle parking should be able to accommodate a minimum of six bicycles.

Disposal Units. Disposal units include trash and recycling receptacles. Residents have commented on the amount of litter in the parks. It is recommended that Marysville implement more disposal units to reduce the amount of litter in the parks. Disposal units should be located near gathering and eating areas and in central locations. Appropriate locations include near picnic tables, benches, and playgrounds.

Park Monument. Park specific branding shall be considered when signage is being developed. This branding can be drawn from existing impressions, developed based on neighborhood context, utilize site history, and/or guided by community input, as well. The opportunity to create distinct park identities must be balanced with the need for cohesive City identity, so colors, fonts, and materials must be considered.

Walking Paths. Walking paths are needed at Yuba Park. Walking paths shall be a minimum of 1/3 of a mile. The perimeter of Yuba Park is approximately 0.35 miles, and the perimeter of East Lake is approximately 0.5 miles. While it is important to maximize the path length when developing walking paths, it is equally important to consider the quality of the walking experience. Loops are preferred so walkers do not have to walk back along the same paths, and any paths provided should comply with ADA accessibility standards. The surrounding space should also be pleasant and safe feeling to encourage use.

Wells. Wells are being installed as an effort to upgrade aging irrigation infrastructure. Updating irrigation systems can help in keeping costs down for the City's parks.

Group Picnic Areas. Covered group picnic areas are lacking in Marysville's park system and significant community support for these features exists. Ellis Lake has some current picnic areas which could be grouped, covered, and/or improved to provide this facility. By creating clearly defined group areas, Marysville could market rentals of these spaces. The one group picnic area per 8,000 residents target is in keeping with similar recreation service providers. Community feedback indicates that 20 users is the preferred number of guests a group picnic

area should accommodate and that a canopy over the tables and a grill increases the interest in renting the space. Due to its potential to be in high demand and rentability, this facility should be reassessed for popularity and the level of service adjusted to meet community demand in future updates.

6.3 Utility Services

6.3.1 Water

Development anticipated under the Specific Plan would increase water demand. Cal Water provides domestic water in the Specific Plan Area. The groundwater used within Marysville is extracted from the North Yuba Sub-basin, which underlies Marysville. There are a total of nine wells that serve Marysville, eight of which are active. Two surface storage structures enable the groundwater wells to pump to storage during non-peak demand periods and provide peak day demand.

According to California Water Service's 2020 Urban Water Management Plan, while the total population is projected to increase by 3 percent between 2020 and 2045, total water use is expected to decrease by 6 percent due to improvements in water use efficiency. California Water Service also includes water losses related to fire issues. The California Fire Code does include the requirement for an automatic sprinkler system.

6.3.2 Wastewater

Like water demand, implementation of the Specific Plan would involve new development and changes in uses that would increase wastewater conveyance and treatment demand. The City will maintain a wastewater infrastructure master plan that identifies condition and capacity improvements required to serve existing and new development. The wastewater infrastructure master plan will determine the existing sewer collection system hydraulic capacity and describe capital improvements necessary to meet the future sewer demand anticipated in the Downtown Specific Plan Area. Wastewater infrastructure master planning and implementation efforts would also address infiltration (groundwater seeping into the sanitary sewer system through cracks or leaks in sewer pipes) and inflow (rainwater being misdirected into the sanitary sewer system instead of stormwater drains). The existing The Linda County Water District Wastewater Treatment Plant that serves Marysville has substantial unused capacity available to serve new development (existing capacity of 5 million gallons per day and current flows of 2.5 million gallons per day).

6.3.3 Stormwater

The City is protected from flooding by a ring levee system. Stormwater and drainage service for the Downtown area is provided by the City of Marysville and managed by the Public Works Department. Within the Specific Plan Area, all stormwater and surface water is collected and conveyed into a closed system, which is maintained by the City. All new development in the City is required to manage stormwater drainage, both quantity and quality. Since the 1990s, the State has been imposing increasingly more stringent requirements related to stormwater quality treatment. In areas with lower density development, this can be accomplished through landscaping features. In more urban areas, site design is more challenging, and often less space is available to address these requirements. The City will maintain a stormwater infrastructure master plan that identifies condition and capacity improvements required to serve existing and new development.

6.3.4 Solid Waste & Recycling

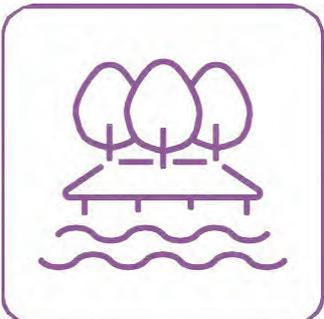
Recology Yuba-Sutter currently provides refuse collection and disposal services within Marysville. The majority of the Downtown area was developed prior to implementation of the current City refuse standards. As a result, refuse pickup services are customized to address diverse conditions. While refuse collection is currently adequately handling existing conditions, new construction will require an expansion of solid waste collection through the current purveyor, and certain conditions with respect to availability and placement of solid waste receptacles for new development.

Electrical service in the Downtown is conveyed predominantly through aerial lines in the alleys or adjacent to roadways. The City is interested in having the lines undergrounded. The benefit to undergrounding the existing aerial lines is twofold: undergrounding power lines improves aesthetics and views, and also can reduce required maintenance and outages. Given the expense for undergrounding these facilities, it is infeasible to replace overhead lines with underground lines for the entire Downtown at once. In the future, undergrounding of facilities will be assessed on an individual basis as part of a streetscape enhancement project or a private development project.

6.3.5 Gas and Electric

Specific Plan Area project applicants and the City must involve Pacific Gas and Electric (PG&E) in future project planning to ensure that electricity and natural gas needs are incorporated, as needed, to serve new development.

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Implementation and Administration

7.1 Implementation

The Implementation Program of the Downtown Specific Plan is a critical element in realizing the consensus vision for Downtown Marysville. The purpose of the Specific Plan is to revitalize the Downtown area into a more vibrant and flourishing destination and improve the quality of life for its residents, employers, employees, and visitors. To realize this purpose and fulfill the Vision articulated in Chapter 2 of the Specific Plan will require private investment, but also public investment in streets, transit, parks, plazas, utilities, and cultural facilities, and protection of historic resources. This investment will be supported and facilitated by an ongoing partnership between the City and the private sector as new developments occur. This Implementation chapter of the Specific Plan summarizes the improvements that should be implemented and how they will be executed.

Improvements that should be implemented by the Specific Plan include:

- Improved multi-modal transportation connectivity and access
- Establishing new land uses, especially workforce and missing-middle housing
- Place-making
- Public enhancements (tree planting, parking, traffic calming, utility upgrades etc.)
- Promotion of arts, culture, heritage, entertainment, and education

7.1.1 Facilitating Development

The City is committed to fostering dynamic growth and sustainable development by actively engaging with existing businesses, representatives of businesses interested in locating in Marysville, the development community, and other public agencies and nonprofit organizations. City staff will communicate development opportunities within Marysville and distribute information that highlights advantages of Marysville for existing and future businesses and development. City staff will also continue to collaborate with the Sacramento Area Council of Governments on actions designed to facilitate infill development and investment within the Downtown Specific Plan Area.

The City will host developers, investors, and other interested parties to engage with local staff and stakeholders and discuss projects, best practices, and potential collaborations. The City will maintain communication with potential developers and business leaders to follow up on inquiries, provide assistance, and streamline the development process.

7.2 Financing

In the long term, the Specific Plan should be financially self-sufficient. That is, it should generate adequate revenue to cover the cost of public investment in the area.

There are various sources of potential funding mechanisms by which the City can fund the components of the Specific Plan. The Financing Plan does not include the costs of private improvements within private properties, which will generally be privately financed.

The financing plan also provides information related to the service providers and funding sources for ongoing operations and maintenance of these public improvements. Actual mechanisms to fund capital facilities and ongoing maintenance will be determined as part of future project approvals. The Downtown Marysville financing plan provides a detailed analysis of the timing and costs for backbone infrastructure and public facilities required to support development of the Downtown Marysville Specific Plan. The following sections provide additional details regarding the proposed financing strategy and potential funding sources for operations and maintenance.

7.2.1 Financing Strategy Overview

Implementation of the Downtown Marysville Specific Plan will require construction of a number of public improvements. The Downtown Marysville Specific Plan is anticipated to be funded through a combination of public and private financing, including private capital, and existing and planned City, County, and special district fees. Some of the projects would support specific development opportunities and would be required to be funded as conditions of approval for future development projects. Other projects provide a more general benefit that would a different type of financing.

The elements of the Financing Plan must work together to provide the optimal balance of fee, bond, and private financing so as not to overburden undeveloped land while also ensuring that necessary facilities are constructed when needed. The following financing strategies are recommended.

- Provide private financing, as needed, through debt, equity, or combination of both. Private capital may be needed to advance-fund public improvements or fund shortfalls if existing or proposed fee program monies are insufficient. Developers may be eligible for credits or reimbursements for advancing eligible projects, based on provisions set forth in a Development Agreement.

- Fund improvements not currently funded in existing fee programs through a proposed privately or publicly administered Downtown Marysville Plan Area Fee Program. A publicly administered fee would be established in accordance with the procedural guidelines set forth in California Government, sections 66000 - 66008. Specifically, Section 66001 requires a publicly agency that intends to impose a fee or condition of approval to: (1) determine how there is a reasonable relationship between the fee's use and the type of development project on which the fee is imposed and (2) determine how there is a relationship between the need for the public facility and the type of development project on which the fee is imposed.
- Reimburse Specific Plan Area developers, as appropriate, for the construction of specific improvements.
- Allow for land secured debt financing to reimburse Specific Plan Area developers for facilities constructed in advance of availability of pay-as-you-go funding. Land secured debt financing, if used, will likely be provided through a Mello-Roos Community Facilities District (CFD).
- Make maximum use of "pay-as-you-go" mechanisms.
- Seek regional, state, and federal grant funding for improvements to infrastructure to improve the condition, expand capacity, or both.
- Build in flexibility to respond to changing market conditions.

Various funding sources will contribute towards the cost of public improvements in the Specific Plan Area. For the types of public improvements mentioned above, which provide general or areawide benefit, it is necessary for the City to identify funding sources and financing mechanisms. For other type of infrastructure that more narrowly benefit specific properties, such as on-site utility connections, off-street parking, or stormwater detention features the property owner is expected to directly fund and provide the necessary improvements. Funding the public improvements can accrue on either a one-time basis (e.g. grants, payments from developers) or on an ongoing basis (e.g. annual property assessments).

This Specific Plan recognizes that there may be a mismatch between the timing of availability of funds from certain revenue sources and when it will be necessary to pay certain costs, so that public improvements can be developed and ready when needed to serve new development.

Often it is necessary to front load development of public improvements so that the improvements must be built in advance of the development that will ultimately benefit from them and generate the revenues that will help to pay for them. To address this, municipalities employ various

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debt-financing tools to obtain necessary funds early in the development process, with the debt to be paid off over time by the development that is served.

The following subsections outline various funding sources and mechanisms that may be utilized within the Specific Plan Area. Ultimately, the necessary funding and financing for these improvements will be determined in a way that assures the most responsible and efficient use of resources. The final financing program will most likely be a combination of various financing methods and funding sources, and negotiations with the landowners and developers of affected properties.

With the associated uncertainty about the availability of funding from various grant programs, including future grant programs which are not known at this time, the funding strategy must be flexible and adaptable. In addition, a key role for the City will be to monitor and pursue grant opportunities for Downtown improvements. Phasing for individual improvements may be adjusted based on funding availability and changes in City priorities.

Types of Funding

The following is a brief discussion about the types of funding sources and financing mechanisms needed to finance the Plan Area public improvements. As additional flexibility is offered through changes to state law for such tools as tax increment financing for a broader range of improvements or through a streamlined process, the City may pursue additional options.

Grants

The City will research and monitor grant funding opportunities for transportation, parks, open space, infrastructure, and other improvements required to implement the Specific Plan and facilitate and incentivize private investment within the Specific Plan Area. Transportation related grants are available through Caltrans and SACOG, as well as other organizations. Grants for making multi-modal improvements, such as for pedestrian movement and safety, are increasingly available. Caltrans grants should be pursued for improvements to E Street, 9th Street and B Street. Other state and federal agencies offer grants that can be used for making improvements to water and sewer infrastructure. The California Department of Housing and Community Development administers an Infill Infrastructure Grant Program, for example.

Landscaping and Lighting District Assessments

Street improvements and on-going maintenance can be funded through an annual assessment on properties that benefit from such improvements and activities. Bond can be sold to raise funds for capital improvements and paid off with revenues from landscaping and lighting district assessments. Assessments can also be used as they are received, to cover maintenance and other on-going expenses. Assessment district formation requires a simple majority vote of property owners, with each owner's votes weighted proportionate with the assessed value of the owner's property.

Infrastructure Financing Districts

The City could establish an Infrastructure Financing District (IFD), which allow the City to capture a portion of increased levels of property tax revenues as new development occurs. A bond for street improvements could be sold and paid for with "tax increment financing."

Enhanced Infrastructure Financing Districts (EIFDs) are also financed through tax increment generated from the growth in property taxes collected from within the district. EIFDs do not require voter approval to form when done so through the establishment of a Joint Powers Authority, but do require a 55-percent voter approval to issue bonds. EIFDs are flexible, and can be used to fund streets, parking facilities, sewer and water improvements, drainage projects, parks and libraries, brownfields remediation, and even childcare facilities.

Development Impact Fees

Development impact fees are collected from new development to fund public improvements in proportion to the increased demand for public improvements created by each new development. Impact fees require a "rational nexus" between the cost of public improvements and the fee that is assessed.

Business Improvement Districts

A Business Improvement District (BID) and Property-Based Improvement District (PBID) are public/private partnerships created to support the improvement of commercial neighborhoods. Establishing a BID is voluntary but be assessed to finance a variety of improvements including parking facilities, benches, street lighting, promotion of public events, and promotion of tourism. A BID focused on parking and streetscape improvements and maintenance is a feasible and appropriate funding approach for Downtown Marysville.

Community Facility Districts

The Mello-Roos Community Facility Act of 1982, enables local governments to establish special district in which a special tax is levied to generate money to pay for public improvements and services. The district can also issue bonds that are secured with liens against the participating properties, repaying the bonds with annual special tax proceeds. The City could seek to establish a Community Facilities District (CFD) to help pay for streetscape and landscape improvements within a particular district or citywide. Due to CFD being considered a special tax, district formations require approval of either a two-thirds supermajority of affected property owners or two-thirds of the registered voters, if there are more than 12 registered voters.

Individual Priority Infrastructure Projects

Table 7-1Error! Reference source not found. presents a list of select proposed priority improvement projects with cost estimates associated with each improvement. Costs estimates reflect typical costs but does not factor location specific factors such as intensive grading, landscaping, or other location-specific factors that may increase actual costs. Some segments may have higher costs than others.

Table 7-1. Proposed Project List Cost Assumptions

Project	Location	Notes	Est. Cost ₁
Sidewalk	1 st Street (Biz Johnson Drive - D Street)	SW Side	\$149,100
Bike Parking	1 st Street - C Street	NW Corner - Parallel to Sidewalk	\$380
Bike Parking	2 nd Street - D Street 1	NW Corner - Parallel to sidewalk	\$380
Bike Parking	2 nd Street - D Street 2	NW Corner - Parallel to sidewalk	\$380
Study: Complete Streets	4 th Street, 3 rd Street, and 2 nd Street	Planned project to conduct a complete street study	\$191,650
Class II Bike Lane	6 th Street (A Street - Yuba Street)		\$4,000
Study: Crosswalk with RRFB signal	8 th Street & B Street		\$25,600
Median	10 th Street & Yuba Street	Extend length of diverter median	\$43,800
Class II Bike Lane	14 th Street (B Street - E Street)	Restripe w/ two 11' travel lanes, one 11' center turn lane, and 8' bike lanes. Bike lanes will be closed and used for special event parking for game days at Bryan Field and other large community events at discretion of the City.	\$14,000
Parking	D Street (1 st Street - 6 th Street)	Convert existing diagonal parking to back-in angled parking	\$128,800
Bike Parking	D Street (Midblock between 3 rd Street & 4 th Street)	E Side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (Midblock between 4 th Street & 5 th Street)	E Side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (North of 3 rd Street)	E Side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (South of 3 rd Street)	E Side - Parallel to sidewalk	\$380
Bike Parking	D Street (South of 4 th Street)	E Side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (South of 5 th Street)	E Side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (Midblock between 4 th Street & 5 th Street)	W side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (North of 3 rd Street)	W Side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (North of 4 th Street)	W Side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (South of 4 th Street)	W Side - 2 wheel well secure on midblock extension	\$770
Bike Parking	D Street (South of 5 th Street)	W Side - 2 wheel well secure on midblock extension	\$770
Raised Intersection	D Street & 12 th Street	Key Park crossing	\$64,900
Crosswalk with RRFB	E Street & 11 th Street	W side. School crossing	\$3,600
Speed Feedback Sign	E Street (Midblock between 12 th Street & 13 th Street)	School Area Speed Feedback sign; solar powered	\$20,400
Speed Feedback Sign	E Street (Midblock between 10 th Street & 11 th Street)	School Area Speed Feedback Sign; solar powered	\$20,400

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Project	Location	Notes	Est. Cost ₁
Class II Bike Lane	F Street (2 nd Street & S of 3 rd Street)		\$4,000
Caltrans Coordination: Sidewalk	F Street (N of 2 nd Street & Biz Johnson Drive)	SW side	\$247,600
Class II Bike Lane	G Street (6 th Street & 14 th Street)		\$34,900
Class II Bike Lane	H Street (5 th Street & 14 th Street)		\$39,000
Class II Bike Lane	Ramirez Street (10 th Street & 24 th Street)	Stripe 8' parking	\$57,250
Park improvements	Bryant Field	<ul style="list-style-type: none"> • Bicycle parking • Netting along outfield 	\$53,500
Park improvements	East Lake	<ul style="list-style-type: none"> • Concrete walking paths along Yuba Street connecting into Earl Yorton Field. Path to provide access to existing picnic tables • Disposal units • Park monument sign • Solar motion sensor security lights 	\$351,900
Park improvements	Ellis Lake	<ul style="list-style-type: none"> • Bicycle parking • Disposal units • Park monument sign • Solar motion-sensor security lights • Well 	\$484,900
Park improvements	Plaza Park	<ul style="list-style-type: none"> • Disposal units (trash and recycling) • Group picnic area, with grills and shade shelter • Park monument sign 	\$84,500
Park improvements	Veterans Park	<ul style="list-style-type: none"> • Bicycle parking • Disposal units (trash and recycling) • Group picnic area, with grill and shade shelter • Park monument sign • Solar motion-sensor security lights 	\$187,000
Park improvements	Yuba Park	<ul style="list-style-type: none"> • Concrete walking paths along perimeter of park • Disposal units (trash and recycling) • Group picnic area, with grill and shade shelters • Park monument sign • Solar motion-sensor security lights 	\$537,700

Notes 1: Approximate costs from 2016 Marysville Bicycle and Pedestrian Plan and 2019 Marysville Parks and Open Space Master Plan and have been adjusted using Consumer Price Index (CPI) for July 2023

7.3 Plan Administration

7.3.1 Administrator

The Administrator of the Specific Plan shall be the Community Development Director or designee of the Community Development Director.

7.3.2 Administration

The Community Development Department shall administer this Specific Plan in accordance with the provisions of this Plan and the actions of the Planning & Historic Preservation Commission and the City Council.

Refer to the Marysville Municipal Code (Municipal Code), Chapter 18.80 for procedures for appeals of determinations made by City staff and the Planning & Historic Preservation Commission pursuant to this Specific Plan.

7.4 Specific Plan Adoption and Repeal

As provided by California Government Code Section 65453, a specific plan may be adopted by resolution or by ordinance and may be amended as often as deemed necessary by the legislative body. A specific plan may be repealed in the same manner as it is required to be amended.

The Marysville Downtown Specific Plan supplants regulatory direction on allowable uses, development standards, and design standards that are a part of the City's Municipal Code and therefore is to be adopted by ordinance consistent with the provisions of California Government Code Section 50022.1, *et seq.*, and the process to amend the Municipal Code, as described in Chapter 18.76 of the City's Municipal Code.

7.5 Specific Plan Amendment

Amendments to the Specific Plan may be initiated by a property owner of real property within the Specific Plan Area, by a project applicant for a project requiring approval under the provisions of this Specific Plan, as well as by the City, in accordance with the procedures outlined for initial adoption. In addition to these requirements, amendments shall require an application, public hearing, notification, determination, and

other requirements, addressed in the City Municipal Code, Chapter 18.76, "Amendments to the Zoning Code."

7.5.1 Application for a Specific Plan Amendment

Application for a Specific Plan Amendment shall be filed with the Community Development Department upon such forms and accompanied by such data as may be prescribed by the Community Development Department, so as to ensure the fullest practicable presentation of the facts for the permanent record. The planning fee shall be found in the City fee schedule. The required fee shall accompany each application.

7.5.2 Minor Amendments and Major Amendments

The Administrator of the Specific Plan will be responsible for determining "major" amendments as opposed to "minor" amendments to the Plan and its Standards. "Major" amendments shall be processed as outlined above, requiring the same application, hearing, notification, determination, and other requirements as required to amend the Municipal Code, which are described in Chapter 18.76 of the City's Municipal Code. Among the items which would be considered major are:

- Introduction of a new type of land use not permitted in the Specific Plan and that is not substantially similar in characteristics, intensity, and compatibility to a use permitted by the Specific Plan, and that would affect one or more property owners.
- Changes or additions to design standards that could significantly change the stated intent of this Specific Plan.
- A change to the Specific Plan that could create new environmental impacts or substantially increase environmental impacts compared to that disclosed in the Specific Plan Environmental Impact Report.

Minor amendments shall be decided by the Administrator, subject to appeal to the Planning Commission. Minor amendments include:

- A proposed land use not identified or explicitly listed in the Specific Plan or City Municipal Code that is permitted with respect to its characteristics, intensity, and compatibility, according to the requirements of 7.5.2 of this chapter. Minor changes to the Land Use Zone Map and/or alignment of streets that maintain the general pattern of permitted land uses and circulation and that are consistent with the vision of the Specific Plan and the intent of the affected land use zone or zones.

- A change to the development or design standards that does not significantly change the physical characteristics or vision of the Specific Plan or the intent of the affected zone or zones and is determined by the Administrator as minor or requests for an adjustment that is 30% or less of quantifiable or measurable standard or standards contained in the Downtown Marysville Specific Plan.
- Minor text revisions required to clarify the intent of the Specific Plan, remove ambiguities, or maintain consistency with other adopt City planning and policy documents.
- Other modification which are deemed minor by the Administrator and in keeping with the vision of the Specific Plan.

7.5.3 Findings

In considering any amendment to the Specific Plan the appropriate decision-making body shall make the following findings:

- The proposed amendment aligns with the vision of the Specific Plan and the intent of the affected zone or zones.
- The proposed amendment would benefit the Specific Plan Area.
- The proposed amendment would be consistent with the General Plan.
- The proposed amendment would not adversely affect adjacent properties.
- The subject property or project can be properly served by public facilities and services.

7.5.4 Amendment Procedures

The process for Major Amendments to the Downtown Marysville Specific Plan shall be same as the process to amend the Municipal Code as described in Chapter 18.76 of the Municipal Code. Minor Amendments to the Downtown Marysville Specific Plan, unlike Major Amendments, may be approved by the Administrator in accordance with the following procedures and does not require public hearings.

1. Application Requirement:

Applications shall be made in writing on a form prescribed by the Community Development Department for the purposes of Development Plan Review and shall be accompanied by site plans, elevations, and/or relevant data required to grant the application.

2. Application Processing:

The Administrator or the Administrator's designee shall review all applicable information within thirty (30) days of receiving all relevant information and make a determination as to the appropriate level of review based on applicable regulations and the characteristics of the application.

For Minor Specific Plan Amendments, the Administrator shall make one of the following determinations:

- Approve the application upon determination that the project substantially complies with all applicable standards of the Specific Plan and relevant City standards and meets the criteria for Minor Amendments.
- Require or recommend the project be reviewed as a Major Amendment, including going through the appropriate public hearing process. However, prior to making this determination, when possible, the Administrator shall provide the applicant an opportunity to modify or correct the application to bring the project into conformance with the Specific Plan, relevant City standard, and the criteria for Minor Amendments.
- Request further information, as may be needed to make a determination to approve the application.
- In granting a Minor amendment, the Administrator may impose conditions to safeguard the public health and safety and ensure that development is consistent with the objectives and intent of the Specific Plan.

7.6 Conflicts and Interpretation

The provisions of this Specific Plan are not intended to interfere with or void any easements, covenants, or other existing agreements, which are more restrictive than the provisions of this Specific Plan.

7.6.1 Conflict with Other Regulations

Whenever the provisions of this Specific Plan impose more restrictive regulations upon buildings or structures or use of lands; or require larger open spaces, yards, or setbacks or otherwise establish more restrictive regulations that are imposed or required by any other law, title, ordinance, code, or regulation, the provisions of this Specific Plan shall govern.

7.6.2 Clarification of Ambiguity

If ambiguity arises concerning the appropriate classification of a particular use within the meaning and intent of this Specific Plan, or if ambiguity exists with respect to matters of height, yard requirements, area requirements, or Zone boundaries as set forth herein, it shall be the duty of the Administrator, subject to appeal to the Planning Commission, to ascertain all pertinent facts and interpret the applicability of the provisions of this Specific Plan.

7.6.3 Use Determination

Upon request regarding whether a use is allowed within a particular zone of the Downtown Marysville Specific Plan, the Administrator, subject to appeal to the Planning Commission, shall provide a written determination as to whether the use in question is substantially similar in characteristics, intensity, and compatibility to a use or uses permitted within the zone for the property.

7.6.4 General Interpretation

- A. The word "shall" is mandatory and not discretionary. The words "should" and "may" are permissive and discretionary.
- B. In case of any difference of meaning or implication between the text of any provision and any caption or illustration, the text shall control.
- C. The word "used" shall include arranged, designed, constructed, altered, converted, rented, leased, occupied, or intended to be utilized.

7.7 Nonconforming Uses and Structures

7.7.1 Purpose

This section is intended to limit the number and extent of nonconforming uses by regulating their enlargement, their re-establishment after abandonment, and the alteration or restoration after destruction of the structures they occupy. This section is also intended to limit the number and extent of nonconforming structures by prohibiting their being moved, altered, or enlarged in a manner that would increase the discrepancy between existing conditions and the standards prescribed in this Plan.

7.7.2 Regulations

Nonconforming uses shall be regulated consistent with Chapter 18.68 of the Municipal Code and the standards addressed in this section.

7.7.3 Continuation and Maintenance

- A. A use lawfully occupying a structure or a site that does not conform with the use regulations or the development standards for the zone in which the use is located shall be deemed to be a nonconforming use and may be continued, except as otherwise limited by Chapter 18.68 of the Municipal Code and this section.
- B. A structure, lawfully occupying a site, that does not conform with the standards for front yard, side yards, rear yard, height, coverage, distances between structures, parking facilities, and other applicable development standards for the zone in which the structure is located. Shall be deemed to be a nonconforming structure and may be used and maintained, except as otherwise limited by Chapter 18.68 of the Municipal Code and this section.
- C. Buildings under construction shall not be required to modify the plans, construction, or designated use of any building upon which construction was lawfully begun prior to the effective date of this ordinance, as addressed in Chapter 18.68 of the Municipal Code.

7.7.4 Alteration and Additions to Nonconforming Uses and Structures

No nonconforming structure shall be altered or reconstructed so as to increase the discrepancy between existing conditions and the standards for front yard, side yards, rear yard, height of structures, distances between structures, parking facilities, and other applicable development standards as prescribed for the zone in which the structure is located, as addressed in Section 18.68.040 of the Municipal Code.

7.7.5 Discontinuation of Nonconforming Use

Whenever a nonconforming use has been discontinued for a continuous period of 180 days or more, all applicable regulations of the Downtown Marysville Specific Plan and the Municipal Code apply.

7.7.6 Restoration of a Damaged Structure

- A. Whenever a structure which does not comply with the standards for front yard, side yards, rear yard, height of structures, distances

between structures, parking facilities, and other applicable standards as prescribed in the regulations for the zone in which the structure is located, or the use of which does not conform with the regulations for the zone in which it is located, is destroyed by fire or other calamity, or by act of God, to the extent of fifty percent (50%) or less, the structure may be restored and the nonconforming use may be resumed, provided that the restoration is started within one year and diligently pursued to completion. When the destruction exceeds fifty percent (50%) or the structure is voluntarily razed or is required by law to be razed, the structure shall not be restored except in full conformity with the regulations for the zone in which it is located, and the nonconforming use shall not be resumed.

- B. The extent of damage or partial destruction shall be based upon the ratio of the estimated cost of restoring the structure to its condition prior to such damage or partial destruction to the estimated cost of duplicating the entire structure as it existed prior to the damage. Estimates for this purpose shall be made by or shall be reviewed and approved by the Chief Building Official and shall be based on the minimum cost of construction in compliance with the Building Code.

7.8 Permits

7.8.1 Development Plan Review

A. Purpose

Development Plan Review is required to ensure that the function, character, and appearance of the physical environment are consistent with the goals, objectives, policies, and standards of this Specific Plan.

B. Applicability

Development Plan Review approval shall be required prior to issuance of a building permit, certificate of occupancy, business license, grading permit, or utility service connection for the following:

1. **In all commercial and mixed-use zones (Downtown Mixed-Use, B Street Corridor, Commercial Mixed Use, Medical Arts, Mixed-Use Corridor, and Mixed-Use Neighborhood.** For projects or purposes that include demolition, new construction, or construction changes substantially affecting the exterior appearance of the building as viewed from a public right-of-way or circulation to the site, signs,

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and changes or intensification in use, occupancy, or tenancy of an existing building or portion of a building.

2. **In all other zones.** For all projects, except individual single-family residences not a part of a proposed subdivision or development project, that involves new construction or exterior alterations, additions, and signs.

C. Procedure

Development Plan Review shall consist of the procedures described in 18.65 of the Municipal Code.

1. **Renewal.** The Administrator may renew Development Plan Review approval for a period of one year upon determining that the original findings made remain valid. Request for renewal shall be made in writing at least thirty (30) days prior to expiration.
2. **Changed Plans.** The Administrator or the Administrator's designee, or the Planning Commission, as the case may be, may approve changes to approval plans or Conditions of Approval upon determining that the changes in conditions are minor and are consistent with the intent of the original approval. Revisions involving substantial changes in project design of Conditions of Approval shall be treated as new applications.
3. **Alternative Development Standard or Design Standard.** Alternative approaches to the development standards and design standards (Chapter 4) shall be identified by the applicant and shall be reviewed during the Development Plan process. Approval of deviations to development standards or design standards may be permitted if the applicant can demonstrate that the deviation(s) would still accomplish the intent of the Specific Plan standards to the same degree or better. The applicant must request a Minor Specific Plan Amendment, accompanied by adequate justification for the proposed changes in accordance with the procedures for Minor Specific Plan Amendments described in Section 7.5.4.

D. Appeals

1. **Rights of Appeal and Review.** Development Plan Review decisions of the Administrator may be appealed by any interested party to the Planning Commission. Planning Commission decisions may be appealed to the City Council, in accordance with the standards for appeals, addressed in Chapter 18.76 of the Municipal Code.

7.8.2 Use Permits and Minor Use Permits

A. Purpose

1. Use Permits. Use Permits are required for uses typically having unusual site development features or operating characteristics requiring special consideration so that they may be designed, located, and operated compatibility with uses on adjoining properties and in the surrounding area. Such uses may be consistent with the purposes of a particular land use zone, but the characteristics stated above a might preclude their compatibility in every location within a zone. Use Permits provide the flexibility to allow such uses where conflict with surrounding uses or the purposes of the zone would occur.
2. Minor Use Permits. A Minor Use Permit required to verify that intended use or structure complies with the allowed list of activities, all applicable development standards, and does not negatively impact adjoining properties and/or the surrounding area. Thus, minor use permit applications may be reviewed and approved by the Administrator or his/her designee, without requiring a public hearing or noticing within the area for which the use will be located.

B. Applicability.

When required by the zone in which the use or structure is located, a use permit or minor use permit, as the case may be, is required prior to commencement of construction or use.

C. Regulation

Upon request regarding whether a use is allowed within a particular zone of Downtown Marysville, the Administrator, subject to appeal to the Planning Commission, shall provide a written determination as to whether the use in question is substantially similar in characteristics, intensity, and compatibility to a use or uses permitted within the zone for the property; that the use for the property is a permitted use, use requiring a use permit or minor use permit, disallowed within that zone.

Application for and the process for use permits and minor use permits shall be as follows.

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2. Use Permits

Application for and the process for use permits shall refer to the standards in Chapter 18.72 of the Municipal Code and standards in this section. In approving a Use Permit, the Planning Commission may impose reasonable conditions necessary to satisfy the findings, identified in Chapter 18.72.030, subsection (e) of the Municipal Code.

3. Minor Use Permits

Application for minor use permits shall be made in writing on a form prescribed by the Community Development Department and shall be accompanied by plans and elevations, site plans and/or relevant data required to grant the application. The Administrator or his/her designee shall review all applicable information and within thirty (30) days of receiving all relevant information, make a determination whether the proposed structure or use meets all applicable standards of the Specific Plan and other relevant City standards.

The Administration shall make one of the following determinations:

- Approve the application upon determination that the project complies with all applicable standards of the Specific Plan and relevant City standards. Public hearings are not required for minor use permit applications, unless the decision of the Administrator or his/her designee is appealed.
- Deny the application if it is determined that the project will not comply with all applicable standards of the Specific Plan and relevant city standards. However, prior to denying the applications, the Administrator shall provide the applicant an opportunity to modify or correct the application to bring the project into conformance with applicable City standards.
- Request further information or require conditions of approval, as may be needed to make the determination to approve or deny the application.

7.8.3 Special Events Permit

A Special Events Permit, authorizing certain temporary use classification, shall be subject to the provisions in Chapter 9.04 of the Municipal Code.

7.8.4 Variances and Exceptions

A. Purpose

1. Variances

Variances are intended to resolve practical difficulties or unnecessary physical difficulties or unnecessary physical hardships that may result from the size, shape, or dimensions of a site or the location of existing structures thereon; from geographic, topographic, or other physical conditions on the site or the immediate vicinity of the site. Cost or inconvenience to the applicant of strict compliance with a regulation shall not, in and of itself, constitute sufficient reason for granting a variance.

Variances may be granted with respect to fences, walls, landscaping, screening, site area, site dimensions, yards, height of structures, courts, distances between structures, open space, signs, off-street parking, and off-street loading standards.

2. Exceptions

Due to the unique conditions of design and construction in the Specific Plan Area, where structures were sometimes built close to lot lines, densities are mixed, and parcel configurations have changed over the years, it is sometimes in the public interest to provide for a higher quality of design and/or enhance the historic character of the neighborhood by making an exception to normal setback, parking, landscaping, fencing, and screening requirements, where such an exception does not interfere with the public health or safety. Exceptions may be made within the zones for the same purposes as a variance, but where the strict findings of a variance cannot be made. Exceptions may also be permitted for parking requirements.

B. Application and Authority to Grant

Application for and the process for variances and exceptions, shall refer to Chapter 18.72 of the Municipal Code and the standards in this section.

The Administrator shall have the authority to grant Variances and Exceptions, subject to appeal to the Planning Commission by any person or persons affected by the variance or exception, except that Planning Commission approval is required for all major construction, enlargement, additions, improvements, and alterations. In no case, shall a Variance or Exception be granted,

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which allows a use of land or buildings not permitted in the zones in which the subject property is located.

C. Public Noticing and Hearings

The process for public noticing and hearings for Variances and Exceptions shall be addressed in Section 18.72 of the Municipal Code. Additionally, notices shall be provided to all property owners within 300 feet of the property, which is the subject of the application.

D. Findings Required to Grant

1. Variances

Variances shall be subject to the findings in Section 18.72.040 of the City Municipal Code and the findings that follow:

- a. There are special circumstances applicable to the property or structure(s) including location, size shape, surroundings or topography or other conditions, so that the strict application of this title denies the property owner privileges enjoyed by other property owners in the vicinity or within the same zone.
- b. Granting the variance is necessary for the preservation and enjoyment of substantial property rights.
- c. Granting the variance does not result in special privileges inconsistent with the limitations upon other properties in the vicinity or the same zone as the property is located.
- d. Granting the variance does not allow a use or activity which is not otherwise authorized by the zone within which the property is located.
- e. Granting the variance will not be detrimental to the health, safety, peace, comfort or general welfare of persons residing or working in the vicinity or be detrimental to property or improvements in the vicinity or to the general welfare of the city.

4. Exceptions

The Planning Commission may grant exceptions if the Planning Commission finds that such exception aligns with the overall intent and vision of the Downtown Specific Plan.

A. Conditions of Approval

In approving, a Variance or Exception, the Administrator or Planning Commission may impose reasonable conditions necessary to:

1. Achieve the vision of the Specific Plan and the intent of the affected zone or zones.
2. Protect the public health, safety, and general welfare.
3. Ensure the operation and maintenance of the use in a manner compatible with existing and potential use on adjoining properties in the surrounding area.

7.9 Hearings

Public Hearings shall be subject to the procedures in Section 18.80.050 of the City Municipal Code.

7.9.1 Notice of Hearing

The Planning Division shall cause notice of the time and place of the public hearing on the project to be given at least ten (10) days in advance of the public hearing, as follows:

- A. Notice of public hearing shall be mailed to the applicant and owner(s) of the property in questions, or their authorized representative.
- B. Notice of public hearing shall be mailed to all property owners within 300 feet of the subject property.
- C. Notice of public hearing shall be posted in at least three (3) public places designated but the City Council for such notification.

7.9.2 Other Notice Requirements

Notices required by this section shall be in addition to any other or different notice required by other provisions of this Code or by State law, provided, however, that nothing therein shall require separate notices to be given if the same notice will satisfy the requirements of this Section and any other application section of this Code or State Law.

7.9.3 Continuance of Hearings

Any public hearing may be continued from time to time by the body or official conducting the hearing, subject to limitations provided by law, and in such case no further notice need be given.

7.10 Enforcement

Enforcement of this Plan shall be subject to the enforcement standards for the Municipal Code, addressed in Chapter 18.08, "Interpretation - Enforcement" of the Municipal Code.

7.11 Appeals

Appeals shall be subject to the standards in the City Municipal Code, Chapter 18.80, "Appeals."

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