

# City of Marysville General Plan Update + Specific Plan

General Plan Advisory  
Committee Meeting #2

June 30<sup>th</sup>, 2022



## Overview for this evening

- Re-cap
- Discuss General Plan Alternatives concepts
- Next steps



Marysville General Plan and Specific Plan 2050

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## Recap

- Reviewed Vision + Guiding Principles
- Offered comments and suggested revisions
- Shared electronic survey for additional input on key issues and opportunities
- Had a total of 63 respondents with input that mirrored the General Plan Advisory Committee

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## General Plan Alternatives

- Purpose
- Contrast
- Preferred Alternative guides the draft General Plan
- Focus on land use and transportation
- Spatial policy questions
- Locations of growth
- Character of growth
- Relative degree of change

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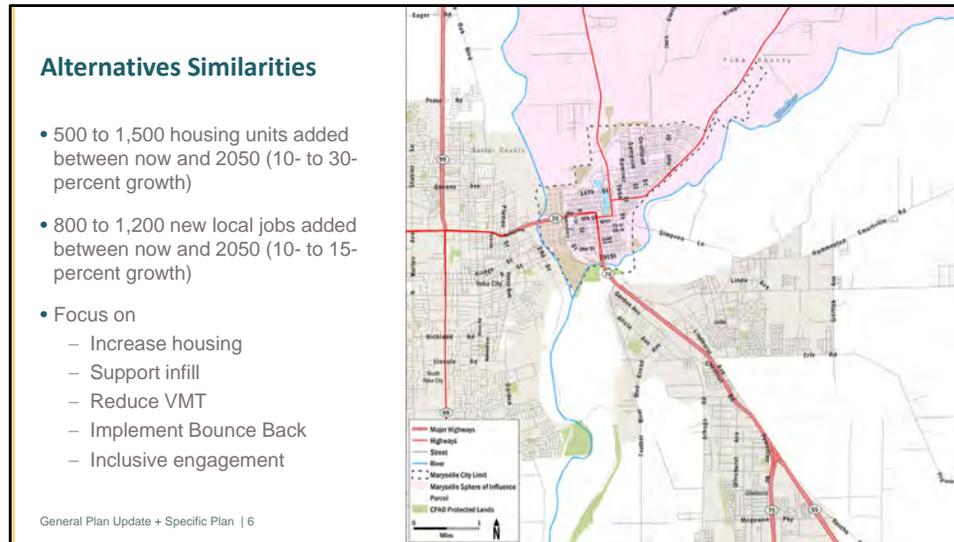


## General Plan Alternatives

- What characteristics should we feature?
- Where to grow, how to grow?

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While the pace of development would differ among the Alternatives, and the geographic focus of infill development would differ, approximately the same range of development could be accommodated under each Alternative:

- 500 to 1,500 housing units added between now and 2050 (10- to 30-percent growth)
- 800 to 1,200 new local jobs added between now and 2050 (10- to 15-percent growth)

Along with the General Plan, the City is preparing a Specific Plan to provide

more detailed guidance for development and conservation for the Downtown area, the area surrounding Ellis Lake, and the area surrounding the Adventist Health and Rideout Hospital. All Alternatives also would be consistent with the City's objectives for the Specific Plan, including:

1. Increase and/or accelerate housing supply and production
2. Support infill housing and revitalization In the Green Zone
3. Reduce vehicle miles traveled (VMT) through location of efficient housing
4. Develop and implement VMT reduction and increase walking, biking, transit
5. Retain and expand community assets in Green Zones and implement the Bounce Back Initiative
6. Provide public engagement and support to support equitable outcomes for low-income households, avoid displacement, and support people of color

## Draft Alternatives

- Alternative 1: Accelerated Infill Development Focused Downtown
- Alternative 2: Reinvestment throughout West Marysville
- Alternative 3: Moderate Infill Development Downtown + Annexation



In the early 1920s, the City of Marysville decided to dismantle its seven arches. Rio Linda was offered one, and the Rio Linda Elverta Grange accepted it. In 1926, the arch was erected in Rio Linda at the intersection of Rio Linda Boulevard and M Street. It soon became a landmark for the small town and is still cherished today. Here grange members are putting the final touches on the arch. When completed, a sign with Rio Linda's name hung from the center. That sign disappeared long ago. Later, in Marysville, a movement to acquire the arches back was put into motion and Rio Linda was asked to return their arch. However, the town was not about to give it up after all these years. (Courtesy Tom and Ella Mae Douglas.)



### **Alternative 1: Accelerated Infill Development Focused Downtown**

- Investment and Incentives Focused on Downtown Area
  - Facilitate and expedite development Downtown + eastern Medical Arts District
  - Higher-density, mixed-use housing + restaurant, retail, entertainment, lodging, and related uses
  - Catalytic effects of development in a focused area
  - Strong incentives for compact, mixed-use development
- Targeted Bicycle, Pedestrian, Parks, Open Space, and Infrastructure Improvements
  - Safe / convenient bicycle and pedestrian connections to / from Downtown, eastern Medical District, to and from Riverfront Park, and to and from East Marysville
  - Improvements to parks and open space, including Ellis Lake, Riverfront Park, others Downtown
  - Assertive actions by the City and partners to make improvements to infrastructure
- Higher-Density Development of a Portion of Yuba Park
  - Higher-density, mixed-use development that generates activity and revenue

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## **Investment and Incentives Focused on Downtown Area**

Under this Alternative, policies are drawn to facilitate and expedite investment and development Downtown and in portions of the Medical Arts District near Downtown, involving higher-density, mixed-use development with housing and non-residential uses, including restaurant, retail, entertainment, lodging, and related uses. Under this Alternative, the City would intend to take advantage of catalytic effects of development in a focused area where the development of properties helps to encourage the development of other surrounding vacant and underutilized properties. The General Plan update would include policies for

Downtown and the eastern Medical Arts District that would create incentives for property owners, developers, and builders for compact, mixed-use development and would create disincentives for keeping prominent, developable properties vacant or underutilized for extended periods of time.

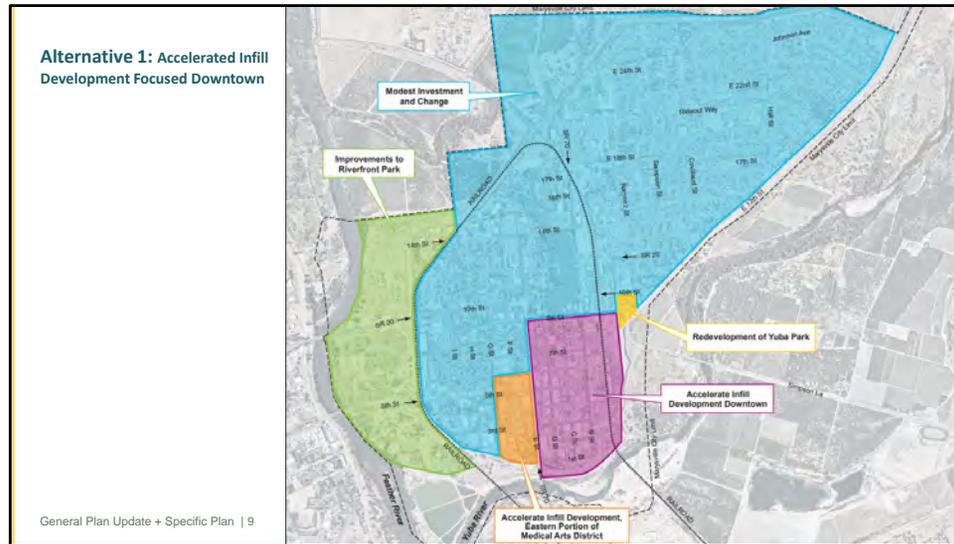
#### Targeted Bicycle, Pedestrian, Parks, Open Space, and Infrastructure Improvements

This Alternative would emphasize safe and convenient bicycle and pedestrian connections to and from Downtown and the eastern portion of the Medical District, to and from Riverfront Park, and to and from East Marysville. This Alternative includes improvements to parks and open space, including additional programming, improvements to Ellis Lake, additional facilities and improvements in Riverfront Park, and other parks in and around the Downtown area. This Alternative would include assertive actions by the City and partners to make improvements to infrastructure Downtown and the eastern Medical District, including necessary improvements to water, sewer, drainage, streetscape, and transportation facilities intended to directly facilitate private investment.

#### Higher-Density Development of a Portion of Yuba Park

Alternative 1 would include the redevelopment of a portion of Yuba Park for higher-density, mixed-use development. The development program would be designed to indirectly generate revenue through additional households with discretionary revenue

to spend locally and also to directly would generate revenue through some non-residential development on the property. This redevelopment would serve as a catalyst for reinvestment in Downtown Marysville.



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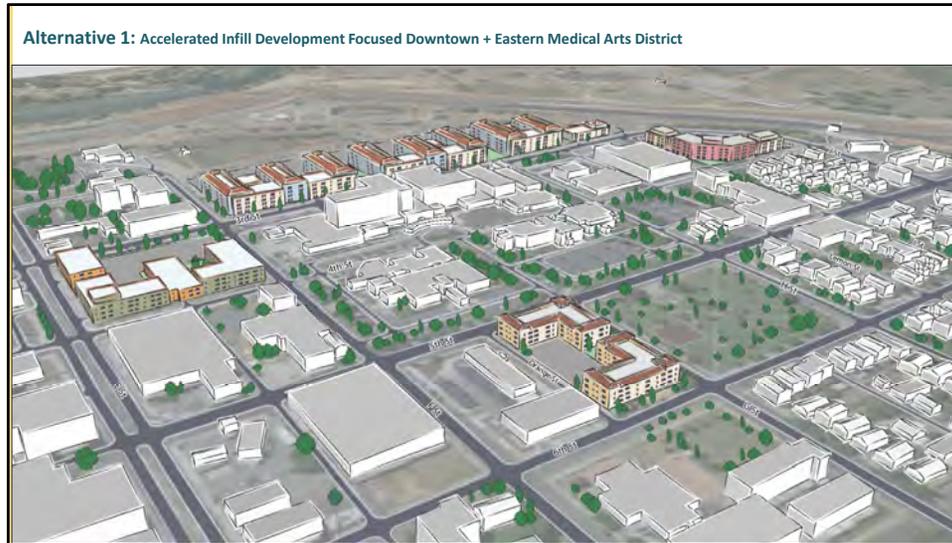
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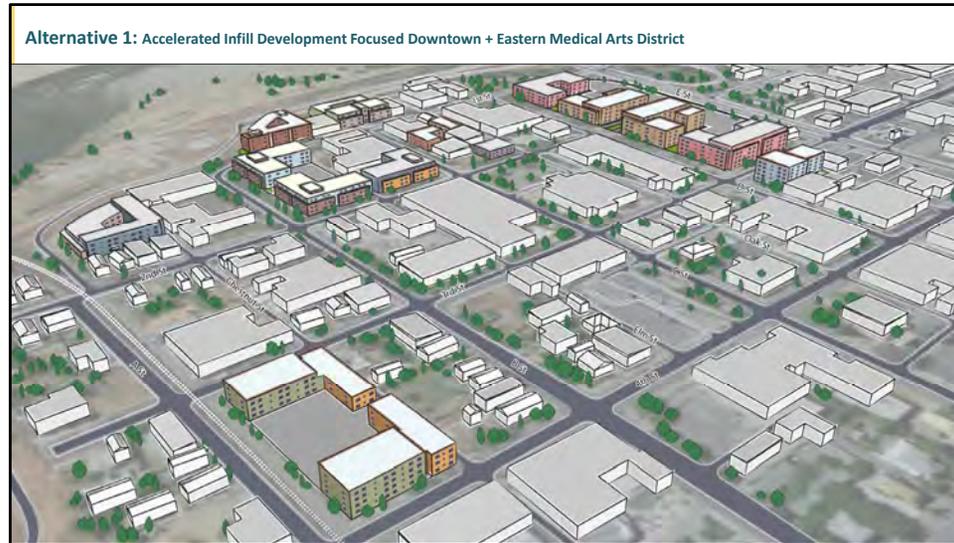
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### Alternative 2: Reinvestment throughout West Marysville

- Infill Development throughout West Marysville
  - Investment and development throughout West Marysville, including Downtown, Medical Arts District, Ellis Lake District + Washington Square Park for higher-density, mixed-use development
  - Compact, mixed-use development, including housing, trails, park improvements, infrastructure improvements, and employment
  - With broader geographic focus, may be less new restaurant, retail, and entertainment uses
- Prioritizing Bicycle, Pedestrian, Parks, Open Space, and Infrastructure Improvements
  - Safe and convenient bicycle and pedestrian connections throughout West Marysville
  - Improvements to Ellis Lake, Riverfront Park, and other parks throughout West Marysville
  - Less assertive policies to encourage infill development compared to Alternative 1
  - Infill development overall may happen at a reduced pace compared to Alternative 1

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## Infill Development throughout West Marysville

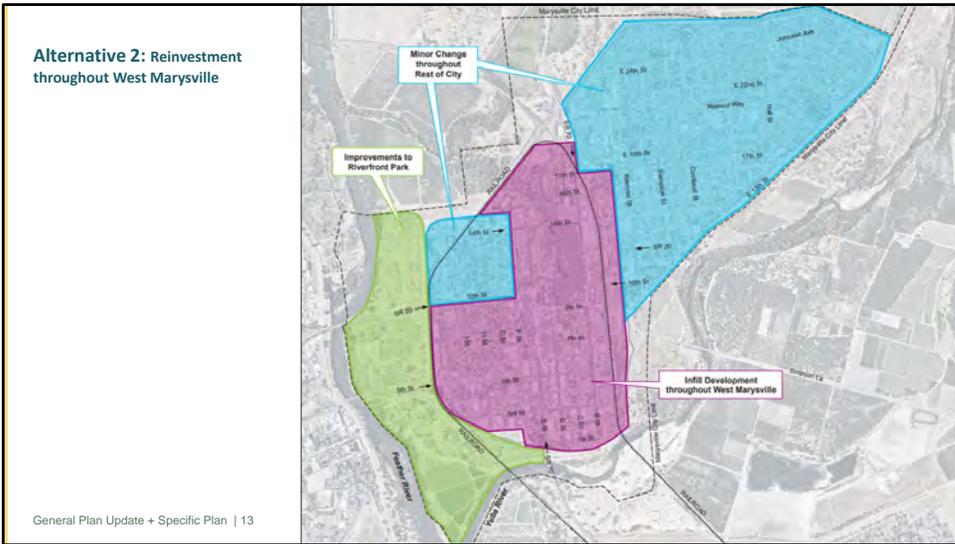
This Alternative would involve investment and development, with housing, trails, park improvements, infrastructure improvements, and employment throughout the entire West Marysville area, including Downtown, the entire Medical Arts District, and the Ellis Lake District, including redevelopment of the Washington Square Park for higher-density, mixed-use development. This Alternative envisions compact, mixed-use development throughout West Marysville, with the understanding that there are opportunities for reinvestment outside the Downtown core that could benefit the community. As with

Alternative 1, the City would encourage compact housing in infill settings and complementary non-residential development. With the broader geographic focus for infill development, there may not be the same degree of development focused in the Downtown area that would support new restaurant, retail, and entertainment uses as rapidly as under Alternative 1.

#### Prioritizing Bicycle, Pedestrian, Parks, Open Space, and Infrastructure Improvements

This Alternative would emphasize safe and convenient bicycle and pedestrian connections throughout West Marysville, to and from Riverfront Park, and to and from East Marysville. With the broader geographic focus for infill development under this Alternative, the City will need to prioritize investments a bit more, and rely somewhat more on private funding for improvements. This Alternative includes improvements to parks and open space, including additional programming, improvements to Ellis Lake, additional facilities and improvements in Riverfront Park, and other parks throughout West Marysville. As with Alternative 1, this Alternative would involve City investments in improvements to water, sewer, drainage, streetscape, and transportation facilities to encourage private investment, but with the broader geographic focus, the City will also need to rely on private funding for frontage and infrastructure improvements in the context of proposed new infill development projects. While infill investment would occur under this Alternative, with the broader focus, infill overall may happen at a

reduced pace compared to Alternative 1. Incentives and investments may not be up front to facilitate infill development and may instead need to be in tandem with infill development. Because the City would not be as focused on Downtown and the Medical Arts District, infill development may take somewhat longer than under Alternative 2, where resources are relatively more focused, but would be more widespread.



### Alternative 3: Moderate Infill Development Downtown + Annexation

- Somewhat Less Dense Infill Development
  - Focus for infill development would be Downtown and east Medical Arts District near Downtown
  - Somewhat reduced support for new restaurant, retail, and entertainment uses
  - Somewhat less of a focus on near-term investment intended to directly facilitate compact, mixed-use development, relying more on private development to initiate development activity.
- Annexation
  - Annexation to the south, involving the northern parts of Linda and West Linda to Erle Road
- Broad Area for Bicycle, Pedestrian, Parks, Open Space, and Infrastructure Improvements
  - Safe and convenient bike and pedestrian facilities throughout expanded Planning Area
  - Improvements to Ellis Lake, additional facilities and improvements in Riverfront Park + others
  - Will need to carefully prioritize and phase infrastructure improvements + rely more on private development and less on strong incentives



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## Alternative 3: Moderate Infill Development Downtown + Annexation

This Alternative would involve somewhat less dense infill development compared to Alternatives 1 and 2. Under this Alternative, the City's focus for infill development, like under Alternative 1, would be Downtown and in portions of the Medical Arts District near Downtown. With a somewhat reduced amount of focused housing development in the Downtown area, there would be somewhat reduced support for new restaurant, retail, and entertainment uses. Like Alternative 1, this Alternative would include investment in infrastructure, trails, park improvements, and amenities, but somewhat less of a focus on near-

term investment intended to directly facilitate compact, mixed-use development, relying more on private development to initiate development activity.

### Annexation

Under this Alternative, the City would contemplate annexation to the south, involving the northern parts of Linda and West Linda to approximately Erle Road, where there would also be some infill, mixed-use development. This Alternative involves negotiation of a retail sales tax sharing agreement with Yuba County to allow Marysville access to a portion of retail sales tax from large-scale retailers in the Linda area.

**Broad Area for Bicycle, Pedestrian, Parks, Open Space, and Infrastructure Improvements**  
This Alternative would identify bicycle and pedestrian improvements needed to provide safe and convenient options for reaching daily destinations throughout the expanded Marysville Planning Area. With the broader geographic focus for this Alternative, the City will need to prioritize investments and rely more on contributions from private development.

This Alternative includes improvements to parks and open space, including additional programming, improvements to Ellis Lake, additional facilities and improvements in Riverfront Park, and other parks throughout the expanded Marysville Planning Area.

As with Alternative 1, this Alternative would involve City investments in improvements to water, sewer, drainage, streetscape, and transportation facilities to encourage private investment, but with the broader geographic focus, the City will need to carefully prioritize and phase improvement and also need to rely on private funding for frontage and infrastructure improvements. Incentives and investments may not be up front to facilitate infill development and may instead need to be in tandem with infill development.



## Draft Alternatives

- Alternative 1: Accelerated Infill Development Focused Downtown
- Alternative 2: Reinvestment throughout West Marysville
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- Questions
- Comments
- Preferences
- Other characteristics to include?

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## Alternatives

- Questions
- Comments
- Preferences
- Other characteristics to include?



## Next

- Draft Policy Framework

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Thank you!

