YUBA COUNTY
Corridors & Community Reinvestment

- 30 miles north of Sacramento
- 644 Square Miles
- Elevation ~50 to 4,800 ft
- 73,000 people
- Primary Industries:
  Agriculture, Mining, Timber
  Production, & Public Sector
Historic Growth Patterns

- **Pre-1990s**
  - Less than 6% of County developed
  - Population < 50,000 (1980)
  - 2 cities & 7 small unincorporated communities

- **1990s – Land Grab**
  - Population ~58,000
  - 4 specific plans & 1 community plan
    - 33,500 new dwelling units = 90,000 additional people

- **2000s**
  - Continuation of sprawl
    - 3,000 new dwelling units
  - Initiation of 2030 General Plan
    - Applications for ~17,000 new dwelling units (5 new plan areas)
    - Previous plan areas 0-25% built
2030 General Plan

- Started February 2007 & adopted June 2011
- Analyzed locations for reductions in growth
- Established growth boundaries
  - Rural Communities
  - Valley Growth Boundary

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2030 General Plan

- Key Policies for Sustainable Growth
  - 4/5 vote to change VGB
  - Transect Concepts
  - Infrastructure Phasing
  - Planning Reserve
  - Jobs/Housing Balance
  - Identified Key Corridors
  - Focus resources on existing infill and developing communities
  - Grass Roots community planning efforts

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Corridor & Community Reinvestment Plans
East Linda Revitalization Plan

- **Existing Conditions**
  - Missing curb, gutter, & sidewalks
  - Dangerous Roadway
  - Vacant & underutilized properties
  - Zoning & Development Standards that promote low density residential and low value commercial strip centers
Corridor & Community Reinvestment Plans
East Linda Revitalization Plan

- Opportunities
  - Infrastructure improvements
  - Zoning & Development Standards
    - Increase allowed density
    - Mixed-use standards
    - Parks & other public spaces
  - Opportunities sites

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Corridor & Community Reinvestment Plans
East Linda Revitalization Plan
Corridor & Community Reinvestment Plans
Olivehurst Sustainable Community Plan

Existing Conditions
- Missing curb, gutter, & sidewalks
- Vacant & underutilized properties
- Deteriorated “downtown “ area
- Zoning & Development Standards
  - Promote low density residential
  - Promote general commercial
Corridor & Community Reinvestment Plans
Olivehurst Sustainable Community Plan

- Opportunities
  - Infrastructure improvements
  - Zoning & Development Standards
    - “Downtown” core
    - Commercial mixed-use
    - Neighborhood nodes
    - Cottage style residential
    - Public spaces
  - Opportunities sites

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Olivehurst Sustainable Community Plan
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Olivehurst Sustainable Community Plan
Lessons Learned

- Community Engagement
  - Have multiple types of meeting/workshop formats
  - Partner with local non-elected leaders that will help be your “champions”
    • Key Communicators
  - Engage naysayers

- Transparency, Documentation, & Outreach
  - Public Meetings
  - Local Newspaper
  - Websites
  - Email blasts
  - Social media
  - Access to Project files
YUBA COUNTY
Corridors & Community Reinvestment

THANK YOU
Wendy W. Hartman, AICP
Yuba County

whartman@co.yuba.ca.us

www.co.yuba.ca.us

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