



TO: Butte County Board of Supervisors

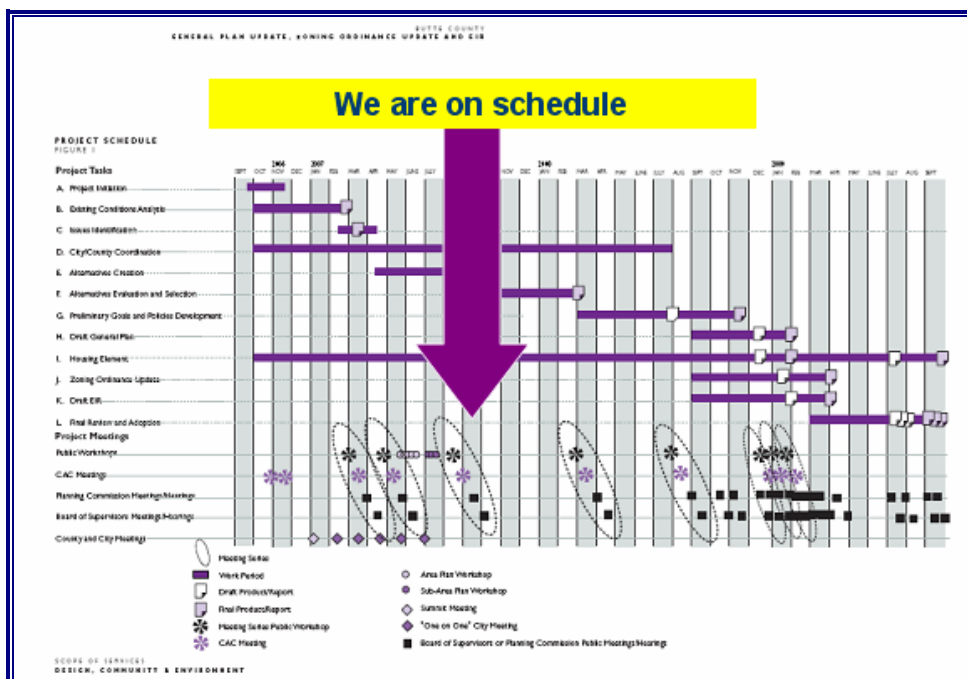
FROM: Tim Snellings, Development Services Director

SUBJECT: September 25, 2007 Progress Report #19 on Butte County General Plan 2030

This memo is the nineteenth in a series of updates provided to the Board of Supervisors at the beginning of each meeting to assist Board members in staying apprised of the progress on the Butte County General Plan 2030 process.

I have the following to report concerning progress on the Butte County General Plan 2030 process:

1. "Big Picture" Progress Report –Butte County General Plan 2030



As progress continues on Meeting Series #2/3 concerning the creation of the Butte County General Plan 2030 Land Use Alternatives and the 43 potential change areas (at the Planning Commission this coming Friday, September 28, 2007 at the Butte County Board of Supervisors Chambers in Oroville at 9:00 am, see item #2 below), it is important to keep in mind the “big picture” context of the General Plan 2030 process, where we have been and where we are going. It is also important to note that the General Plan 2030 process began over 1-year ago on September 12, 2006. This section of Board Update #19 provides a big picture view of the General Plan 2030 process, provides an overview of specific public outreach and events that have taken place during the last year, and the events that will take place in the year to come.

Butte County General Plan 2030 is a comprehensive General Plan Update, which means our process is intended to encompass a broad range of areas and to include the identification and review of issues, land use alternatives, constraints, development of goals, policies and programs, as well as the completion of a new Zoning Ordinance and Environmental Impact Report. It is important to reiterate that Butte County has established an overarching vision for the County's future and the General Plan 2030 process, which is expressed in the 13 Guiding Principles adopted by the Board of Supervisors. These have been in place since the outset and have helped to guide and organize the General Plan 2030 process since that time, and will continue to provide this important role throughout the process.

Cooperative Planning is one of the 13 Guiding Principles intended to guide the General Plan 2030 process. As the Board is aware, the General Plan 2030 City/County Summit Meeting held on January 27, 2006 was followed by individual “1 on 1” meetings with each of the 5 incorporated cities located within Butte County. All of the individual “1 on 1” meetings between the County and the cities have now been completed and notes from all of these meetings have been posted to the General Plan 2030 website for public viewing. Development Services staff is scheduling additional follow-up meetings on issues that have been brought up through this process, such as coordination on City Spheres of Influence, future growth areas, and revenue sharing for areas considered for future annexation. Because many of these jurisdictions are updating their own General Plans it is critical for the County to work with each city as new information becomes available.

Each of the 8 Meeting Series (including one devoted entirely to the Housing Element) revolve around specific tasks such as the current Meeting Series #2/3 – Creation/Finalization of Alternatives. They are structured to include input from a variety of sources during a Public Workshop, a Citizens Advisory Committee, a Planning Commission Study Session, and the Board of Supervisors Study Session. All of these groups are uniquely qualified to provide input into the process, and that is why the process was structured in such a way to ensure their involvement every step of the way. All of these meetings are publicly noticed with a display ad in all local papers, local newspapers and radio stations have also helped in running information about the meetings, most recently the Citizens Advisory Committee meeting held in Chico on September 6. Staff has videotaped every one of the meetings associated with each meeting series and this may be

accessed on our website. Staff has also arranged Community Access Channel 11 to have these meetings broadcast periodically shortly after they were held.

Because Butte County encompasses a large (slightly larger than the State of Rhode Island) and geographically diverse region, and is made up of many different communities, the General Plan 2030 process is organized to ensure input from many different planning areas and individual communities. Towards this end, Development Services staff and the General Plan consultant Design, Community & Environment engaged the public through an outreach program that included 12 Community Meetings and 7 Area-Wide Meetings. At each meeting, input was received on individual community assets, issues and future vision through facilitated discussion. Chapter 19 of the Setting and Trends Report includes a detailed overview on all of the Community Meetings including summaries concerning the information collected. The meetings also included presentations on the General Plan 2030 process, distribution of the Butte County General Plan 2030 Briefing Book, Guiding Principles, pamphlets, and contact information.

Outreach for the Community Meeting effort included the mailing of over 26,000 individual postcards to county residents inviting people to one or more of the 19 community meetings held in all corners of the County. Display ads were provided in all local papers, and road signs were posted within each community prior to the meeting. Email announcements were also provided via the email listserv on the General Plan 2030 website. This list includes well over 400 email addresses and has been instrumental in getting the word out on many different subjects.

More recently, Butte County Development Services, with the help of the Board of Supervisors, hosted a booth at the Butte County Fair in Gridley devoted to the General Plan 2030 process. Development Services staff have also brought the General Plan 2030 process to any interest groups around the County in the form of a PowerPoint presentation that details the process, what is going on, and how people can become involved. All of these presentations can be viewed at our website, under the 'ebinder'.

At this time, Meeting Series #2/3 is concentrating on the creation and finalization of alternatives, and for this reason it may appear to some that the process is focused on individual developer requests, which do make up some of the proposed change areas. Individual property owner requests and projects certainly play a role in this process and staff encourages their participation. A total of 43 potential change areas are currently under evaluation. Only 17 out of the 43 change areas being considered are based on specific proposals from landowners. The remainder (i.e., the majority) of each proposed change area is based on a synthesis of the input gathered from the community and the CAC through the Area-Wide Workshops, the one-on-one meetings with the Cities, and the Public Workshop and CAC meeting in May that kicked off Meeting Series #2/3.

Prior to Meeting Series #4 (Selection of the Preferred Alternative), and after the conclusion of Meeting Series #2/3, the General Plan Consultant, Design, Community & Environment (DC&E), and their team of subconsultants will evaluate each of the three alternatives and each potential change area for their potential implications in the areas of the environment,

transportation, economics, and agriculture. Each of the three alternatives will also be analyzed on how each meets the assets, issues, and future vision identified during Meeting Series #1 – Existing Conditions and Issue Identification, the 19 Community Meetings held in conjunction with this Meeting Series, as well as how they align with the County’s 13 Guiding Principles.

Meeting Series #4 will be devoted to the creation of a preferred alternative. It is during this Meeting Series that the difficult but important choices concerning the 43 proposed change areas received thus far will be made. The Public Workshop that starts Meeting Series #4 is tentatively scheduled to begin on January 24, 2008 (dates for the Citizens Advisory Committee meetings and the individual Study Sessions before the Planning Commission and Board of Supervisors will be made available as soon as they are finalized). The Board of Supervisors will provide final direction regarding the preferred alternative. Based on feedback from the Board of Supervisors (who will have the benefit of receiving all the input from the public workshop, CAC meetings, and Planning Commission Study Session), County staff and DC&E will make any needed refinements to create the final preferred alternative.

Meeting Series #5 will be devoted entirely to the discussion of Goals and Policies. This Series comes after the preferred alternative selection so that the public, the CAC, the Planning Commission and Board of Supervisors has had the benefit of already considering different development scenarios and physical locations, as well as learning all about Butte County’s issues and existing conditions. They will then have the opportunity to translate their opinions about what should or should not be allowed into policy alternatives that correspond to the type and location of new growth areas and conservation strategies/areas they wish to plan for.

Over the last 1-year, there have been many opportunities for people and groups to become involved in the General Plan 2030 process. Over the next two years the Butte County General Plan 2030 process will continue to be a comprehensive process that is encompassing of the broad diversity of input from all citizens, as well as interests, of Butte County.

Butte County’s General Plan website www.buttegeneralplan.net provides more detail and elaboration on everything mentioned in this brief summary, including copies of all of the work products produced to date under Butte County General Plan 2030: the City/County Summit Workbook; the Guiding Principles; the Existing Conditions Briefing Book; the Key Issues Summary of Meeting Series #1; and the Setting and Trends Report (Public Draft). Also look for the Butte County General Plan 2030 NEWSLETTER arriving in mid-November that will re-cap the General Plan 2030 process and inform the public about events to come.

2. September 28, 2007 Butte County Planning Commission Study Session

The Butte County Planning Commission will hold a Special Study Session on Friday, September 28, 2007 from 9:00 – 3:00 pm at 25 County Center Drive, Oroville. The Study Session is open to the public. This meeting is the 5th meeting of Series #2/3 devoted to the

Development of Alternatives for the Butte County General Plan 2030 update. Information from previous meetings, including a Public Workshop and three Citizen Advisory Committee Meetings, will be provided to the Planning Commission for review. At this meeting, the Planning Commission will review and finalize:

- Three alternative land use scenarios that provide differing approaches for over 40 individual areas proposed for future change. Alternative 1 provides for minimal change in land use and intensity and would be consistent with the existing General Plan designations. Alternative 2 directs growth to the existing urban areas while retaining agricultural and open space areas. Alternative 3 provides for development that is distributed more widely throughout the county, with less emphasis on existing urban areas.
- Three land use alternatives proposed for County Roadway Improvements and Bicycle Improvements.
- A Policy Alternatives document that has been created from input received from a Public Workshop and the Citizens Advisory Committee. The final Policy Alternatives document will be used during the General Plan 2030 process to help focus debate around policy issues that have arisen during the General Plan update process.

This Study Session will be used to provide final direction from the Planning Commission on the development of the three land use alternatives, which will be provided to the Board of Supervisors during their Study Session to be held on October 16, 2007. As with all Meeting Series Meetings, this Study Session will be taped for later broadcast on Community Access Channel 11, and posted on the Butte County General Plan 2030 website.

3. **Reminder: Butte County General Plan 2030 Economic Summit**

An Opportunity for Butte County's Economic Future and You!



From: Butte County General Plan 2030 Economic Summit Brochure

The Butte County General Plan 2030 Economic Summit will be held at the Sierra Nevada Brewery in Chico from 8:30 am to 4:30 pm on Monday, October 15, 2007. All who are interested in Butte County's economic future are invited to come and. . . **Listen** to presentations on economic development trends and case studies. . . **Learn** from panelists and speakers on county and regional economies. . . **Link** economic development to land

use through shared experiences. . . **Look** forward to a diversified Butte County economy that fosters emerging industries and skilled workforces. Tickets for the event are \$35, to include lunch and all refreshments. On-line registration for the Economic Summit and the meeting's agenda is available at www.buttegeneralplan.net. Development Services staff has begun an outreach effort for this event that includes press releases, email, and direct mail with a brochure (see banner above).