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## MEMORANDUM

DATE November 20, 2007  
TO Butte County Board of Supervisors  
FROM Joanna Jansen and Tanya Sundberg  
RE **Economic Summit Policy Suggestions**

The Butte County Economic Summit, held on October 15, 2007, yielded many ideas that will support and be incorporated into the goals and policies of Butte County General Plan 2030. This memo summarizes the types of policy suggestions that were raised at this event, so that they can be more fully explored during the Goals and Policies Development phase of General Plan 2030 (Task G, Meeting Series #5).

Several policy suggestions were related to all the sectors that were discussed, including agriculture; tourism and recreation; and manufacturing, office and commercial. Specifically, participants felt that zoning regulations related to these sectors should be clear and concise, and that permit processes should be streamlined.

### I. Policy Suggestions in Support of Agriculture

During the agricultural sector discussions, policy suggestions were made concerning the following topics:

- ◆ Agricultural land use policies – participants suggested establishing agricultural zones with large minimum lot sizes, agri-business zones, and agricultural general plan designations, such as buffer, agricultural park, and agricultural manufacturing.
- ◆ Protection of agricultural lands – participants suggested establishing urban boundaries, setbacks and buffers; discouraging ranchette development; offering incentives for farmland preservation; supporting the Williamson Act; preventing conflicts with incompatible land uses; and making revenue-sharing agreements that recognize the benefits of farmland preservation.
- ◆ Support agricultural education and research.
- ◆ Provide transportation infrastructure to get goods to markets and ports.
- ◆ Promote new agricultural markets, including agricultural byproducts such as biodiesel, agricultural tourism, and value-added agricultural products.

- ◆ Create a strategy to market and promote local goods.
- ◆ Support timber harvesting.
- ◆ Ensure agriculture is sustainable by conserving water, encouraging drought-tolerant crops, and protecting natural resources.
- ◆ Ensure an adequate water supply and water rights for agricultural users.
- ◆ Provide housing for agricultural employees.

## **II. Policy Suggestions in Support of Tourism and Recreation**

During the tourism and recreation sector discussions, policy suggestions were made concerning the following topics:

- ◆ Tourism and recreation land use policies – participants suggested allowing redevelopment of historic sites as tourist destinations, and establishing tourism land use designations in the General Plan, such as scenic highway.
- ◆ Identify and protect all sites of cultural and historical interest.
- ◆ Celebrate Native American heritage.
- ◆ Coordination of tourism and recreation development – participants suggested increasing coordination at a regional scale, increasing coordination between Cities and the County, increasing coordination among the various sectors of Butte County tourism, and establishing public/private partnerships.
- ◆ Lodging infrastructure – participants suggested increasing the transient occupancy tax and transforming to a tourist destination rather than a day trip location by offering visitors better information about meals and lodging.
- ◆ Provide transportation infrastructure for tourism and public transit to serve special events.
- ◆ Marketing and outreach – participants suggested developing a community logo for branding, involving local stakeholders in outreach activities, and conducting outreach to filmmakers.
- ◆ Promote specific sectors, including recreation-based development such as RV parks, agricultural tourism, performing arts, and bird-watching.
- ◆ Develop the Feather River Canyon and Lake Oroville areas to provide tourist amenities.
- ◆ Establish a County recreation and tourism department.
- ◆ Establish a visitor's center.

### III. Policy Suggestions in Support of Tourism and Recreation

During the manufacturing, office and commercial sector discussions, policy suggestions were made concerning the following topics:

- ◆ Manufacturing, office and commercial land use policies – participants suggested ensuring land is “shovel-ready,” locating manufacturing zones near infrastructure and far from residential uses, increasing the amount of industrial zoned land, and establishing enterprise zones.
- ◆ Coordination of manufacturing, office and commercial development – participants suggested bringing together the industrial land supply, housing supply and skilled labor supply in Oroville and Chico; avoiding competition among the various entities in Butte County; and increasing cooperation among the County, Cities and educational facilities in Butte County.
- ◆ Education – participants suggested promoting additional training and professional schools in Butte County, and supporting existing schools, such as Butte College.
- ◆ Infrastructure – participants suggested relieving congestion on Highway 99 in Gridley, enhancing the Highway 162 connection to Interstate 5, and encouraging airport, highway and rail development.
- ◆ Sustainable business development – participants suggested exploring the possibility of developing a biomass industry, supporting green industries, preventing or reducing the environmental impacts of manufacturing, and encouraging industries that can use existing resources in Butte County.
- ◆ Support specific sectors, including small businesses and entrepreneurs.
- ◆ Provide housing for manufacturing employees, including high-density housing and mixed land uses.
- ◆ Establish a County-level governmental office of economic development.