



Introduction, Vision, and Guiding Principles



**City of
Gridley**

2030 GENERAL PLAN

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INTRODUCTION

Each California city and county is required to prepare a general plan to provide comprehensive, long-term guidance “for the physical development of the county or city, and any land outside its boundaries which in the planning agency's judgment bears relation to its planning” (see Government Code Section 65300). General plans must provide an “integrated, internally consistent and compatible statement of policies.” For more information on the legal requirements and authority for general plans, please refer to the chapter entitled “Legal Authority and General Plan Implementation.”

This section of the Gridley General Plan:

- ✓ outlines the organization and contents of the General Plan;
- ✓ explains the purpose of the General Plan;
- ✓ summarizes the history and process of updating the General Plan;
- ✓ presents the 2030 General Plan Vision and Guiding Principles; and,
- ✓ highlights the General Plan alternatives process.

GENERAL PLAN CONTENTS

The General Plan consists of the following chapters and elements:

- ✓ Introduction, Vision, and Guiding Principles
- ✓ General Plan Setting
- ✓ Land Use Element
- ✓ Circulation Element
- ✓ Community Design and Character Element
- ✓ Conservation Element
- ✓ Open Space Element
- ✓ Safety Element

- ✓ Public Facilities Element
- ✓ Housing Element
- ✓ Noise Element
- ✓ Legal Authority and General Plan Implementation

The Elements of the General Plan contain some background information – both relative to existing conditions and regulatory guidance. Each Element also has goals, policies, and implementation strategies to guide land use and development decisions in the future. Goals are a description of a future desired state. Policies are a decision-making guide. Implementation strategies are proactive measures or programs that will be undertaken, as necessary, to achieve General Plan goals.

- ✓ **Goals:** a statement of the desired future state.
- ✓ **Policies:** decision-making guide for City Council and Planning Commission in managing land use change and other City actions.
- ✓ **Implementation Strategies:** proactive programs or processes that will be undertaken by City staff. Programs are like “work orders” for City staff.

Several supporting documents were produced during the development of the General Plan, including the General Plan Program Environmental Impact Report (Program EIR – under separate cover). Other technical reports and studies used in preparing the Plan include an existing land use survey, a traffic/circulation model, and a range of other technical studies related to existing conditions and estimating future conditions.

Several supporting documents were produced during the development of the General Plan, including the General Plan Vision and Guiding Principles, summaries of General Plan public input, General Plan Alternatives reports, and a General Plan Program Environmental Impact Report (Program EIR – under separate cover).

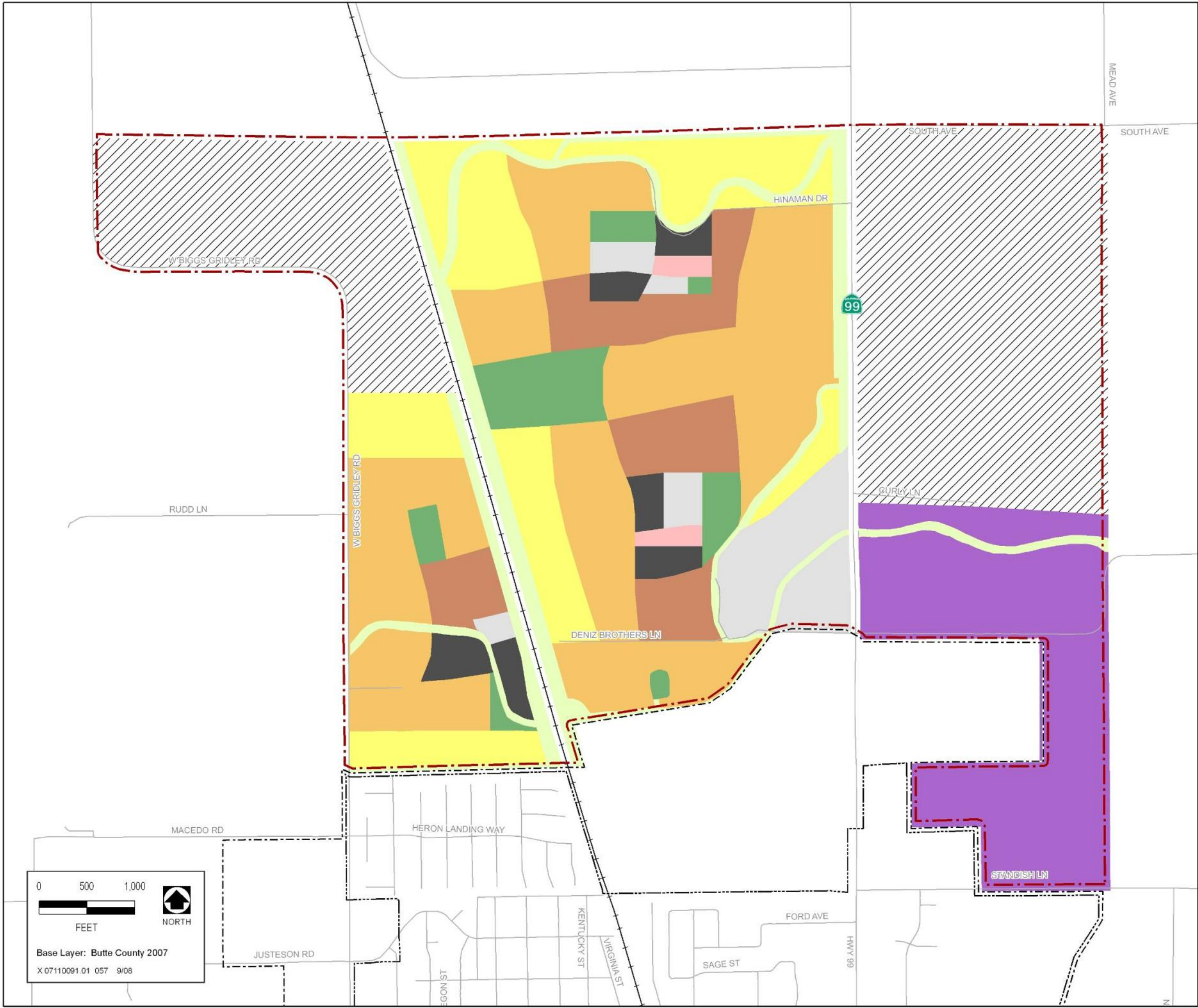
Various technical reports, studies, and analyses were used in preparing the Plan, including an existing land use survey, a traffic/circulation model, and a range of other technical studies that characterize existing conditions and estimating future conditions.

The City initiated this General Plan Update in 2006, identifying a roughly 1,200-acre new growth area north of the existing City, which would be the focus of the Update. The public outreach effort, land use alternatives process, and drafting of this General Plan Update has resulted in comprehensive planning policies, land use designations, and environmental analysis for the entire Gridley Planning Area, with a special focus on this new growth area. This new growth area north of the current City limits is called “Planned Growth Area” throughout this General Plan (Exhibit Intro-1).

Exhibit Intro-1
Planned Growth Area

LEGEND

- Planned Growth Area
- Sphere of Influence
- City Boundary
- Agricultural Industrial
- Neighborhood Center Mixed Use
- Open Space
- Park
- Public
- Residential, High Density 2 (15-30 du/ac)
- Residential, High Density 1 (9-15 du/ac)
- Residential, Medium Density (5-8 du/ac)
- Residential, Low Density (2-4 du/ac)
- Urban Reserve



PURPOSE

The General Plan is intended to identify consensus goals for Gridley's future, and provide policies and programs that will achieve these goals between present and 2030.

The General Plan is the City's overarching policy and planning document. The General Plan indicates Gridley's long-range objectives for physical development and conservation within the City. The General Plan provides decision makers, City staff, property owners, interested property developers and builders, and the public-at-large with the City's policy direction for managing land use change. The General Plan is comprehensive in scope, addressing land use, transportation, housing, conservation of resources, economic development, public facilities and infrastructure, public safety, and open space, among many other subjects.

The General Plan requires a complex set of analyses, comprehensive public outreach and input, and public policy development for a wide range of topic areas. The General Plan has several basic functions:

- ✓ **A vision for the future.** The General Plan articulates the community's consensus vision for the type, amount, character, and location of development, priorities for conservation, and the overall desired quality of life that should be provided locally.
- ✓ **Decision making guide.** The General Plan includes educational materials and background information to provide context and help the reader understand the policy guidance contained in the Plan. The General Plan provides continuity over the long term, documenting the basis of City decisions on a wide range of public and private actions that will collectively influence the community's future.
- ✓ **Legal requirement.** The General Plan has been prepared to fulfill the requirements of State law and guidelines adopted by the California Office of Planning and Research. State law not only requires adoption of the General Plan, but also that zoning, subdivision regulations, specific plans, capital improvement programs, and other local measures be consistent with the General Plan.

GENERAL PLAN UPDATE HISTORY

Gridley has maintained documents called master plans and general plans for several decades. The General Plan has been incrementally and comprehensively updated over time. The following information on the history of Gridley planning was presented in the 1999 General Plan Support Document.

The Seismic Safety Element and Safety Element were adopted in 1974, and identified hazard risks and the City's policies for ensuring public safety. The land use and circulation elements were amended in 1977. The City also initiated studies at this time for comprehensive zoning of entire city. Until then, most of city was zoned G-1, meaning any use was permitted with a use permit.

In 1984, Gridley adopted a new comprehensive general plan and new comprehensive zoning for the city and pre-zoning of current Sphere of Influence. The Noise Element was also adopted in 1984, and identified then-existing levels of noise and maximum permitted noise levels.

In 1991, the City initiated preparation of a Housing Element, with goal to provide for construction of 377 new housing units by 1998. The Housing Element was adopted July 6, 1992; amended May 3, 1993; amended April 4, 1994; and, amended March 15, 2004. The Housing Element addressed then-current housing and demographic conditions and identified the City's approach to providing Gridley's fair share of housing.

In 1995, Gridley began process to amend General Plan, expand Sphere of Influence, and annex the 76-acre "Boeger" property. This process was completed in draft form only.

In 1999, the City updated the Circulation Element, Land Use Element, Conservation Element, Open Space Element, and a Public Facilities Element. The information from the 1999 General Plan was used extensively in preparing the 2030 General Plan and is hereby incorporated by reference.

The 1999 General Plan included:

- ✓ **Land Use Element** with descriptions of allowable land use, density, and a Land Use Diagram (Exhibit Intro-2).
- ✓ **Circulation Element** with right-of-way standards, level of service standards, and a Circulation Diagram showing proposed travelways.

- ✓ **Public Facilities Element** with detailed and then-current estimated costs for extending infrastructure, population estimates, the improvements necessary to serve the Plan Area, estimates of revenues, and other detailed information.
- ✓ **Open Space Element** with parkland dedication standards and policies for open space, as well as an Open Space Diagram.
- ✓ **Conservation Element** with policies on agricultural soils, air quality, and water resources.
- ✓ **Support Document**, which provided detailed existing conditions information, as well as projections and estimates of General Plan buildout conditions.

Detailed information contained in the 1999 General Plan was used in preparing the Land Use Diagram and other diagrams in the 2030 General Plan, as well as narrative policies and implementation strategies. The implementation of the 2030 General Plan will benefit in particular from the constraints, costs, and methods related to public facilities and infrastructure contained in the 1999 Public Facilities Element and Support Document.

For the most part, the 2030 General Plan assumes the land use designations of the 1999 General Plan (Exhibit Intro-2). The 1999 General Plan identifies the future growth area for the City, including a Sphere of Influence diagram showing five phases of new growth areas. Future growth areas identified in the 1999 General Plan have new land use designations in the 2030 General Plan.

2030 GENERAL PLAN UPDATE

In July of 2006, City Council directed staff to initiate a General Plan Update and Sphere of Influence (SOI) Amendment. To the extent that the 2030 General Plan Update includes land use changes, these changes focus on the roughly 1,200-acre area identified by the City Council during initiation of the General Plan Update process. The new growth area to be addressed in this General Plan Update, according to the City Council, would extend from the existing SOI on the northern City boundary to South Avenue. The northern extent of this new growth area would be roughly one mile north of the existing SOI. This area of focus throughout this General Plan is called the “Planned Growth Area.” The Planned Growth Area is designed to accommodate long-term population and employment growth within Gridley. The Planned Growth Area is generally located between the City limits and SOI on the south, South Avenue on the north, Mead Avenue on the east, and West Biggs-Gridley Road on the west.

Based on Council direction, a Request for Qualifications was sent out to consultants interested in assisting staff in the General Plan Update process. In November of 2006, the

City approved a scope of work and budget for consultant assistance on the General Plan Update. The City Council also confirmed the area of focus for the General Plan Update and Sphere of Influence Amendment, including the “Planned Growth Area,” which is discussed throughout the 2030 General Plan.

Rather than complete a comprehensive update of the General Plan, the City Council decided to focus the update spatially on the Planned Growth Area and on updates to the Land Use and Circulation Elements, as well as a new Community Character and Design Element. Other Elements were substantially updated to ensure consistency with the new Land Use, Circulation, and Community Character and Design Elements, to reflect regulatory changes, and to take advantage of the state of the art and science in land use planning, growth management, economic development, environmental planning and science, and other relevant disciplines.

The General Plan Update process involved an extensive public outreach and input program. Public and decision maker input was synthesized into a Vision and Guiding Principles document. This document was used to create land use and circulation alternatives for the General Plan. The discussion and deliberation around these land use and circulation alternatives led to the selection of a preferred alternative for the General Plan, which provided direction for drafting of the General Plan itself. These components of the General Plan Update process are described below.



2030 General Plan public hearings.

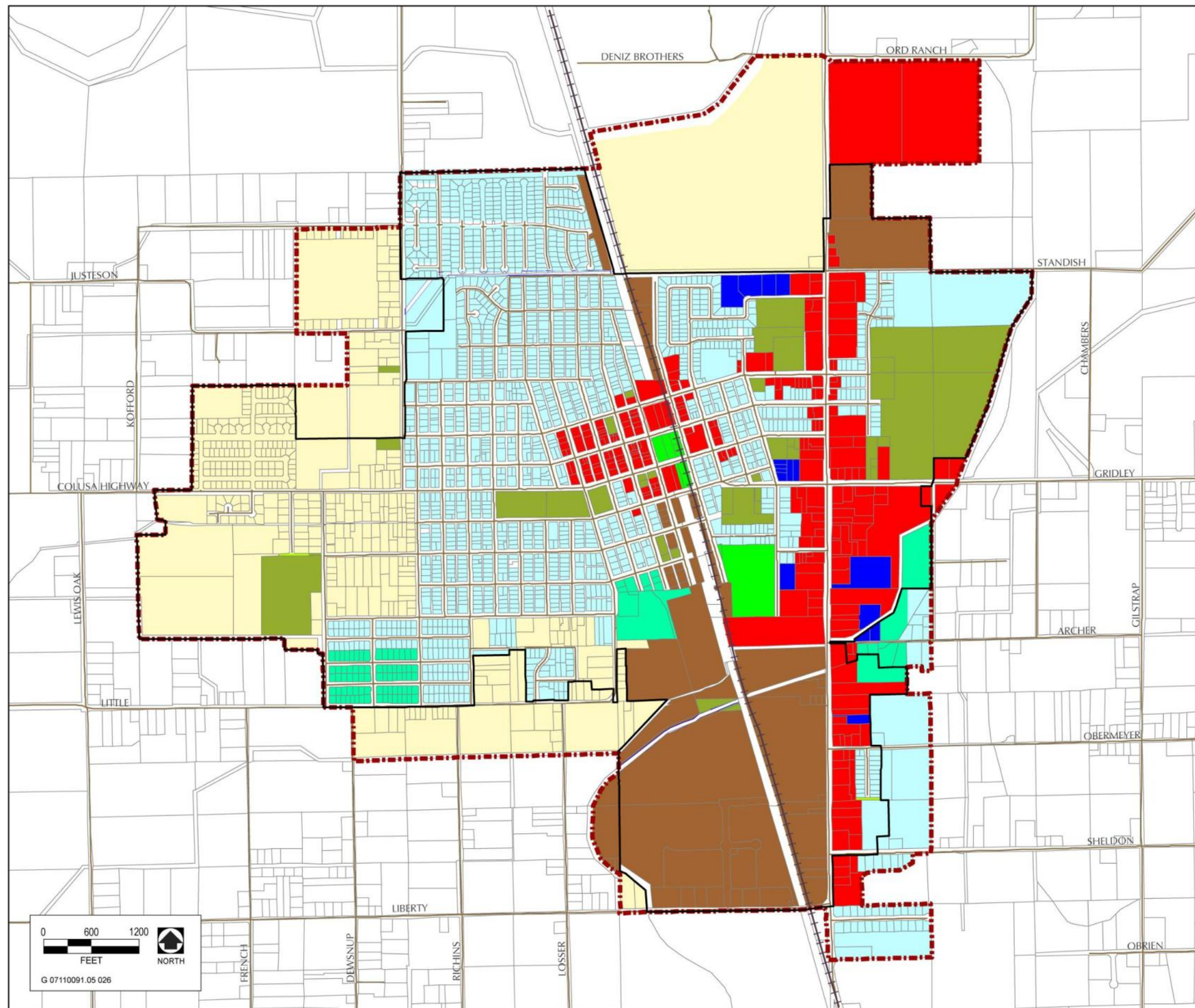
Exhibit Intro-2

1999 General Plan

Land Use Diagram

LEGEND

-  Agriculture
-  Commercial
-  Industrial
-  Parks
-  Public
-  Residential, High Density
-  Residential, Low Density
-  Residential, Medium Density
-  ROW
-  Right-of-Way, Water
-  Residential, Suburban
-  City Boundary
-  Sphere of Influence
-  Major Roads
-  Railroad



CITIZEN INPUT

The City conducted a comprehensive, multi-media public outreach campaign to support the 2030 General Plan Update, including:

- ✓ Community wide open house and workshops;
- ✓ Visual preference surveys to decision makers, focus groups, and the public at-large;
- ✓ A written survey in Spanish and English and instructions also for Punjabi community, with comprehensive mail distribution to all addresses within Gridley, more than 600 surveys returned (a roughly 25% response rate), and surveys tabulated and analyzed by Chico State University Center for Economic Development;
- ✓ Public scoping meeting to define environmental issues of focus for the General Plan Program EIR;
- ✓ Web site informational posting and public input offered through the web site;
- ✓ Written synthesis of public input and presentations to the public and decision makers of the public input summaries;
- ✓ Reporting and analysis on written and visual survey results;
- ✓ Preparation of a Vision statement based on public and decision maker input;
- ✓ Development of Guiding Principles for preparation and execution of the General Plan;
- ✓ Drafting of land use and circulation alternatives to implement the General Plan Vision according to the Guiding Principles;
- ✓ Selection of a Preferred General Plan Alternative and reporting on the pros and cons of various alternatives;
- ✓ Staff and decision maker meetings and workshops with the County, LAFCO, the City of Biggs, and other public agencies;
- ✓ Reporting and presentation to the public and decision makers on preliminary policy approaches for the 2030 General Plan for important issues, such as Land Use Designations for Existing General Plan Area and Planned Growth Area, treatment of Urban Reserve and Criteria for Planning Urban Reserve Area, Commercial Development Downtown and along Highway 99, Neighborhood Centers, Circulation Level of Service, Public Infrastructure Analysis and Fee

Structure, Natural Drainage Systems and Low Impact Development Concepts, Energy Conservation Strategies, and Agricultural Land Mitigation; and,

- ✓ Other types of outreach and input to the public, decision makers, and public agencies throughout the General Plan update and adoption process.



General Plan public workshops

VISION AND GUIDING PRINCIPLES

The Vision Statement represents the public's hopes, dreams, and expectations for themselves and future generations, with a focus on key issues that enjoy consensus in the community. The Guiding Principles presents shared community values which were used in guiding the development of goals, policies, and implementation strategies in the General Plan.

Each person visualizes the future of Gridley based on his or her own life experiences, preferences, interests, and expectations. The City's history and that of the region influence the assumptions and expectations of its current and future residents. The vision for the future of Gridley pertains not only to the physical development of City, but also to its social, cultural, and environmental elements. Although the General Plan Vision focuses on the physical development of the City and the conservation of its natural resources as required by State law, the General Plan update also considers the influence of the physical environment on social, cultural, economic, and other areas of interest to the community. These issues are further explored in the General Plan.

The following is the City of Gridley's vision for that future (written in the present tense from a 2030 perspective).

Imagine Gridley 20 or 30 years from now. What does it feel like to live, work, shop, and play in our community?



Even as Gridley has grown and changed, it has maintained important parts of its small-town character.

GRIDLEY STAYS TRUE TO ITS ROOTS

GRIDLEY, CA. 2030. One is struck by how quaint and charming the City remains after a generation of change. Gridley’s compact footprint complements the rich and fertile agricultural lands that surround the City. One need only travel a few minutes in any direction before reaching wide open spaces. The Sutter Buttes are still clearly visible from many vantage points within and outside the City limits.

Gridley serves as the central marketplace for its citizens. Most everything needed for daily life can be found in Gridley—a wide range of stores, professional services, health care, entertainment, lodging, auto sales, and social and cultural activities.

Gridley is still a “small town that loves company”—travelers will find many reasons to pull off the highway and spend a day in Gridley or stay overnight to visit the many recreational attractions nearby. Gridley’s largely intact historic downtown also provides a draw for visitors.

Gridley continues to chart its own destiny by providing essential water, wastewater, and electrical power services to residents and businesses. This assures that Gridley can meet the needs of a growing community.

Gridley has worked with property owners and neighboring cities to the north and south to preserve a distinct community identity through preservation of green spaces between the cities.

HOW GRIDLEY LOOKS AND FEELS

GRIDLEY, CA. 2030. Gridley has the feel of a community that has grown incrementally and organically over time in a well-managed way. The original grid of highly connected, tree-lined streets, short blocks, and sidewalks is continued into new neighborhoods.

On any given day, people can be seen enjoying these tree-lined streets—pedestrians, bicyclists, parents pushing baby strollers—because the City remains a pedestrian-friendly place to live and visit. Small-scale shops and offices, neighborhood schools, and local parks are blended into our neighborhoods providing opportunities for friends to gather and neighbors to have chance encounters.

Homes and other buildings in Gridley reflect local, historic architecture and small-town sensibilities. The rural setting is reflected in the built environment. Local architectural traditions of the rural Sacramento Valley, both style and materials, are used in newer and older structures alike.

On any given block, there is a variety of homes of various styles, colors, materials, and sizes. One thing that Gridley neighborhoods have in common is that homes are made of timeless materials, such as wood, brick, and stone with traditional home styles that never go out of fashion.

We enjoy knowing our neighbors. Because of this, our homes and other buildings are designed to accommodate human interaction, with inviting front entrances and porches rather than garages that dominate the front of homes.

Gridley has maintained its small-town character as the City has grown. Gridley residents can walk or ride their bikes to school, stores, a restaurant, a park, and even work. This is possible because the character of Gridley’s downtown and original neighborhoods is reflected in new neighborhoods. New neighborhoods are connected with older parts of the community and, in fact, feel like an extension of the original City.



Gridley has the feel of a community that has grown incrementally and organically over time in a well-managed way.

DOWNTOWN IS THE SOCIAL AND CULTURAL HEART OF THE COMMUNITY

GRIDLEY, CA. 2030. Downtown, the walkable, friendly community gathering place, looks much the same as it did long ago, even though it is filled with new shops, eating places, and other things to do. Downtown even has some new buildings that fit right in with the historic character.

Downtown Gridley is, in many ways, the heart of the community. The whole community is connected and oriented toward downtown, as the primary community gathering space. Even with a substantial amount of reinvestment and change, downtown still has a small-town feel. It

is a pleasant and safe place for pedestrians and bicyclists. Downtown has many inviting and comfortable public gathering places and is vibrant during the day and evening.

Businesses located outside of downtown complement downtown commerce by catering to different clientele and needs than downtown merchants.

New housing near downtown has added to the vibrancy of the place and provided convenient residential opportunities for households of different types.



Even with a substantial amount of reinvestment and change, downtown still has a small-town feel.

WORKING, SHOPPING, AND PLAYING IN GRIDLEY

GRIDLEY, CA. 2030. Gridley has grown to become a complete community, with a good balance of jobs and housing. Gridley has attracted many new employers interested in a high quality of life for their workers. Although some of these employers serve the local population, others serve regional and national markets, and came to Gridley because of its unique qualities. Gridley has attracted a variety of firms—professional offices, research and clean technology businesses, renewable energy firms, and others—offering quality employment opportunities and good wages.

Locally-owned businesses thrive in Gridley and are supported by our residents. We enjoy supporting local businesses, in part because we know the owners. We shop and dine at stores and restaurants that are unique to Gridley and contribute to our unique character.

We enjoy a variety of shopping opportunities, professional services, and cultural, recreational, and entertainment choices. Other people from Butte and Sutter counties and travelers along Highway 99 also stop by because of the unique offerings in Gridley.

HOW WE GET AROUND TOWN

GRIDLEY, CA. 2030. It is safe and easy to walk, ride a bike, or take the bus to meet many of our daily needs. Sometimes it is easier and faster to drive, but we don't want to depend on our cars for all our travel needs.

We enjoy having neighborhood parks, schools, and shops near our homes. We have managed to reduce barriers created by busy streets, railroads, and highways to increase the ease and pleasure of walking and bicycling around the



We can safely and conveniently walk, ride a bicycle, or take public transit to meet many of our daily needs.



We embrace our cultural and ethnic diversity.

community. We have come to enjoy the health benefits of walking and biking for both recreation and daily chores. Because Gridley is compact, places are close to one another and reachable on foot or by bike. Some of us work in other communities and enjoy reading or relaxing on the bus ride to work and back. We feel comfortable letting our kids walk or ride their bikes to school.

Even our seniors can get around without owning a car because our community is designed for their safety, comfort, and ease of access, as well.

We have reclaimed Highway 99 as our own local street, although it continues to carry

travelers through our community. We know that the first impressions of Gridley for many people are based on our city's appearance along Highway 99. It is important that the main gateway into our community gives an immediate, positive visual impression. For this reason, we have transformed the highway into an attractive and pedestrian-friendly street. Trees and attractive buildings are the first thing one sees upon entering Gridley along the highway. Visitors immediately realize they are in a special place – a great small-town in a rural setting.

GRIDLEY IS HOME FOR ALL OUR FAMILIES

GRIDLEY, CA. 2030. Although most residents own their homes, we also have our share of housing to rent. Gridley offers a variety of housing choices, including single-family homes, town houses, apartments, senior housing, and starter homes for young families. There are large and small homes, townhomes, duplexes, and apartments spread around the

community, with no area having a concentration of one specific housing type.

We are proud that newer housing complements our traditional neighborhoods, respecting local historic architecture and the small-town feel.

Walking around our neighborhoods, it is easy to tell that you are in Gridley and not somewhere else.

WE TAKE PRIDE IN OUR DIVERSITY

GRIDLEY, CA. 2030. We embrace our cultural and ethnic diversity. Our lives are enriched by the contribution of different customs and traditions.

Community planning and other functions of government are open to people of different

backgrounds. Our City reflects our diversity, with a range of ethnic restaurants and shops, community events, and cultural facilities. The community design and local housing options account for the needs of all our families.



We enjoy visiting the new businesses downtown and along Highway 99.

GROWTH HAS IMPROVED OUR QUALITY OF LIFE

GRIDLEY, CA. 2030. We enjoy visiting the new businesses downtown and along Highway 99. The new walkways, street trees, new buildings, and other additions along Highway 99 have made it a much more welcoming place. The gateway to downtown along the “Silk Stocking”– Hazel Avenue – draws visitors off Highway 99 to downtown. People are out of their cars, walking around between stores, and enjoying the scenery. In addition to improvements in the older parts of town, the newer neighborhoods have complemented our community nicely.

We have designed new neighborhoods according to our community’s vision. On this front, Gridley is used throughout California as an example in managing growth. We have coordinated with neighboring towns and the County on transportation, agricultural preservation, and open space. This regional work has been really important, considering how quickly this area has grown.

Gridley is now well-known for our great parks and recreational programs. Our older neighborhoods have new and improved parks, and our new neighborhoods have lots of park space of different types within walking distance. There are many different gathering spots around town, and it seems like there is always a family

reunion, neighborhood block party, picnic, or ball game going on.

We cherish our rural setting. We have worked with the County to preserve open space at the edge of town. Because we have grown a compact way, the wide open fields are close by. From any house or business, it is a short walk or bike ride to the orchards, rice fields, and other green spaces around the city. Our new neighborhoods exist in harmony with the nearby agricultural landscape. We have been able to grow and change in a way that maintains the qualities that attracted us to Gridley in the first place.

We know that, to enjoy great parks, recreation programs, and other public services, we have to have sound fiscal policy and a cost-effective way to deliver public services. This is a big factor in how the town was designed. Our compact community makes public infrastructure more efficient. Police, fire, and other emergency responses are faster, too.

Gridley has a healthy balance of land uses that generate sales taxes from stores and property taxes to support local services. Like smart investors, we have kept our eye on long-term financial sustainability, not the short-term fix. This patience and planning has served us well, and will continue to benefit our children and grandchildren.



The Sutter Buttes are visible from many vantage points within and outside City limits.

GUIDING PRINCIPLES

The Guiding Principles are shared community values that are to be used in achieving the City’s Vision. If the Vision is the “ends,” the Guiding Principles are the “means.” The Vision, considered together with these Guiding Principles will be used to guide City staff in putting together draft General Plan elements.



Gridley has worked with property owners and neighboring cities to the north and south to preserve a distinct community identity through green spaces between the cities.



Gridley continues to serve as the central marketplace for its citizens.

GRIDLEY STAYS TRUE TO ITS ROOTS

- ✓ Gridley can grow without sacrificing the small-town character that we cherish.
- ✓ Growth will be according to our vision. Although Gridley is a small town, we insist on high-quality development, that meets our specific needs and preferences.
- ✓ Great small towns promote a feeling of connection among residents. New development should enhance this sense of connectivity. We should remove physical, economic, and social barriers that prevent us from being connected, whenever possible.
- ✓ Unique, locally-owned businesses are a critical part of small-town character. The City should encourage preservation, expansion, and establishment of local business.
- ✓ We believe that our long-term economic future greatly benefits from a unique, charming, small-town character.

HOW GRIDLEY LOOKS AND FEELS



One thing that Gridley neighborhoods have in common is that homes are made of timeless materials such as wood, brick, and stone with traditional home styles that never go out of fashion.

- ✓ A livable community is one with parks, schools, shops, and other destinations that are oriented to our neighborhoods and designed for people, rather than oriented toward busy roadways and designed exclusively for auto access.
- ✓ Our streets, neighborhoods, and civic spaces should provide many gathering places where we meet up with our friends and neighbors.
- ✓ We think that variety and cohesiveness in community design are important: cohesiveness through building styles that complement local architecture and timeless materials in new and old buildings; and, variety within each neighborhood with different sizes, types, styles, and colors.
- ✓ We believe that Gridley's built environment should be distinct from new development in growing cities elsewhere in the Sacramento Valley.
- ✓ Trees shade us, clean our air, and are pleasing to the eye. A complete urban tree canopy that provides a pleasant and attractive streetscape is essential to our community's character and quality of life.

DOWNTOWN IS THE SOCIAL AND CULTURAL HEART OF THE COMMUNITY

- ✓ Downtown should remain our pedestrian-scaled, commercial and civic center in which we all take pride.
- ✓ Downtown must grow and change with the rest of the City. Decisions about commercial growth elsewhere in the city should support our downtown.
- ✓ The City should take an active role in downtown revitalization, supporting existing business expansion, new business development, and housing, all consistent with downtown's historic character.
- ✓ The community should continue to invest in streetscape, infrastructure improvements, and other programs downtown that will encourage property owners to invest and re-invest in the area.
- ✓ All of our neighborhoods should be connected to downtown Gridley with safe and convenient pedestrian and bicycle routes.
- ✓ We should invest in, and support improvements along Highway 99 that draw visitors downtown.



Downtown is a pleasant and safe place for pedestrians and bicyclists.

WORKING, SHOPPING, AND PLAYING IN GRIDLEY

- ✓ We believe that Gridley should be a complete City, with a variety of shopping, commercial services, professional services, and entertainment options.
- ✓ We believe that the entire community will benefit from a diversity of local job opportunities.
- ✓ We want our children to have the option to stay in Gridley to pursue their careers.
- ✓ It is important to focus on employment opportunities that offer living wages and benefits to existing and future residents.
- ✓ We recognize that an educated, skilled workforce is important to attracting high-quality employment opportunities. We should partner with educational institutions to expand and enhance career training opportunities.
- ✓ Gridley's long-term quality of life is dependent on a great local school system. We believe it is important for the City to coordinate with the Gridley Unified School District, in order to pursue mutual goals.



Gridley has attracted many new employers interested in a high quality of life for their workers.



We have managed to reduce barriers created by busy streets, railroads, and highways to increase the ease and pleasure of walking and bicycling around the community.

- ✓ The City and community leaders should take an active and supportive role in business development that serves the whole community's long-term interests.

HOW WE GET AROUND

- ✓ We will design our community so that people can walk, bicycle, or use public transit if they cannot, or choose not to drive.
- ✓ Many of our seniors cannot drive, or simply prefer not driving. We will design our community so that our seniors can access shopping and health care without reliance on cars.
- ✓ Children in Gridley should be able to safely and conveniently walk to school.
- ✓ For safe and convenient travel, we need short blocks, connectivity, frequent through streets, extension of the historic grid, and ample on- and off-street pedestrian and bicycle pathways.
- ✓ For safe and convenient travel, we need destinations, like schools, parks, and shops, to be oriented to, and blended in with our neighborhoods.
- ✓ Streetscapes can be inviting, pleasant places to spend time, and these places should be designed with people in mind, not strictly to accommodate vehicles.
- ✓ We believe that the entire community will benefit from improving the Highway 99 corridor to create an active, pedestrian-friendly area where trees, well-designed buildings, and street furniture are the dominant visual features.
- ✓ Our community should grow without having traffic, air quality, and noise problems that would sacrifice our small-town character. In the long run, this requires pedestrian, bicycle, and public transit to be considered in land use and transportation planning on an equal footing with vehicular travel.



Gridley offers a variety of housing choices, including single-family homes, town houses, apartments, senior housing, and starter homes for young families.

GRIDLEY IS HOME FOR ALL OUR FAMILIES

- ✓ We need local housing options that accommodate our different households' needs and preferences.
- ✓ We do not want our young people to have move away from Gridley to find appropriate and affordable housing.
- ✓ We respect, and should have high-quality housing for our senior population.

WE TAKE PRIDE IN OUR DIVERSITY

- ✓ We believe that part of our community's strength lies in its diversity.
- ✓ We value and respect traditions and cultures of all our citizens.
- ✓ The decisions we make as a community are enhanced through broad community input and participation.

GROWTH HAS IMPROVED OUR QUALITY OF LIFE

- ✓ Growth and change should benefit Gridley's existing and future residents.
- ✓ Our City government, guided by the public interest, should help maintain and improve our long-term quality of life.
- ✓ We need adequate parkland, additional trails, enhanced recreational programs, and recreational facilities to promote the public health and livability of Gridley.
- ✓ The City should continue to invest in, and improve existing neighborhoods, even as new neighborhoods are constructed.
- ✓ New development should compensate the City and other public service providers for the cost of providing public facilities, infrastructure, and services.
- ✓ The City should develop in a compact way that is more efficient and less costly to serve, compared to a development pattern that is more spread out.
- ✓ We believe that growth should be managed to promote the long-term economic health of our community.
- ✓ The rural, agricultural setting of Gridley is a community asset that should be protected, preserved, and celebrated in the built environment as the community grows.
- ✓ We believe agriculture should continue to be viable near the City. Gridley should preserve agricultural and other open space around the edges of the community.
- ✓ It is important to recognize the high quality of farmland that surrounds the community by developing in a land-efficient manner that does not unnecessarily or prematurely convert agricultural lands to urban use.
- ✓ We should enhance the local economy by accommodating agricultural-related businesses.



The rural setting is reflected in the built environment. Local architectural traditions of the rural Sacramento Valley, both style and materials, are used in newer and older structures alike.



Gridley is now well-known for our great parks and recreational programs.

GENERAL PLAN ALTERNATIVES

A fundamental part of the process of preparing or updating a general plan is the selection of a possible course of action for future growth, development, conservation, and reinvestment in a community. According to California general plan guidelines, alternative concepts for the future of the community should be developed and examined before writing the general plan. This process enables the community to weigh the pros and cons of a variety of possible directions for the future.

On February 28th, 2008, the City Council and Planning Commission were presented three land use and circulation alternatives for the General Plan Update (Exhibit Intro-3). These three alternatives represented distinct approaches to achieving the City's long-range planning and environmental goals. All three alternatives were assembled consistent with the City's approved General Plan Vision and Guiding Principles, a document that reflects both public and decision maker input and direction. The alternatives were focused on conceptual land use and transportation planning approaches for the Planned Growth Area, with the direction from City Council that land use designations in the existing City would remain similar to the existing General Plan.

In this February study session, instead of approving a single preferred alternative to guide preparation of the General Plan, the City Council and Planning Commission directed preparation of a draft preferred alternative that would combine aspects of the original set of three. At an April 21, 2008 study session the draft preferred alternative was presented to the Planning Commission and City Council. The preferred alternative was prepared based on decision maker direction from the previous General Plan study session. At the April study session, the draft preferred alternative was approved by consensus of the Planning Commission and City Council. The preferred alternative was used to draft the 2030 General Plan. The preferred alternative is shown in more detailed form in the Land Use Element of this General Plan. The preferred alternative includes characteristics described below.

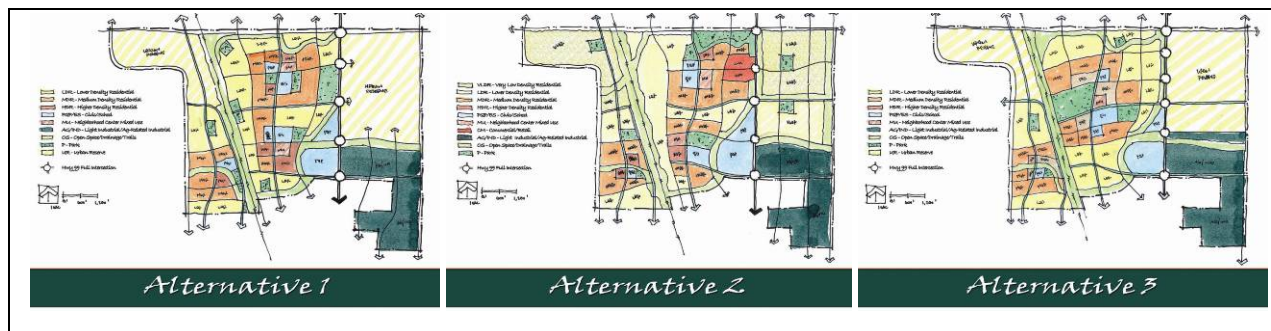


Exhibit Intro-3. Land Use and Circulation Conceptual Alternatives

NEIGHBORHOOD CENTERS

- ✓ In order to promote livability, the neighborhood centered approach will be developed as a part of the General Plan. There would be two neighborhood centers between the railroad and the highway, where higher-activity land uses are focused. Higher activity land uses could be the more compact housing choices, small parks or public plazas, schools, churches, community buildings, police/fire substations, small-scale retail and office, and other compatible land uses. There will be a smaller neighborhood center located west of the railroad tracks but without the retail/office component.
- ✓ Two small Neighborhood Center Mixed Use areas are integrated into the center of proposed neighborhoods, providing an opportunity for small-scale office, retail, or similar land uses. These areas will be located and designed to be compatible with the surrounding neighborhood and also to avoid detracting from potential reinvestment Downtown.

PARKS, OPEN SPACE, AND TRAILS

- ✓ A fully connected open space/drainage/trails system. (The trails system will be in addition to bicycle and pedestrian facilities provided along roadways). This open space system would make use of existing drainage rights-of-way and provide not only stormwater metering and conveyance, but also a community amenity. Alongside this water feature would be an off-street bicycle and pedestrian trail. Landscaping would provide visual relief for adjacent developed areas, and would be designed to be low maintenance and sustainable. Many open space/trail connections into the existing City would be anticipated.
- ✓ A larger, community sized park will be integrated into the area between the railroad and highway. This larger park would provide another active central anchor for two neighborhood centers located north and south of this park feature. A variety of other parkland (linear, pocket, neighborhood) will be integrated into new neighborhoods.
- ✓ Open space buffers along Highway 99 and the railroad would be designed to attenuate noise, ensure public safety, reduce exposure to air pollutants, and provide a high quality aesthetic environment.
- ✓ Along Highway 99 from the north, open space buffers would be designed to provide an attractive, landscaped gateway into Gridley.
- ✓ Some type of open space buffer area along the northern edge of the City near Highway 99 between the Gridley Planning Area and the Biggs Planning Area would be included. It is anticipated this area would provide bicycle/pedestrian

pathways and passive recreational opportunities. This concept could potentially be continued in the Biggs Planning Area across the South Avenue extension to create an amenity of areawide benefit. A community park with sports facilities is included more central to the Gridley new growth area rather than at the fringe.

CONNECTED TRANSPORTATION SYSTEM

- ✓ A fully connected, modified grid transportation network is proposed. This type of transportation system distributes (rather than concentrates) traffic, provides direct routes, provides convenient bicycle and pedestrian access, and ensures excellent emergency access. The General Plan update will provide for a high degree of connectivity between the existing City and this new growth area.

COMMERCIAL LAND

- ✓ Additional commercial land is intentionally limited in the new growth area so the City may proactively direct future commercial growth to underutilized areas on the existing developed stretch of Highway 99, Downtown, and into new neighborhood centers.
- ✓ Additional large-scale highway oriented commercial land is not provided, in order to focus such growth in existing vacant and underutilized commercial designated areas along Highway 99. The City does not wish to add to the emerging problem of traffic congestion along Highway 99 by providing for more large-scale commercial opportunities at the fringe.

MIX OF HOUSING

- ✓ A mix of housing types is envisioned as a part of each new neighborhood. More compact housing choices will be located around neighborhood centers. Medium-density housing would surround neighborhood centers. Lower-density housing opportunities would be located around the outskirts of neighborhoods, further out from the neighborhood centers.
- ✓ Focusing the more compact housing choices near neighborhood centers makes destinations walkable and bikable to the most people. In this and other ways, the General Plan update will help provide freedom for future residents to choose among various viable travel modes.

URBAN RESERVE

- ✓ Urban Reserve areas are anticipated for the extreme northeastern and northwestern portions of the Gridley Planning Area. These areas are not needed to accommodate growth needs during this General Plan time horizon. They are large parcels on high-quality agricultural land. They are viable for continued agriculture and the City wants to avoid premature conversion of this agricultural land.
- ✓ A reasoned, phased approach to accommodating new development is anticipated. The City will use this urban reserve strategy in part to focus development planned growth areas, providing more compact development patterns. This approach not only provides a more walkable and bikable community, but also respects the high-quality agricultural land that exists in this part of the County by using that land more efficiently. The City will plan the Urban Reserve Areas once planned areas approach build out.

CEMETERY EXPANSION

- ✓ An area for Cemetery expansion is shown in the blue PQP area just north of the existing Cemetery, consistent with discussions among EDAW, the City, and Cemetery District staff.

AGRICULTURAL PROCESSING, LIGHT INDUSTRIAL, AND OTHER EMPLOYMENT

- ✓ The Preferred Alternative includes a large area in the southeastern portion of the new growth area for employment generating land uses. Agriculture related and agricultural processing is a special focus. Different types of light industrial development may also be appropriate. In general, this is a broad category that could potentially accommodate many different types of non-retail commercial development.

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