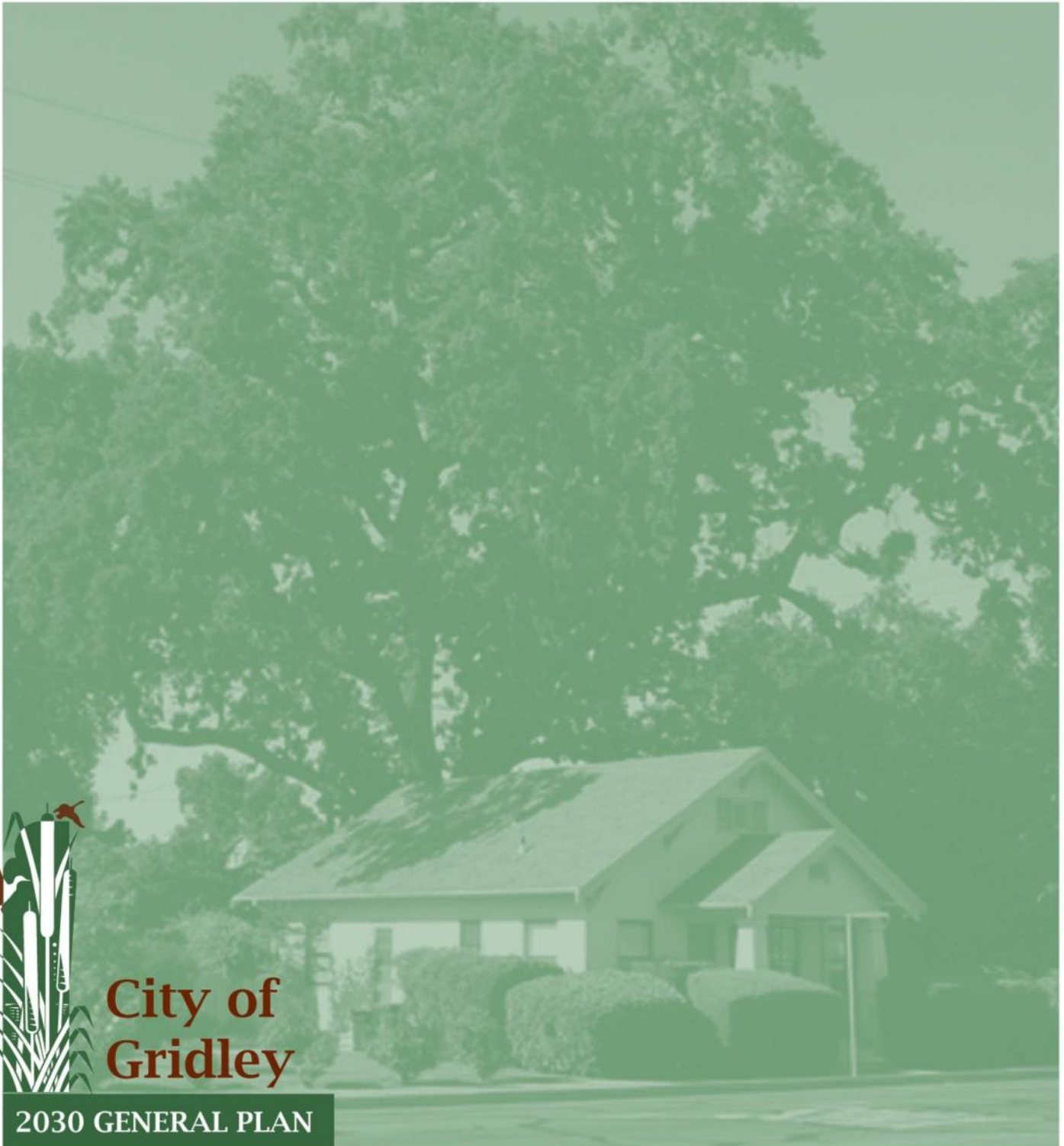


Land Use



**City of
Gridley**

2030 GENERAL PLAN

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INTRODUCTION

This Element provides General Plan buildout assumptions, describes and illustrates the location of allowable land uses in the City and parts of the General Plan Study area expected to annex to the City, and contains goals, policies, and implementation measures to achieve the General Plan Vision.

The goals and policies contained in this Element will aid the City in managing growth and change in developing areas, the preservation of existing neighborhoods, and infill development and re-use in developed areas of the city targeted for change. This Element also provides the foundation for City regulations that will help implement the General Plan, including the Zoning Ordinance, Subdivision Ordinance, other parts of the City's Municipal Code, redevelopment plans, and other ordinances, plans, and guidelines the City will use to implement the General Plan.

RELATIONSHIP TO OTHER ELEMENTS

This Element establishes the land use pattern for the City and areas proposed for development that will someday become part of the City. All elements of the 2030 General Plan touch upon land use to varying degrees. Perhaps the closest relationship among General Plan elements is between Land Use and Circulation. The location, density, and distribution of land uses depend on the ability of a complementary circulation and transportation system to serve those uses. Relationships between the Land Use Element and other elements of the 2030 General Plan are summarized below:

- ✓ The Land Use Element designates areas for parks, recreation, and open spaces, which are also addressed in the Open Space Element.
- ✓ The Housing Element describes the City's ability to provide for a variety of housing needs and includes an inventory of land that allows residential uses as shown in the Land Use Element.
- ✓ The Public Facilities Element describes the availability of public facilities and services and future public facility and service needs based on uses proposed in the Land Use Element.
- ✓ Patterns of land use contribute to community character and design, as described in the Community Character and Design Element.
- ✓ The location of certain land use can expose people and property to excessive levels of noise or other hazards, as described in the Noise and Safety elements.

AREAS COVERED BY THE 2030 GENERAL PLAN

City policy applies to areas within the current City limits and areas proposing to annex to the City. In addition to the City limits, there are other boundaries relevant to the 2030 General Plan and this Element (see Exhibit Land Use-1). These other areas include:










- ✓ The **General Plan Study Area**, the broadest area of analysis for the 2030 General Plan, which includes the current City limits and other areas described below. The Study Area represents lands that most affect, and are most affected by, the implementation of the General Plan.
- ✓ The City's **Sphere of Influence (SOI)**, which represents the future probable physical boundary and service area of the City. The SOI identifies future growth areas so that the City may plan for efficient and orderly extension of public services and infrastructure. The General Plan itself does not identify a future SOI boundary for the City. SOI expansion is a separate process that would normally follow a General Plan update. SOI expansion is not adopted by the City, but rather by a separate agency known as the Butte Local Agency Formation Commission (LAFCO). When LAFCO considers a SOI expansion, the General Plan and Environmental Impact Report for the General Plan are used to support the SOI expansion request. LAFCO also approves annexation requests (requests to become part of the City).
- ✓ The **Area of Concern (AOC)**, located between the cities of Gridley and Biggs, which represents the primary future growth areas for both of these communities.
- ✓ The **Planned Growth Area**, representing the southern half of the AOC, which is the geographic focus of the 2030 General Plan update. The Planned Growth Area will be the location of Gridley's new neighborhoods and is described in further detail following Exhibit Land Use-1.

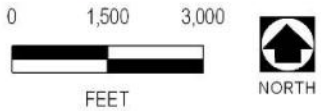
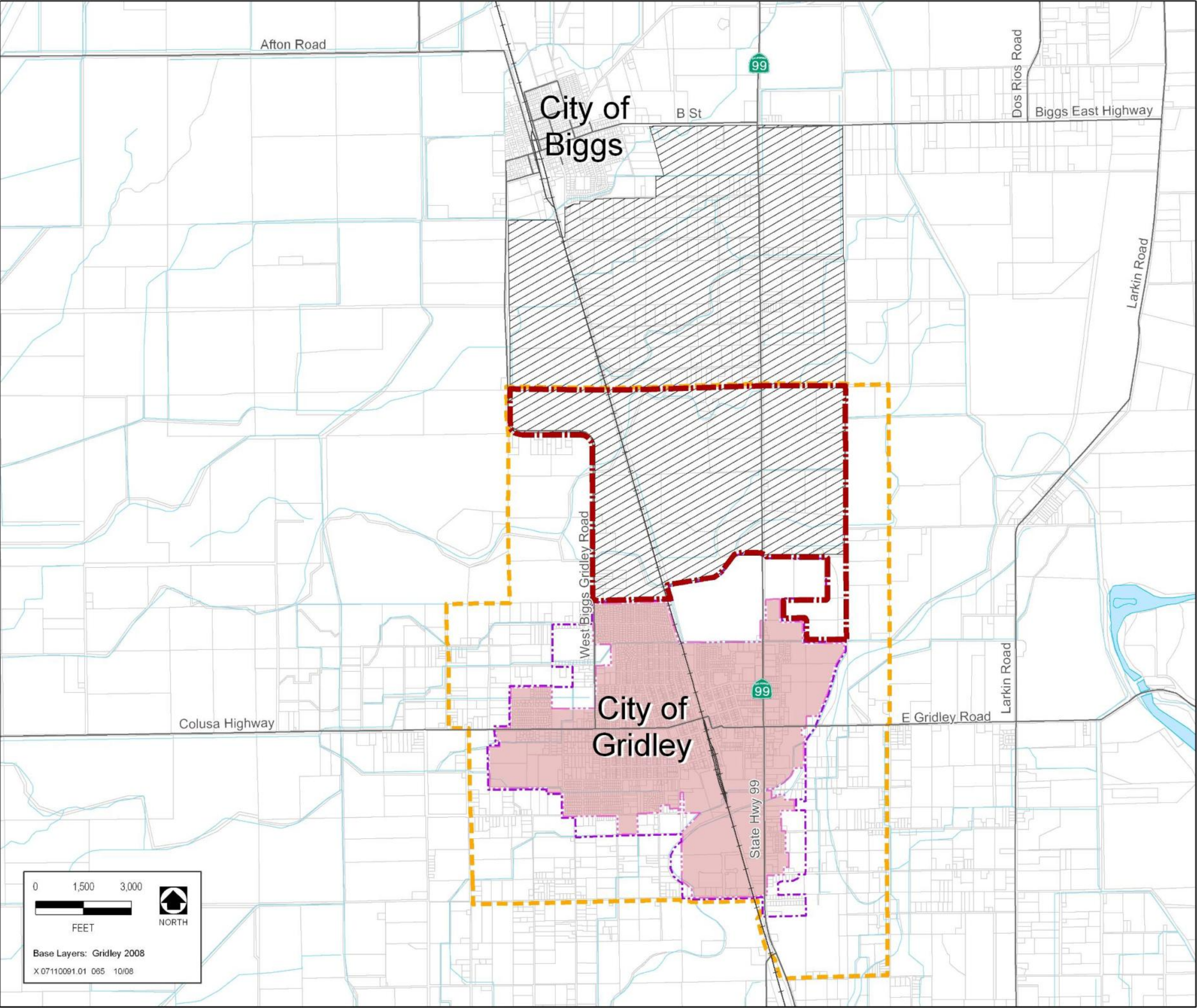
AREA OF CONCERN

The 2,846-acre AOC was established by LAFCO between the cities of Gridley and Biggs to coordinate future urban growth in the two communities. Such growth will be directed to this area to provide for more compact growth and preservation of important agricultural lands elsewhere in the County. The City will focus new development during the General Plan time horizon within Gridley's proposed portion of the AOC. Gridley's portion of the AOC includes approximately 1,200 acres, which is about 42% of the total AOC area.

Exhibit Land Use-1
Area Map

LEGEND

- | | | | |
|---|---------------------|---|-------------|
|  | City Boundary |  | Water |
|  | Area of Concern |  | Major Roads |
|  | Sphere of Influence |  | Railroad |
|  | Study Area | | |
|  | Planned Growth Area | | |
|  | Parcels | | |



Base Layers: Gridley 2008
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The AOC extends north of Gridley along West Biggs-Gridley Road, to the southern boundary of Biggs and north of the City's SOI along Highway 99 to the intersection of B Street and Biggs East Highway, east of Biggs. The easterly border of the AOC extends approximately one-half mile east of Highway 99. Gridley provided LAFCO with a summary of planning and environmental objectives for the AOC that are reflected throughout this General Plan. These goals and objectives include:

- ✓ Urban development in Gridley's portion of the AOC will be designed and implemented to ensure the provision of efficient and fiscally responsible municipal services and utilities.
- ✓ Urban development within the AOC could provide opportunities for shared facilities between the two cities.
- ✓ The AOC could set the stage for coordinated multi-jurisdictional development impact fees and revenue sharing.
- ✓ Coordinated planning could establish consistent design standards along the Highway 99 corridor and lead to strategic preservation of open space between the cities that would maintain distinct identities, even as the cities grow toward one another.

PLANNED GROWTH AREA

As noted above, a special focus of the 2030 General Plan update is the 1,200-acre Planned Growth Area (see Exhibit Land Use-2).¹ The Planned Growth Area will include new neighborhoods integrated with public services, parks, and small-scale commercial uses. Compared to the existing City, the Planned Growth Area will have more compact development. This allows Gridley to provide for future growth needs on a smaller development footprint, therefore avoiding premature urbanization of agricultural lands.

A mix of housing types will be provided in each neighborhood in the Planned Growth Area, with high-density housing located around neighborhood centers. Neighborhood centers will have a mix of higher-activity land uses such as schools, parks, shops, and civic uses. Medium-density housing will be located around neighborhood centers and high-density housing areas. Low-density housing opportunities will generally be located at the outskirts of neighborhoods, further from the neighborhood centers.

¹ For more detail on the identification of the Planned Growth Area, please refer to the Gridley Municipal Service Review, which is on file with the City of Gridley and Butte Local Agency Formation Commission, and is also available for review on Butte LAFCO's web site at: <http://www.buttelafo.org>.

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Exhibit Land Use-2

Planned Growth Area

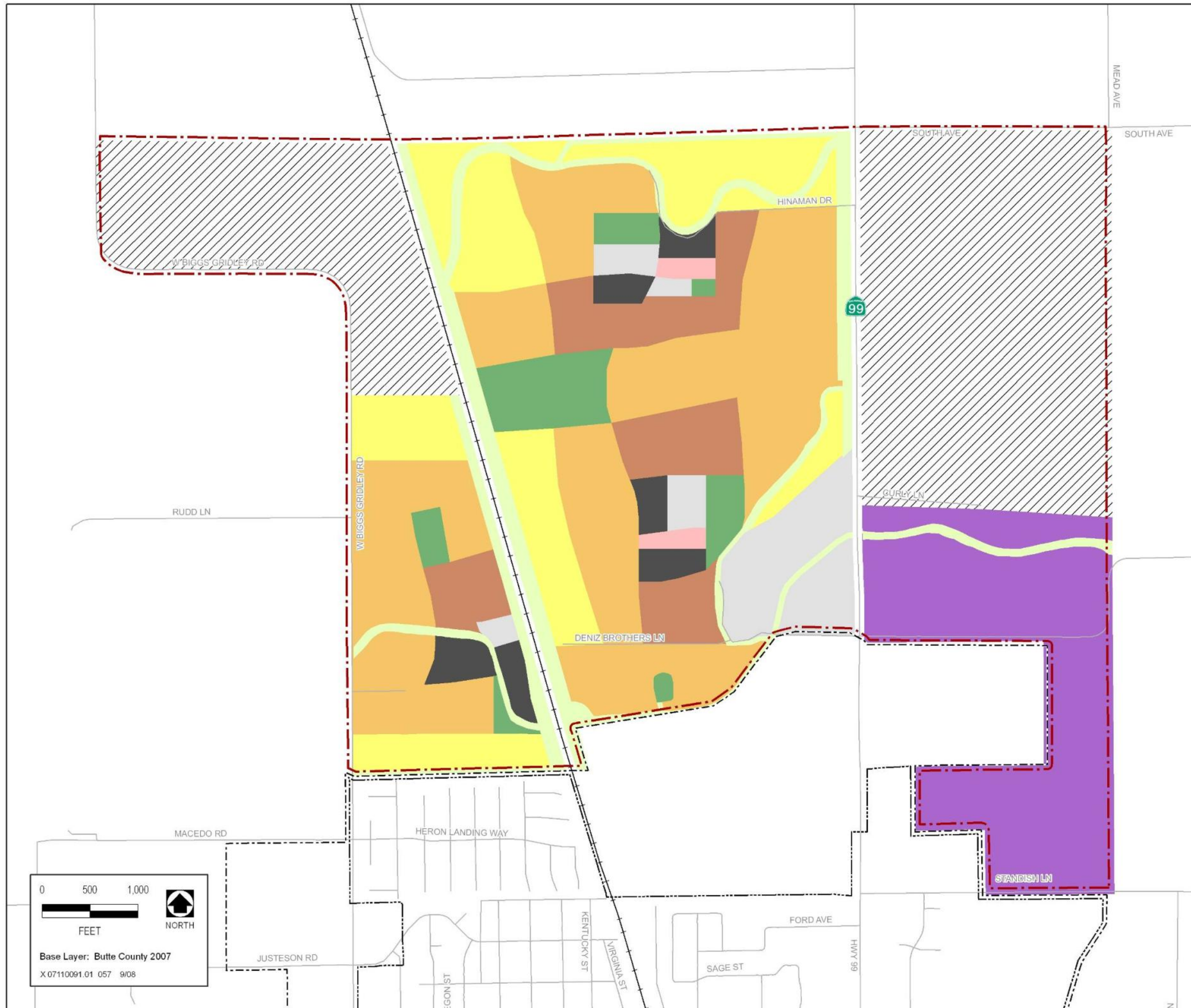
LEGEND

-  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

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BUILDOUT ESTIMATES

Buildout of the General Plan could result in:

- ✓ The construction of 3,850 to 4,700 housing units;
- ✓ The addition of 1 to 1.3 million square feet of commercial building space;
- ✓ The addition of 3.2 to 4 million square feet of building space for industrial, light industrial, and agricultural processing uses; and,
- ✓ Parks; schools; open space for conservation, buffering and drainage, and recreation; and other land uses.

Table Land Use-1 summarizes the buildout estimates. The buildout estimates include new development that could occur within the *existing* City and SOI, as well as development of the Planned Growth Area. Table Land Use-1 provides the buildout estimates for the entire Gridley General Plan study area. Tables Land Use-2 and Land Use-3 and the accompanying text show estimated buildout separately for:

- ✓ The existing City and SOI; and,
- ✓ The Planned Growth Area.

Table Land Use-1
Total Land Use Change
(Including Growth in Existing City and SOI + Planned Growth Area)

Total Land Use Change, Existing City/SOI & Planned Growth Area	Estimated Range		
New Dwelling Units	3,850	–	4,700
New Commercial Square Footage	1,000,000	–	1,325,000
New Industrial Square Footage (Industrial, Agricultural Industrial)	3,200,000	–	4,000,000

The actual amount of development through 2030 may differ from the estimates presented above, depending on market conditions, funding for infrastructure, environmental conditions, regulatory constraints, and other factors. For these reasons, the buildout assumptions are presented as likely ranges, as the City anticipates that actual development will occur within these ranges. The City will monitor development trends and progress in relation to buildout assumptions and will update the General Plan as needed.

BUILDOUT IN THE PLANNED GROWTH AREA

Most future development will occur in the Planned Growth Area. Residential development in this area could add between 2,400 and 2,900 dwelling units to the City. The Planned Growth Area could also accommodate between 75,000 and 95,000 square feet of smaller-scale retail, service, and office use; 1.5 to 1.8 million square feet of employment uses; and other land uses (Table Land Use-2).²

Table Land Use-2
Estimated Land Use Change in Planned Growth Area

Land Use	New Development (Estimated Range)			Units/Acres/ Sq. Ft.
Residential, Low Density (2-4 du/ac)	250	–	325	Dwelling Units
Residential, Medium Density (5-8 du/ac)	1,100	–	1,400	Dwelling Units
Residential, High Density 1 (9-15 du/ac)	600	–	800	Dwelling Units
Residential, High Density 2 (15-30 du/ac)	350	–	425	Dwelling Units
Neighborhood Center Mixed Use	75,000	–	95,000	Square Feet
Industrial and Agricultural Industrial	1,500,000	–	1,770,000	Square Feet
Public	20	–	40	Acres
Open Space	70	–	90	Acres
Park	30	–	50	Acres
Urban Reserve	350	–	400	Acres

BUILDOUT IN THE EXISTING CITY AND SOI

While most new growth through 2030 is expected to occur in the Planned Growth Area, the City has also identified the potential for development on vacant and underutilized lands within existing City limits. Presently, there is a large amount of land available for

² Smaller-scale commercial development includes shops, offices, services, and other nonresidential uses that are compatible in scale with, and blended into, surrounding neighborhoods and located on properties of roughly 5 acres or less. Larger-scale employment uses are industrial and light industrial operations, office parks, business parks, and other commercial projects on larger properties and that normally are not as integrated into neighborhoods.

retail, commercial service, industrial, and other nonresidential development. Approximately 300 acres of land in the existing City and SOI is vacant, with much of this acreage in the Gridley Industrial Park.³ In addition, approximately 100 acres of agricultural land in the existing SOI is designated for commercial or industrial uses. The City intends to direct large-scale commercial development to vacant and underutilized sections of Highway 99 and will encourage both housing and commercial development Downtown.⁴

Between 1,500 and 1,800 housing units could be constructed within the current City limits and existing SOI on vacant land and agricultural properties designated for residential development. Approximately 1 million square feet of commercial building space could be developed in the existing City and SOI on properties with commercial General Plan land use designations. In the City's Industrial Park and other areas with industrial land use designations, between 1.7 and 2.2 million square feet of building space could be developed.⁵ This existing City/SOI growth is summarized below (Table Land Use-3).

Table Land Use-3
Estimated Land Use Change in Existing City and SOI

Land Use Change in Existing General Plan Area	New Development (Estimated Range)			Units/Sq. Ft.
New Dwelling Units	1,500	–	1,800	Dwelling Units
New Commercial Square Footage	1,000,000	–	1,230,000	Square Feet
New Civic Buildings	300,000	–	370,000	Square Feet
New Industrial Building Square Footage	1,700,000	–	2,200,000	Square Feet

³ The Gridley Industrial Park Overlay District Zone includes properties designated Industrial south of Morrison Slough on both sides of Highway 99 in the southern portion of the City of Gridley. This area The Industrial Park Overlay District Zone is located just south of Downtown, along the Union Pacific railroad, just west of Highway 99, east of Losser Avenue, and north of West Liberty Road. For more information, see Section Chapter 17.34 of the Gridley Municipal Code, Industrial Park Overlay.

⁴ Larger-scale commercial development includes retail and services on properties of roughly more than 5 acres in size and/or in buildings of roughly square feet or more.

⁵ This buildout estimate is for planning purposes only, and is meant to represent a reasonable growth scenario.

LAND USE DESIGNATIONS

The following is a description of land use designations in Gridley, the locations of which are shown on the General Plan Land Use Diagram (Exhibit Land Use-3). The Land Use Diagram shows where different land uses are permitted. Land use designations provide general policy guidance and are distinct from zoning districts, which implement general plan designations through more precise development standards and other requirements.⁶

The Land Use Diagram should be used and interpreted in conjunction with the text and exhibits throughout this General Plan and, in particular, with the Circulation Diagram (refer to the Circulation Element, Exhibit Circulation-1).

Development density and intensity standards are provided for each of the land use designations in this Element.

Density is a residential land use measure that refers to the relationship between the number of dwelling units and acreage (dwelling units per acre or du/ac).⁷ The amount of development allowed on a nonresidential property is regulated not according to density, but rather a combination of allowable lot coverage and maximum building height. Lot coverage is a comparison of the square footage of the footprint of proposed buildings and parking areas to the square footage of the site as a whole. For example, if a parcel is 100,000 square feet, its building footprint is 60,000 feet, and the parking area is 20,000 square feet, then the lot coverage of the parcel is 80 percent.

The actual achievable development density and intensity is also determined by the City's development standards, which establish minimum setbacks, minimum lot sizes, maximum lot coverage, building height, and other requirements.

There are two non-contiguous areas east of the City that are also described by the Land Use Diagram. These areas are illustrated in Exhibit Land Use-4).

⁶ Other tools, such as combining zones, zoning overlays, and planned development districts are tools of the Zoning Ordinance, and not the General Plan. Please refer to Title 17 of the City's Municipal Code, which is the Zoning Ordinance. The City's Municipal Codes is available online at: <http://www.amlegal.com/library/ca/gridley.shtml>.

⁷ Dwelling unit is defined by Chapter 17.04.072 of the City's Municipal Code.

Exhibit Land Use-3
Land Use Diagram

LEGEND

- Sphere of Influence
- Planned Growth Area
- City Boundary
- General Plan Land Use Designations
 - Commercial
 - Neighborhood Center Mixed Use
 - Downtown Mixed Use
 - Agricultural Industrial
 - Industrial
 - Park
 - Open Space
 - 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)
 - Residential, Very Low Density (0.5-3 du/ac)
 - Urban Reserve
- Major Roads
- Railroad

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
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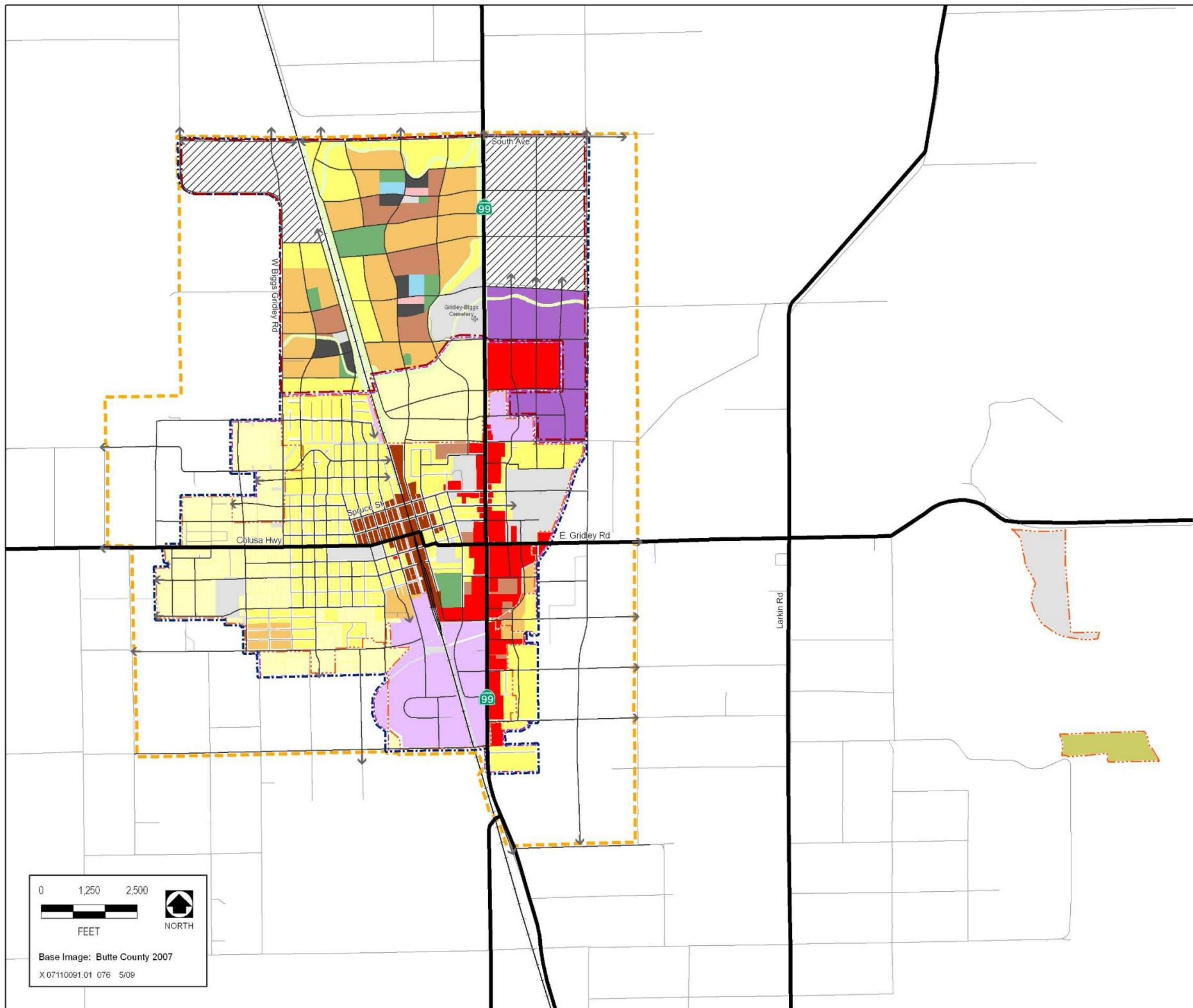
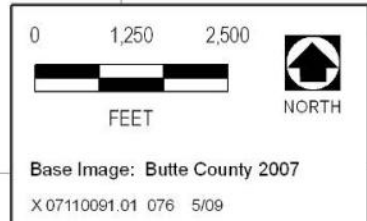
Base Image: Butte County 2007

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Exhibit Land Use-4 Land Use Diagram (with outlying territory)

LEGEND



-  Study Area
-  Sphere of Influence
-  Planned Growth Area
-  City Boundary
-  General Plan Area
- General Plan Land Use Designations**
 -  Agricultural (AG)
 -  Commercial (C)
 -  Neighborhood Center Mixed Use (NCMU)
 -  Downtown Mixed Use (DMU)
 -  Employment: Agricultural Processing/Light Industrial (AG/IN)
 -  Industrial (M)
 -  Park (PARK)
 -  Open Space: Buffer, Drainage, Bike/Ped (OS)
 -  Public (PUB)
 -  School (S)
 -  Residential, High Density (RHD2) (15-30 du/ac)
 -  Residential, High Density (RHD1) (9-15 du/ac)
 -  Residential, Medium Density (RMD) (5-8 du/ac)
 -  Residential, Low Density (RLD) (2-4 du/ac)
 -  Residential, Very Low Density (RVLD) (0.5-3 du/ac)
 -  Urban Reserve (UR)
-  Major Roads
-  Railroad



ALLOWABLE LAND USES, DENSITY, AND INTENSITY

The Gridley General Plan accommodates a wide range of residential, commercial, industrial, civic, and open space uses. The allowable land uses and maximum densities and intensities are summarized in tables Land Use-4 and Land Use-5.



Table Land Use-4
Land Use Designations and Allowable Uses

	<p>Agriculture</p> <p>Provides for large- and small-scale orchards, row crops, pasture, livestock, produce stands, and agricultural related uses that are compatible with surrounding land uses. One dwelling unit per parcel is allowed. No industrial or commercial uses are allowed except as directly related to farm operation.</p>
	<p>Agricultural Industrial</p> <p>Provides for manufacturing, processing, wholesaling, storage, warehousing, research and development, and similar uses related to and supporting agriculture. Also provides for offices, commercial services, and other compatible uses that support a primarily agricultural industrial use, as well as compatible public and quasi-public uses, educational, and research facilities. Typically located away from residential uses and next to Highway 99.</p>
	<p>Industrial</p> <p>Provides for light industrial and manufacturing, assembly, wholesaling, storage, warehousing, research and development, and similar uses. Also provides for offices, commercial services, and other compatible uses. Typically located away from residential uses and next to Highway 99 and/or the Union Pacific railroad.</p>
	<p>Commercial</p> <p>Provides for regional, community-serving, and visitor-oriented retail, restaurant, wholesale, office, service, commercial service, entertainment, public/quasi-public, light industrial, and other compatible uses. Typically located next to Highway 99.</p>

**Table Land Use-4
Land Use Designations and Allowable Uses**

	<p>Neighborhood Center Mixed Use</p> <p>Provides for small-scale, neighborhood oriented, retail, commercial services, professional offices, public/quasi-public uses, residences (on upper floors only), and other compatible uses.</p>
	<p>Downtown Mixed Use</p> <p>Provides for retail, commercial services, professional offices, public/quasi-public, high- and medium-density residential, and other compatible uses.</p>
	<p>Park</p> <p>Provides for active and passive recreation, both developed parkland and recreational facilities, and plazas, other public spaces intended for recreation/leisure, and other compatible uses.</p>
	<p>Open Space</p> <p>Provides for passive recreation on undeveloped or semi-developed lands, habitat protection, drainage and watershed management, bicycle/pedestrian pathways, floodways and protection of other environmentally sensitive areas, landscaped buffers not for recreational use, community farms/gardens, and other compatible uses.</p>
	<p>Public</p> <p>Provides for public and quasi-public uses including schools, government buildings, health care facilities, cemeteries, child and adult day care, places of worship, transportation and other public facilities, community centers, assembly halls, fairgrounds, and other similar compatible uses. Lands designated for public use can be used for agricultural operations prior to development for public use.</p>

**Table Land Use-4
Land Use Designations and Allowable Uses**

	<p>Residential, Very Low Density</p> <p>Provides for single-family detached homes, second units, and other compatible uses on relatively large lots.</p>
	<p>Residential, Low Density</p> <p>Provides for single-family detached homes, second units, and other compatible uses on individual lots.</p>
	<p>Residential, Medium Density</p> <p>Provides for single-family detached and attached homes, second units, duplexes and half-plexes, and other compatible uses.</p>
	<p>Residential, High Density 1</p> <p>Provides for small-lot single-family attached or detached homes, duplexes and half-plexes, multi-family dwellings (such as apartments, condominiums, and townhomes), and other compatible uses. This designation provides a transition from lower density single-family areas and higher-density residential uses and neighborhood centers.</p>
	<p>Residential High Density 2</p> <p>Provides for small-lot single-family attached or detached homes, duplexes and half-plexes, multi-family dwellings (such as apartments, condominiums, and townhomes), and other compatible uses. This designation is intended for areas better suited to higher-density housing near neighborhood centers, commercial services, and employment.</p>

**Table Land Use-4
Land Use Designations and Allowable Uses**



Urban Reserve

Urban Reserve is not a land use designation, per say, but is a policy overlay that is shown on the City's Land Use Diagram. This area provides for future development needs beyond 2030 or development needs that could not be anticipated in the 2030 General Plan.

**Table Land Use-5
Allowable Density and Intensity**

Land Use Designation	Maximum Lot Coverage	Maximum Building Height	Maximum Density (DU/AC)
Agriculture	N/A	N/A	N/A
Agricultural Industrial*	80%	65'	N/A
Industrial*	80%	65'	N/A
Commercial	90%	50'	N/A
Neighborhood Center Mixed Use	90%	40'	N/A
Downtown Mixed Use**	100%	50'	10-30
Park	20%	35'	
Open Space	N/A	N/A	N/A
Public	60%	45'	
Residential, Very Low Density	40%	30'	0.5-2
Residential, Low Density	40%	30'	2-4
Residential, Medium Density	40%	30'	5-8
Residential, High Density 1	50%	30'	9-15
Residential High Density 2	60%	40'	15-30

* Allowable development intensity for Industrial and Agricultural Industrial uses is also contingent on the performance of proposed uses relative to water, wastewater, drainage, electricity, and other public infrastructure and service characteristics. Please refer to the goals and policies in this Element and the Public Facilities and Services Element for more information.

** Residential density standard applies only to stand-alone residential projects. There is no limit on residential density in mixed-use projects.

The previous tables and Land Use Diagram define allowable land use and development density and intensity in Gridley. Below are additional explanations of the land use designations and considerations for their location and design.

AGRICULTURAL

The Agricultural designation is applied in limited portions of the City's Planning Area. Non-agricultural uses in areas with this designation must be designed to be compatible with ongoing agricultural operations and agricultural processing.

AGRICULTURAL INDUSTRIAL

The Agricultural Industrial designation occurs only east of Highway 99, in the Planned Growth Area. Uses in the Agricultural Industrial area may be developed in coordination with agricultural activities in the region for the mutual benefit of area farmers and industrial processors. Areas with this designation near existing or future planned residential and other sensitive land uses are subject to policies throughout this General Plan to ensure compatibility with nearby uses relative to air pollution, noise, truck traffic, safety, light pollution and glare, and other impacts.

INDUSTRIAL

Industrial areas are mostly focused in the southern portion of the City near Highway 99 and the Union Pacific railroad line. Areas with this designation are subject to compliance with policies described throughout this General Plan that are intended to address impacts from noise, traffic, safety, and light pollution and glare on nearby existing or planned residential and other sensitive land uses.

COMMERCIAL

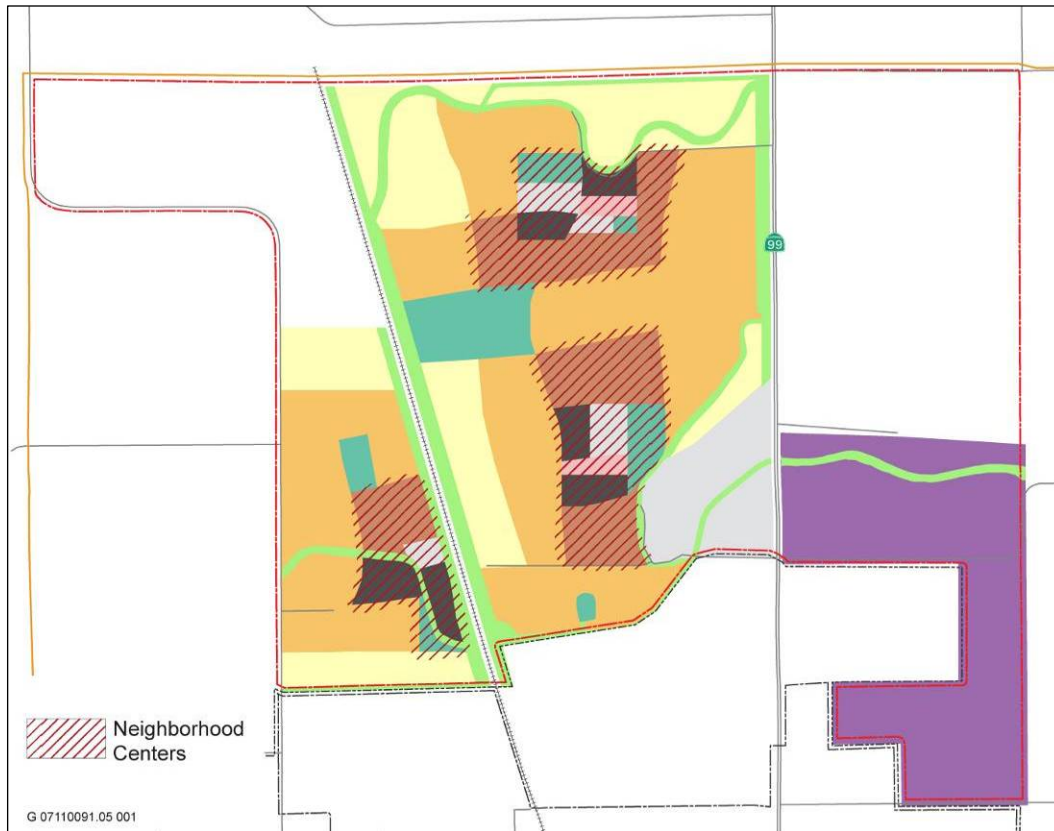
Most properties with this designation are located along Highway 99. Some of these properties are vacant or under-used and have infill and re-use development potential. A large amount of undeveloped Commercial land also exists within the City's existing SOI that can be developed during this General Plan time horizon.

NEIGHBORHOOD CENTER MIXED USE

The Planned Growth Area includes three proposed neighborhood centers, two of which contain the Neighborhood Center Mixed Use designation (see Exhibit Land Use-5). These centers will be located internal to each new neighborhood and will provide opportunities for higher-activity land uses such as small parks, churches, schools, community buildings, and high-density residential development. In addition, the two neighborhood centers that include the Neighborhood Center Mixed Use designation will allow small shops, offices, and commercial and public services.

Two neighborhood centers are proposed between the railroad and Highway 99. These centers contain the Neighborhood Center Mixed Use designation. The third neighborhood center would be located west of the railroad where higher-activity land uses are focused.

Neighborhood centers will be designed to have safe and convenient bicycle and pedestrian routes to and from the surrounding neighborhood. Bicycle and pedestrian routes will also connect these neighborhood centers to the Downtown. Future transit routes will provide stops in the neighborhoods centers in order to provide the most efficient service. In order to be pedestrian-friendly environments, Neighborhood centers will not include large areas of surface parking or other transportation-related features that divide communities. Policies for circulation, access, transportation, and parking are included in the Circulation Element.



The City has provided three identifiable Neighborhood Centers in the Planned Growth Area. These areas would have higher-density housing and could accommodate a broad mix of activities compatible with the surrounding neighborhoods.



Shops, schools, apartments, child care facilities, civic uses, and public parks in the Planned Growth Area will be focused in Neighborhood Centers.

Exhibit Land Use-5

Neighborhood Centers

DOWNTOWN MIXED USE

Gridley has a charming and well-preserved Downtown that has great potential to be even more of a regional attraction in 2030 than it is today. There is future development potential Downtown on vacant and underutilized properties.⁸ Taking advantage of this development potential Downtown will help meet the City's cultural, environmental, economic, land use, and transportation goals. The City does not want to divert potential infill development or re-use that could occur Downtown (or along Highway 99). The City elected, therefore, to limit the amount of newly designated commercial land outside the Downtown area during the 2030 General Plan update.

A variety of public services, retail, commercial services, and employment opportunities are located in a relatively small area Downtown. With the City's focus on redevelopment, it is anticipated that new businesses and civic uses will locate here in the future. The City will encourage high-density residential development in and around Downtown, consistent with the City's design policies (please refer to the Community Character and Design Element). The City will also encourage new mixed-use development Downtown with a residential component. New residents of Downtown can enjoy easy access to retail, services, schools, and parks, providing new patrons for Downtown businesses.

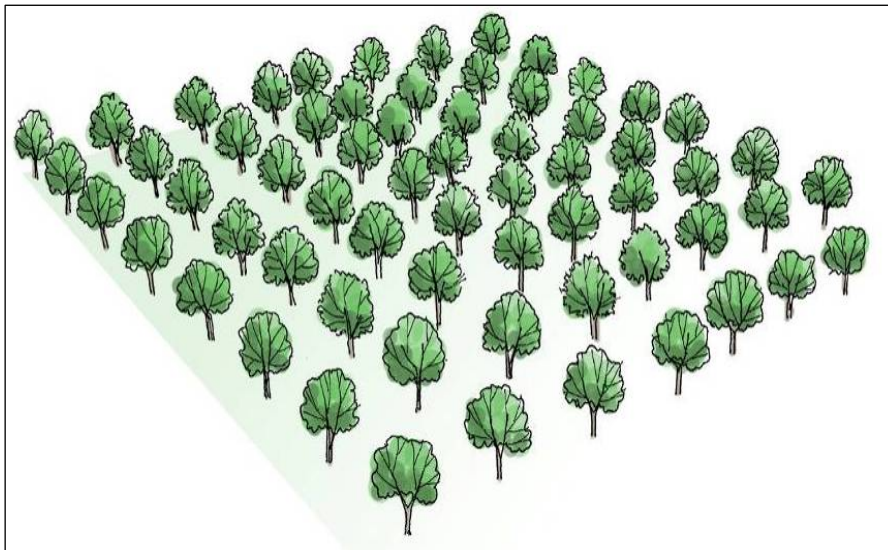
PARK

Active recreation areas (ball fields, for example) should be designed for compatibility with surrounding neighborhoods, as these active areas typically create lighting, noise, traffic, parking, and other impacts. Active areas could be located in less noise-sensitive parts of a neighborhood. For example, the Community Park to be located in the Planned Growth Area will focus playfields and other active areas near the railroad, while more passive areas of the park would be located adjacent to residential areas to the east.

For parks planned in areas with existing trees (including orchard trees), the trees can be preserved and incorporated into park design to provide shade and enhance aesthetics, such as in picnic areas and along edges of the park (see Exhibit Land Use-6).

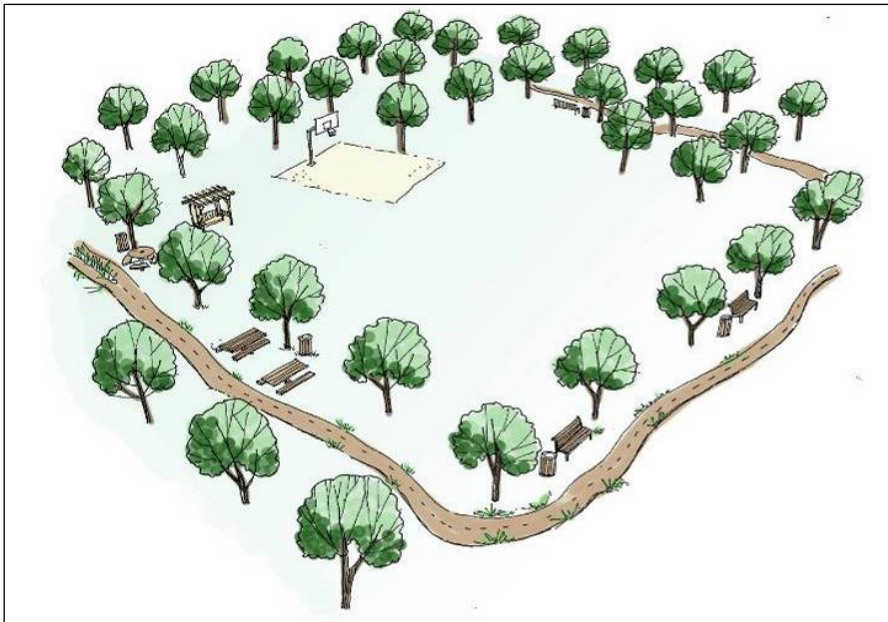
⁸ Underutilized properties are those where the building value is unusually low compared to the property value (compared to similarly situated nearby properties). Underutilized properties might have very small or run-down buildings, for example.

The City and the Gridley Unified School District have a strong interest in mutually beneficial joint-use arrangements. Neighborhood parks will be designed and constructed in consultation with the School District, where joint-use by the community and school is anticipated. These school/park facilities should be located in or very near neighborhood centers, to ensure safe routes to and from school for the surrounding neighborhood



Before:

Existing orchard in the Planned Growth Area with a Park land use designation.



After:

Orchard trees are preserved and strategically integrated into the park design.

Picnic areas and other passive spaces, for example, will benefit from instant shade rather than having to wait for years until planted trees mature.

OPEN SPACE

Open space corridors in the Planned Growth Area will provide for passive recreation, drainage, a pedestrian and bicycle trail network, and landscaping for visual relief, and earthen berms for noise attenuation along Highway 99 and the railroad (please refer to the Open Space Element and the Public Facilities and Services Element for more information about these corridors).

Open space buffers will be provided in the Planned Growth Area along Highway 99 and the railroad. These buffers will be designed to reduce noise exposure, ensure public safety, reduce harmful exposure to air pollutants, and provide a high-quality aesthetic environment. Open Space areas along the northern portion of Highway 99 in the Planned Growth area will be designed to provide an attractive, landscaped gateway into Gridley from the north.

The Open Space land use designation occurs only in the Planned Growth Area, although the City will encourage extension of multi-use open space design concepts into the existing City, as feasible (drainage/bike/pedestrian).

PUBLIC

Public/quasi-public land uses should be designed for compatibility with the surrounding neighborhood to reduce impacts related to lighting, noise, and the scale of development. Civic uses that are activity centers or that serve the public should be located in areas with high levels of pedestrian, bicycle, and transit access.

North of the existing Gridley-Biggs Cemetery, the City has applied the Public designation to approximately 10 acres of land planned for cemetery expansion, based on discussions with the Cemetery District. Trails and open space will provide connections between new neighborhoods and the cemetery.

Although the City is not responsible for siting or developing schools, potential sites are identified in this General Plan based in part, on general siting criteria provided by the Gridley Unified School District. As the General Plan builds out, the amount of land needed by the School District will depend on student generation rates, use of existing School District lands, and other factors beyond the City's control. Proposed locations of new schools would have good pedestrian, bicycle, transit, and vehicular access to and from the surrounding neighborhood, assuming that the enrollment boundaries for future school sites generally consist of surrounding residential neighborhoods. Schools would

be allowed in areas with other General Plan land use designations, in accordance with School District needs.

RESIDENTIAL, VERY LOW DENSITY

This designation is intended for single-family homes on large lots of a half-acre or more in area. Residential, Very Low Density areas are located further from commercial and service centers, toward the outskirts of neighborhoods. This designation does not occur in the Planned Growth Area.

RESIDENTIAL, LOW DENSITY

This designation provides an opportunity for households desiring single-family homes with large yards. Low-density housing opportunities will generally occur around the outskirts of the City and its neighborhoods.

RESIDENTIAL, MEDIUM DENSITY

This designation provides opportunities for households who desire single-family homes on smaller lots requiring less upkeep, as well as alternatives to conventional single-family detached homes (single-family attached homes, duplexes, and half-plexes).

In the Planned Growth Area, this designation is located near neighborhood centers, generally between Residential, Low Density and Residential, High Density areas.

RESIDENTIAL, HIGH DENSITY 1

This designation provides for a wide range of housing types to meet the needs of a variety of households, age groups, lifestyles, and incomes. Residential, High Density 1 areas are located near commercial and public services, small parks, existing and future transit routes, and pedestrian and bicycle routes (but not along Highway 99). Residential, High Density 1 areas in the Planned Growth Area are located in neighborhood centers.

RESIDENTIAL, HIGH DENSITY 2

This designation provides for a wide range of housing for those who do not desire, or cannot afford, single-family homes and those who prefer single-family homes on very small lots with little land to maintain.

Residential, High Density 2 areas are located near commercial and public services, small parks, existing and future transit routes, and high-quality pedestrian and bicycle travelways (but not along Highway 99). Residential, High Density 2 areas in the Planned Growth Area will be located in neighborhood centers.

URBAN RESERVE

The Urban Reserve designation applies to land directly adjacent to the Planned Growth Area that will become part of the City of Gridley in future phases of urban development, and through logical extensions of Gridley infrastructure and public services.

The City does not anticipate a need to develop the Urban Reserve before 2030. However, the City could decide to annex and allow development of lands in the urban reserve area before 2030 to accommodate an unanticipated need—for example, if development proceeds more quickly than anticipated or if a project of exceptional community benefit is proposed that can only be accommodated in the urban reserve area.

Areas with the Urban Reserve designation are large parcels with high-quality agricultural land. These sites are viable for continued agricultural use until the Planned Growth Area approaches buildout. The City will avoid premature conversion of this agricultural land and any circumstances that would adversely affect ongoing agricultural operations.

The City has not yet planned for any particular land uses within the Urban Reserve area. The City will comprehensively plan for development in the Urban Reserve before this area is approved for development. Development of the Urban Reserve will require a General Plan amendment to change the area to one or more other appropriate land use designation(s). The City will make all of the following findings before amending the General Plan to change the Urban Reserve to another designation:

- ✓ Development of the Urban Reserve area can be planned and phased to ensure efficient delivery of public infrastructure and services; and,
- ✓ The Planned Growth Area is approaching buildout, and the Urban Reserve area will be needed to accommodate population and/or employment growth consistent with the goals throughout this General Plan; or,
- ✓ The Urban Reserve area is required to accommodate land uses with extraordinary public benefits, such as a local employment center, that cannot feasibly be developed on lands within the existing City limits, Sphere of Influence, or Planned Growth Area.

Please refer to the Public Facilities and Services Element, the Program Environmental Impact Report prepared for this General Plan, and the 2007 Municipal Service Review for the Gridley Sphere of Influence for more information about Gridley's approach to providing public services and infrastructure within the General Plan Area.

GOALS, POLICIES, AND IMPLEMENTATION

Following are Gridley's goals related to land use, policies that will be implemented to achieve these goals, and implementation strategies.

ORDERLY GROWTH

This General Plan envisions land use change within the existing City that would require no annexation or Sphere of Influence changes. The Land Use Element also identifies areas *outside* exiting City limits, but within the existing Sphere of Influence, that would be annexed to Gridley before urban development is allowed. Finally, this General Plan identifies areas outside the existing Sphere of Influence that represent longer-term growth areas. The proper phasing, planning, and management of outward growth of the City is vital to ensure efficient and effective public infrastructure and service provision.

GUIDING PRINCIPLES

Statements from Gridley's General Plan Guiding Principles relevant to Orderly Growth include:

- ✓ 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.
- ✓ Growth and change should benefit Gridley's existing and future residents.
- ✓ 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.
- ✓ 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.

LAND USE GOAL 1:	To achieve orderly, managed urban growth with a compact development pattern with high quality and efficient public infrastructure and services.
LAND USE POLICY 1.1	The City will maintain a reasonable and logical expanded Sphere of Influence that implements the General Plan.
LAND USE POLICY 1.2	The City will consider Butte Local Agency Formation Commission policies and procedures in seeking a Sphere of Influence that allows for building of complete neighborhoods and efficient infrastructure extension.
LAND USE POLICY 1.3	The City will approve annexations only in areas adjacent to developed portions of the City with urban services and a General Plan land use designation.

LAND USE POLICY 1.4	The City will give higher priority to development proposals within the City and existing Sphere of Influence over development proposals outside the City’s Sphere of Influence.
LAND USE POLICY 1.5	During this General Plan time horizon (through 2030), the City will focus new development in the existing City and Planned Growth Area, and away from Urban Reserve areas.
LAND USE POLICY 1.6	The City will encourage infill development by analyzing infrastructure deficiencies, improving infrastructure in the existing City, creating fee programs that provide incentives for infill, and working with property owners to create equitable financing mechanism for infrastructure improvements in infill areas.
LAND USE POLICY 1.7	The City will require projects proposed in the Industrial and Agricultural Industrial designations to provide an analysis of water, wastewater, drainage, and electricity demand. These developments may be conditioned to ensure the availability of existing and planned infrastructure capacity.
Land Use Implementation Strategy 1.1	The City will submit an application to Butte Local Agency Formation Commission to expand the Sphere of Influence to implement the General Plan. The City will provide LAFCO with environmental and infrastructure analysis and documentation needed to expand Gridley’s Sphere of Influence to include the Planned Growth Area.
Land Use Implementation Strategy 1.2	The Planning Department will pre-zone land within the expanded Sphere of Influence consistent with the General Plan prior to annexation.
Land Use Implementation Strategy 1.3	The City will work with property owners interested in infill development to identify infrastructure deficiencies and needs and to determine an equitable sharing of costs between the City and the property owner for infrastructure improvements.

COMPACT DEVELOPMENT

Compact development accommodates population and employment growth using less land. Compact development conserves agricultural land, places homes and destinations within walking distance of one another, and provides for more cost efficient infrastructure and services. Higher density residential development provides more “rooftops” to support retail and services in Neighborhood Centers and businesses elsewhere in the City. Areas with more compact residential development provide better support for transit. The City’s approach to promoting more compact development will allow greater effective yields for development, while also ensuring adequate open space.

GUIDING PRINCIPLES

Statements from Gridley's General Plan Guiding Principles relevant to Compact Development include:

- ✓ 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.
- ✓ 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.

Many of the policies in this section are cross-referenced to or supported by policies in the Community Design and Character Element, the Public Facilities and Services Element, and the Circulation Element. Although touching on design policies and infrastructure policies, the focus in this section is on the *use* of land.

LAND USE GOAL 2:	To encourage compact development patterns that use land more efficiently and place homes in closer proximity to shopping, services, schools, employment, and other destinations.
LAND USE POLICY 2.1	New developments should be designed to minimize the amount of land required to meet parking, internal circulation, and delivery/loading needs. <i>(See the Circulation Element for more policies.)</i>
LAND USE POLICY 2.2	Land uses with different parking needs at different times of day should locate close to one another in Neighborhood Centers to reduce land used for parking. <i>(See the Circulation Element for more policies.)</i>
LAND USE POLICY 2.3	New developments proposed in Residential, Medium Density and Residential, High Density 1 and 2 areas will provide public or private common, accessible recreation areas and open spaces in exchange for smaller yards and individual private open spaces. <i>(See the Community Character and Design Element and the Public Facilities and Services Element for more policies.)</i>

LAND USE POLICY 2.4	The City will encourage the use of its Planned Development process to achieve more creative and high-quality design of higher-density residential and higher-intensity commercial projects
LAND USE POLICY 2.5	The City will encourage the joint use of parks for school and City use. <i>(See the Public Facilities and Services Element for more policies.)</i>
LAND USE POLICY 2.6	The City will encourage two-story construction of public and private buildings, including schools, where feasible and consistent with state building code and Americans with Disabilities Act requirements. <i>(See the Community Character and Design Element for more policies.)</i>
LAND USE POLICY 2.7	Buildings in new developments should be built close to the sidewalk and front property line. <i>(See the Community Character and Design Element for more policies.)</i>
LAND USE POLICY 2.8	New development shall contribute toward areawide drainage needs in public rights-of-way and neighborhood and community parks, to reduce land used for on-site retention in each individual project. <i>(See the Public Facilities and Services Element for more policies.)</i>
LAND USE POLICY 2.9	New development (public and private) should use Low Impact Development stormwater management methods, so that less land is needed for drainage conveyance and detention. <i>(See the Public Facilities and Services Element for more policies.)</i>
Land Use Implementation Strategy 2.1	The City will adopt changes to the Zoning Ordinance and Public Works Construction Standards to accommodate more compact growth patterns, consistent with the General Plan, while still ensuring public health and safety.
Land Use Implementation Strategy 2.2	The City will revise the Zoning Ordinance following the General Plan update. As a part of this revision, the City will provide new and/or revised zoning district descriptions to implement the Residential, High Density 1 and 2 land use designations and to facilitate the provision of well-designed, higher-density housing. The City will also encourage applicants to make use of the current Planned Development District application process to take advantage of the City's flexible approach to land use mix, density, and development standards for high-quality projects.

Land Use
Implementation
Strategy 2.3

The City will update the Nexus Fee Study following the 2030 General Plan update. As a part of this update, the City will ensure that compact development has lower fees where it is shown to have lower costs. The City will evaluate its fee structure to align more closely the fees it charges with the actual cost of providing public services. The City will consider establishing fees on an equivalent dwelling unit basis, a per-capita basis, or per-acre basis, depending on the type of fee. The City will not use fees that are applied on a per-dwelling unit basis, since different types of dwelling units have different demands for services with different associated costs.

MIXING AND SEPARATING LAND USES

Effective land use planning involves both the mixing *and* separating of land uses, depending on the context, to achieve Gridley’s environmental, economic, and social goals. The mixing of land uses allows more people to walk or bike to destinations, particularly in areas of the City that already have good pedestrian and bicycle access. In combination with higher densities and intensities of development, the mixing of land uses supports more efficient public transit service.

Separating incompatible land uses is also important. For example, when residential development encroaches into agricultural areas, this can present problems for both farmers and residents. Residential uses often need buffering from industrial uses, which can be loud, produce air pollution, and generate truck traffic. Certain transportation facilities, like Highway 99 and the railroad, also generate noise and air pollution, requiring buffering from sensitive uses, such as residences and schools.

The appropriate mixing and separating of land uses is addressed by the goals, policies, and implementation strategies that follow.

GUIDING PRINCIPLES

Statements from Gridley’s General Plan Guiding Principles relevant to Mixing and Separating Land Uses include:

- ✓ 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.

- ✓ Downtown should remain our pedestrian-scaled, commercial and civic center in which we all take pride.
- ✓ 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.
- ✓ We believe that Gridley should be a complete City, with a variety of shopping, commercial services, professional services, and entertainment options.
- ✓ We will design our community so that people can walk, bicycle, or use public transit if they cannot, or choose not to drive.
- ✓ For safe and convenient travel, we need destinations, like schools, parks, and shops, to be oriented to, and blended in with our neighborhoods.
- ✓ 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.

LAND USE GOAL 3:	To accommodate a variety of activities and a full range of housing types in Gridley's neighborhoods.
LAND USE POLICY 3.1	New development in the Planned Growth Area shall provide a variety of housing types and densities.
LAND USE POLICY 3.2	New development in the Planned Growth Area shall accommodate schools, parks, and other civic uses to serve the surrounding neighborhood.
LAND USE POLICY 3.3	The City will consult with the School District to ensure that schools are located and designed for safe and convenient pedestrian and bicycle access to and from surrounding neighborhoods. The City will require that development include safe and convenient access to nearby schools and work with the School District to ensure this access.
LAND USE POLICY 3.4	In the Planned Growth Area, higher-activity land uses, such as apartments, schools, shops, small parks, offices, child care facilities, community or civic buildings, places of worship, parks, and related uses will be neighborhood-scaled and located in or next to Neighborhood Centers.

LAND USE POLICY 3.5	The City will encourage and support well-maintained gardens, community gardens, farmer’s markets, produce stands, and urban agriculture on private and public property, including interim use of vacant or underutilized land for gardens.
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Land Use Implementation Strategy 3.1	The City will revise the Zoning Ordinance so that zoning districts implement the land use designations contained in the 2030 General Plan update, including the Neighborhood Center Mixed Use and Residential High Density 2 designations.
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LAND USE GOAL 4:	To maintain an active, vibrant, mixed-use Downtown containing civic, cultural, entertainment, shopping, commercial service, professional office, and residential uses.
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LAND USE POLICY 4.1	The City will encourage development and redevelopment of Downtown as a vibrant, mixed-use area.
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LAND USE POLICY 4.2	The City will encourage retail and visitor-oriented uses, business and personal services, government and other civic uses, professional offices, and high-density residential uses to locate Downtown.
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LAND USE POLICY 4.3	The City will identify and address public infrastructure deficiencies and otherwise direct public investment Downtown, in order to encourage development and redevelopment.
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LAND USE POLICY 4.4	The City will use its development review process and fee programs to induce both new development and retention of existing uses Downtown.
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Land Use Implementation Strategy 4.1	As part of the update of the City’s fees described in Land Use Implementation Strategy 2.3, the City will consider reducing development impact fees to encourage infill development Downtown.
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Land Use Implementation Strategy 4.2	<p>The City will revise the Zoning Ordinance to implement the Downtown Mixed Use designation. The City will consider for redesignation smaller properties Downtown with Industrial designations that may be suitable for residential, commercial, and mixed-use development.</p> <p>To ensure compatibility in this mixed-use environment, the City will review projects against policies in this General Plan, which provide general design guidance and performance standards for noise, light, glare, air pollution, truck traffic, and other relevant issues. The City will also review projects using Chapter 17.38 of the City’s Municipal Code, which also provides performance standards that can be used in situations where industrial operations may be located close to residential uses.</p>
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LAND USE GOAL 5:	To encourage land use patterns that buffer potentially incompatible uses from one another.
LAND USE POLICY 5.1	Commercial or industrial uses that create noise, air pollution, or other substantial impacts for existing or planned residential uses shall be located, buffered, or otherwise designed to avoid such impacts.
LAND USE POLICY 5.2	New residential projects near the Union Pacific railroad and Highway 99 will provide buffering from these rights-of-way to avoid adverse air quality, noise, and aesthetic issues.
LAND USE POLICY 5.3	New residential development adjacent to cultivated agricultural lands shall provide buffers to reduce potential conflicts. The width of such buffers will be determined on a case-by-case basis considering prevailing winds, crop types, agricultural practices, and other relevant factors. In most cases, agricultural buffers should be no less than 300 feet in width. The width of public rights-of-way, drainages, and easements may count as part of the buffer. Lower density residential development may be able to cluster development so that houses are located away from adjacent farmland as a way of providing buffers.
LAND USE POLICY 5.4	Within agricultural buffer areas, allowed land uses include drainage, trails, other infrastructure, community gardens, landscaped areas, and other uses that would be compatible with ongoing agricultural operations.
LAND USE POLICY 5.5	Agricultural buffers are not required adjacent to areas planned for future development in this General Plan or areas designated Urban Reserve. Agricultural buffers are not required along the northern of the Planned Growth Area, which is directly adjacent to lands identified for urban development in the City of Biggs. Agricultural buffers are only required in areas adjacent to Butte County land use designations for cultivated crops and grazing – currently called “Orchard and Field Crops” and “Grazing and Open Land.”
LAND USE POLICY 5.6	Agricultural buffers in the southwestern portion of the Planned Growth Area will be less than 300 feet in width, recognizing that the affected agricultural property to the west is primarily surrounded by existing properties of less than 5 acres in size with residential uses and planned development under this General Plan.
Land Use Implementation Strategy 5.1	The City will review projects against policies in this General Plan, which provide general design guidance and performance standards for noise, light, glare, air pollution, truck traffic, and other issues may be required to allow for a desired mix of uses in close proximity to one another. The City will also review projects using Chapter 17.38 of the City’s Municipal Code, which also provides performance standards that can be used in situations where industrial operations may be located close to residential uses.

Land Use Implementation Strategy 5.2	The City will review projects against policies in this General Plan, which provide general design guidance and performance standards for mixing uses in close proximity to one another, including agricultural uses, the railroad, Highway 99, and residential uses. The City will use guidance in this General Plan to determine the adequacy of proposed buffering between residential land uses, Highway 99 and the Union Pacific railroad.
Land Use Implementation Strategy 5.3	The Planning Department will consult with Butte County to determine the specific application of the City’s agricultural buffer policy in the Planned Growth Area. The City will consider developing an ordinance to apply this policy in areas adjacent to long-term ongoing agricultural operations.

CONVENIENT LOCAL SHOPPING

The amount of land needed for commercial services and retail development depends on future population, disposable income, and other factors. Because there is a finite demand for commercial services and retail, and because there is more than enough vacant, commercial designated land available for development to meet future demand, the City decided not to designate large new areas for commercial development as a part of the 2030 General Plan update. Instead, commercial development and redevelopment will occur in the existing City and SOI where infrastructure and development capacity exists.

The General Plan provides for different types of commercial development, including regional-serving, community-serving, neighborhood-serving, and Downtown commercial development. The City will encourage larger-scale commercial development along Highway 99. Neighborhood-scale commercial development is provided in Neighborhood Centers in the Planned Growth Area. Additional commercial potential is available Downtown. Each commercial setting – regional, community, neighborhood, and Downtown – is important to ensure convenient local shopping opportunities for residents and visitors.

GUIDING PRINCIPLES

Statements from Gridley’s General Plan Guiding Principles relevant to Convenient Local Shopping include:

- ✓ Unique, locally-owned businesses are a critical part of small-town character. The City should encourage preservation, expansion, and establishment of local business.
- ✓ 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.
- ✓ We believe that Gridley should be a complete City, with a variety of shopping, commercial services, professional services, and entertainment options.
- ✓ The City and community leaders should take an active and supportive role in business development that serves the whole community’s long-term interests.

LAND USE GOAL 6:	Provide convenient regional-, community-, and neighborhood-serving retail, office, and commercial services.
LAND USE POLICY 6.1	Commercial development through 2030 will be directed to areas along the stretch of Highway 99 in the existing Sphere of Influence, Downtown, and in Neighborhood Centers.
LAND USE POLICY 6.2	Larger-scale commercial development and redevelopment will be focused within the existing Sphere of Influence along Highway 99.
LAND USE POLICY 6.3	The City will encourage development of vacant parcels and creative reuse of undeveloped properties along Highway 99.
LAND USE POLICY 6.4	The City will encourage smaller-scale retail, service, and especially visitor-oriented development Downtown.
LAND USE POLICY 6.5	The Planned Growth Area will provide for smaller-scale commercial development in the Neighborhood Center Mixed Use designation area to serve new neighborhoods. ⁹

⁹ Smaller-scale commercial development would include shops, offices, services, and other nonresidential uses that are blended into the surrounding neighborhood and located on properties of roughly 5 acres or less. Larger-scale industrial and light industrial operations, office parks, business parks, and other commercial projects on larger properties are normally not integrated into residential neighborhoods.

Land Use Implementation Strategy 6.1	The City will revise the Zoning Ordinance, as necessary, to facilitate development and redevelopment of commercial properties downtown and along Highway 99. The City will consider flexibility Downtown and along Highway 99, where necessary, with respect to the required loading areas. Public rights-of-way or parking areas may be allowed for loading where this can be accomplished safely and without impeding emergency access.
Land Use Implementation Strategy 6.2	The City will revise the Zoning Ordinance to implement the Downtown Mixed Use and Neighborhood Center Mixed Use designations.

DIVERSE LOCAL ECONOMY

Job creation and economic development are fundamental to the economic, fiscal, and social sustainability of the community. Two related important goals of economic development are (1) to create a better match between local employment and the local labor force and (2) create a better balance between housing units and jobs.

Currently, the main employers in Gridley are government, schools, health care providers, food services, and commercial retail.¹⁰ While there is some relationship between the types of jobs available in Gridley and the skills and interests of the population, this match could be improved in the future. As of the last U.S. Census, more than 60% of the Gridley workforce was employed outside the City. Many Gridley residents are employed in manufacturing, agriculture, arts and entertainment, and construction.¹¹ The match between the local population and job types would be improved by adding employment in these areas.

The General Plan is not a precise tool for targeting and attraction of businesses. However, the City's General Plan policies are an important part of the overall context for doing business. The General Plan can ensure that land is provided in the right locations with adequate infrastructure and reasonable fees for employment development. The General Plan can help maintain and enhance the quality of life that certain employers are seeking. The General Plan and implementing regulations can contribute to a "business climate" attractive to the types of employers sought by the City.

¹⁰ 2002 Economic Census.

¹¹ 2000 U.S. Census.

The goals, policies, and implementation strategies that follow address employment attraction and retention and jobs-housing balance.

GUIDING PRINCIPLES

Statements from Gridley's General Plan Guiding Principles relevant to Diverse Local Economy include

- ✓ 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.
- ✓ 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 communicate with the Gridley Unified School District, in order to pursue mutual goals.
- ✓ The City and community leaders should take an active and supportive role in business development that serves the whole community's long-term interests.
- ✓ We should enhance the local economy by accommodating agricultural-related businesses.

LAND USE GOAL 7:	Create a diverse commercial and industrial base that provides high-quality employment opportunities for local residents and promotes fiscal, economic, and environmental sustainability.
LAND USE POLICY 7.1	The City will encourage housing development and employment development that creates a better match between the local workforce and locally available jobs.
LAND USE POLICY 7.2	The City will encourage development of employment-generating uses that further the City’s goals by streamlining its development review process, through flexible development standards, by reducing fees for electricity or other infrastructure types, and through other means, as feasible.
LAND USE POLICY 7.3	The City will identify and provide a range of incentives for new development in the Gridley Industrial Park. These incentives could involve public-private partnerships, lower development impact fees, supportive public investments, and other City programs. The City will consider a range of strategies designed to leverage private investment that creates high-quality local jobs.
LAND USE POLICY 7.4	The City will explore opportunities to create a “green” or “eco” industrial park by applying environmental best practices in the Gridley Industrial Park to attract businesses that share the City’s goals for environmental sustainability.
LAND USE POLICY 7.5	The City will consult with local community colleges and schools to link training and education to the needs of current and potential future local employers.
LAND USE Implementation Strategy 7.1	<p>The City will analyze in a Nexus Study and consider in reducing its development impact fees to create incentives for employment-generating projects.</p> <p>The City’s development impact fees and other funding programs should provide incentives both for development within the Gridley Industrial Park and areas targeted for Agricultural Industrial development.</p>
Land Use Implementation Strategy 7.2	The Planning Department will revise the Zoning Ordinance to implement the Agricultural Industrial land use designation.
Land Use Implementation Strategy 7.3	<p>The Gridley Planning Department, Public Works Department, Building Department, Electric Department, and Finance Department will be involved in aspects of Gridley’s proactive economic development strategy. Activities could include, but are not limited to:</p> <ul style="list-style-type: none"> ✓ Business recruitment and retention, emphasizing employers that share Gridley’s commitment to social, economic, and environmental sustainability

	<ul style="list-style-type: none"> ✓ Industrial Park planning for increased vehicular access; best practices in stormwater management; recycled water use; energy conservation strategies; investigating the viability and importance of rail access in the long term; transit, bicycle, and pedestrian access; and, other planning strategies to increase environmental and economic sustainability in the fully developed Industrial Park. ✓ Incentive programs, including those that address both up-front impact fees and ongoing costs. ✓ Highway 99 beautification programs. This could include some type of façade and streetscape improvement program for targeted redevelopment properties along the highway corridor. The City could provide small grants, low interest loans, and/or architectural and design assistance to property owners or business owners to improve streetscapes or buildings along Highway 99. ✓ Electrical facilities planning that accommodates, and creates incentives for renewable energy production and use. ✓ Coordinating the employment recruitment strategy with local community college districts and schools to encourage a better match between the skill sets and interests of the local workforce and the needs of employers that might be interested in locating or relocating to Gridley. ✓ Coordinate with other agencies, as necessary, to promote economic development. Caltrans must be consulted for planning and funding of access improvements along Highway 99. The City will monitor and take advantage of State, federal, and regional funding opportunities.
LAND USE Implementation Strategy 7.4	<p>The City will undertake a planning process for the Gridley Industrial Park to identify specific actions to create a “green” or “eco” industrial park and the types of businesses the City can expected to attract to such a park. The City will evaluate opportunities for energy efficiency, on-site energy generation, low-impact development, water conservation, recycling, re-use of waste heat, the co-location of businesses that can support a “green” or “eco” industrial park, and other options.</p> <p>Through this planning process, the City will determine which actions to adopt, such as a specific plan or master plan with illustrated design guidelines, changes to the Zoning Ordinance, installation of infrastructure, financial incentives, applications for state or federal funding, and/or other actions.</p> <p>Another component of the planning process could be a marketing effort to identify industrial users interested in sustainability that could benefit by locating in the Gridley Industrial Park.</p>

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