

City of Marysville

This is the sixth in a series of articles featuring local governments using Blueprint Project principles in built projects, plans or general plans. In July, SACOG Director and City of Marysville Councilmember Christina Billeci and Marysville City Planner Katie Schleich, gave a presentation to the SACOG Board regarding Marysville's smart planning that incorporates Blueprint principles.



Developers plan to construct 54 to 62 market-rate lofts and apartments with ground-floor retail as part of the Hotel Marysville historic preservation project. Rendering courtesy of the City of Marysville.

California's "oldest little city" is growing once again. The city's motto "Gateway to the Goldfields," boasts of its important place in California's Gold Rush history. Marysville officially incorporated as a city in 1851 and, for a short time, was the third largest city in California, following San Francisco and Sacramento.

Despite the population boom, its location at the confluence of the Yuba and Feather rivers, made for frequent flooding and thus economic and residential instability. However, with improvements over the last century, such as levee enhancements, inexpensive land opportunities, and capital interests, a small city with enormous potential has emerged.

"Sales tax revenues have gone up about three times the average rate, as have the property taxes associated with increased property values," said SACOG Director and Marysville Councilmember Christina Billeci. Marysville is also seeing an increase in the number of people using downtown services."

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The Marysville Economic Development Strategic Plan supports opening the downtown core for residential use. To accomplish this, planners are working on removing the requirement to obtain a use

permit for mixing residential and commercial uses. Such permits carry a \$550 fee and at least 60 days to obtain.

Removal of the permit requirement encourages new projects offering residential opportunities with the incentive of saving developers time and money.

Other plans to streamline processes include revising the zoning ordinance to create more mixed-use flexibility. Plans for the Wicks Werley building on 3rd Street take advantage of the benefits of mixed-use redevelopment in converting vacant, commercial space into retail space with 60 units of affordable housing.

Among the downtown projects, perhaps the most notable is the preservation of a historic gem—the Hotel Marysville building at the corners of E and 5th streets. According to Billeci, developers plan to construct 54 to 62 market rate

lofts and apartments with ground-floor retail.

Next door to the hotel will be a new parking structure, supported by a \$2-million planning grant from SACOG's Community Design Grant Program. The proposed parking structure is intended to serve the revitalization of downtown as a whole.

The Watermarke site at B and 9th streets along Ellis Lake offers a pedestrian-friendly center with commercial and restaurant uses in two new buildings adjacent to the reuse of a vacant building with a new bank.

Marysville is applying Blueprint principles through its mixed-use and infill developments, and the results are golden—increased economic opportunities and preservation of its small-town charm.