

**COUNTY OF SACRAMENTO  
CALIFORNIA**

For the Agenda of:  
March 27, 2007  
Timed: 2:15 pm

To: Board of Supervisors

From: Department of Planning and Community Development

Subject: **WORKSHOP #24 ON THE COUNTY GENERAL PLAN UPDATE:  
DISCUSSION ON ECONOMIC DEVELOPMENT THEMES**

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**Overview**

During the last Board Workshop, held on March 14, 2007, staff introduced the key Agriculture and Conservation themes of the Public Review Draft General Plan 2030 (Draft Plan). Your Board asked Planning staff to report back on a number of issues raised during this discussion. In addition, your Board denied a request to expand the USB to include approximately 3,400 acres along the Sacramento County-El Dorado County border. Today, Planning and Economic Development staff will introduce the key Economic Development themes of the Draft Plan. This discussion was originally scheduled to be heard during Board Workshop #21, held on January 31, 2007. As such, this staff report simply summarizes information included in the original staff report for Board Workshop #21. The next Board Workshop is scheduled for 2:15 p.m. on April 11, 2007. During this upcoming workshop, staff will provide a report back on the Agricultural and Conservation themes and will initiate a discussion on the Human Services and Mobility themes of the Draft Plan. Staff will schedule one additional workshop prior to the beginning of the environmental review process.

**Recommendations**

1. Consider the results of the public outreach program and additional public testimony during workshops on the Public Review Draft General Plan Update.
2. Direct Planning staff to transmit the draft updated General Plan to the Department of Environmental Review and Assessment for environmental analysis after the final General Plan Workshop (date to be determined) and direct the Department of Environmental Review and Assessment to initiate environmental review.

**Measures/Evaluation**

Not applicable.

**Fiscal Impact**

None.

## **BACKGROUND:**

During the last Board Workshop, held on March 14, 2007, your Board denied a request to expand the USB to include approximately 3,400 acres along the Sacramento County-El Dorado County border. In addition, staff introduced the key Agriculture and Conservation themes of the Public Review Draft General Plan 2030 (Draft Plan). Your Board asked Planning staff to report back on a number of issues raised during this discussion. Staff will report back on these issues during the next Board Workshop, scheduled for April 11, 2007 at 2:15 p.m.

Today, Planning and Economic Development staff will walk through the key Economic Development themes of the Draft Plan. The Economic Development themes discussion was originally scheduled to occur during two previous workshops (Workshop #21 on January 31st and Workshop #23 on March 14th), but due to lack of time, this topic was continued to today's workshop. Key discussion points on these themes have been summarized below. For more detailed information, please refer to the staff reports from these previous workshops. They will be made available at today's workshop and can also be downloaded on the General Plan Update website at: [www.saccounty.net/planning/gpupdate/gpu-index.html](http://www.saccounty.net/planning/gpupdate/gpu-index.html).

The next Board Workshop will be held at 2:15 p.m. on April 11, 2007. During this workshop, staff will provide a report back on the Agricultural and Conservation themes and will initiate a discussion on the Human Services and Mobility themes of the Draft Plan. The Draft Transportation Plan, which compliments the Draft Land Use Diagram, will be introduced and discussed at this workshop. Staff will schedule one additional workshop prior to the beginning of the environmental review process.

## **DISCUSSION ON ECONOMIC DEVELOPMENT THEMES**

### ***Board of Supervisors' Workbook – Economic Development Themes Chapter***

During Workshop #4, held on December 1, 2004, Planning and Economic Development staff introduced the concept of including a new Economic Development Element in the General Plan. Subsequently, the Board directed staff to craft the new Element based on a number of key themes/objectives presented during the Board Workshop. The resulting Public Review Draft Economic Development Element contains eight distinct sections/themes:

- Balanced Mix of Land Uses
- Regional Sales Tax Strategy
- New Growth Areas
- Commercial Corridor Revitalization
- Agriculture and Agricultural Tourism
- McClellan Park and Mather Field
- Business Retention, Attraction, Development and Recruitment
- Sports, Tourism and the Arts

Planning and Economic Development Department staff has created a new Workbook chapter (Attachment "A") that focuses on these key themes. Although these themes form the backbone of the Economic Development Element, they are also woven into a number of other General Plan Elements, the most notable of which include Land Use, Agricultural and Open Space. As such, the new Workbook chapter includes specific references to relevant information in other General Plan Elements and Diagrams, as well as pertinent public input found in the *General Plan Update Public Outreach Process Summary Report*, provided to your Board on October 31, 2006. Economic Development Department staff will be on hand today to introduce these key themes.

**NEXT STEPS:**

The next Board Workshop will be held on April 11, 2007. During this workshop, staff will discuss the key Human Services and Mobility Themes of the Draft Plan, report back on issues raised during Workshop #23 regarding the key Agriculture and Conservation themes of the Draft Plan, and address any comments or questions received during today's workshop.

Staff will schedule one additional workshop prior to the beginning of the environmental review process. At this final scheduled workshop, Planning staff is recommending that your Board direct staff to transmit the draft updated General Plan to the Department of Environmental Review and Assessment (DERA) for environmental analysis and direct DERA to initiate environmental review. An Environmental Impact Report (EIR) will be prepared to assess the environmental impacts of implementing this Plan. Public hearings before the Planning Commission and your Board will be initiated following the release of the Draft EIR.

**CONCLUSION:**

Today's workshop was scheduled to introduce key Economic Development themes of the Draft Plan. The next workshop will be held at 2:15 p.m. on April 11, 2007. Staff will schedule one additional workshop prior to the beginning of the environmental review process.

**ATTACHMENTS:**

- A. Board of Supervisors Workbook - Economic Development Themes Chapter

3/21/07