

## Policy Considerations in Implementing Measure M

### I. Policies related directly to Measure M and the accompanying explanation.

A. How firm will the developers and the Board hold to the language used in the advisory measure and the accompanying explanation?

1. Is there any tolerance at all for diversion, or is the language presented the only deal there is?

2. For example, does 2,900 acres of residential mean just that, or can they exceed that by 1% in order just to make the plan fit the land? 2%? 3%?

3. Shall we incorporate the language along with clarifications in an initial agreement describing the processing process?

4. What process will the Board use to clarify cases of interpretation of the language? For example, "proposal" and "workshops."

5. Would the Board consider including land on the west side of Highway 99 that is not currently in the South Sutter County Industrial/Commercial Reserve (so that the 7,500 acres planned include both sides of the highway), or should it be restricted to the east side as the map currently shows?

6.

#### Measure M Group Response:

To the extent Measure M established limitations and standards, the Board and the Measure M Group should follow the language literally. Although Measure M was advisory only, the voters sent a strong signal that they supported the Measure M Group's message. During the campaign, the Measure M Group spent a great deal of time explaining to the voters what the group could deliver in the way of a master-planned, mixed-use community to bring jobs to the County. Part of the campaign pitch was that the Measure M Group of developers, headed by a national master-planned community builder, had the experience and financial capacity to successfully complete the type of project the voters wanted to see. The feedback we received from the voters was that it was important that the Measure M Group be held to the promises they made during the campaign.

If during the planning process, the Board feels there is a compelling reason to deviate from the terms of Measure M, the Group would be willing to consider such deviations at that time.

In response to the question whether there should be an initial agreement describing the processing process, this is probably a good idea, either in the form of an agreement or a memorandum of understanding. Such a document would formalize (a) guiding policies (discussed below) for how the planning process would work, (b) the funding mechanism for the planning process, and (c) the expectations of the County and the Measure M Group.

B. What role does the Board see themselves playing in the processing of the applications submitted by the main group of developers?

1. Will the Board define which 7,500 acres?

2. Will the Board define where the residential development will occur?

3. Will the Board want to be involved in receiving status reports on the project?
4. Will the Board wish to identify where the public land will be located?
5. Will the Board want to do the general plan level planning on their own, and process specific plans as they come in during the process?
- 6.

Measure M Group Response:

The Ballot Language Explanation indicates that private developers would submit a proposal for a specific plan, general plan and rezone on land within the South Sutter Industrial/Commercial reserve. The "private developers" referred to in the Explanation is the Measure M Group that requested the matter be put on the ballot, paid for the election, funded the campaign, and earned the community's support.

The Board will ultimately define the 7,500 acres and where residential development will occur through its action on the proposal submitted by the Measure M Group. To facilitate the planning process, the Measure M Group suggests the Board, through "guiding policies," should (a) identify which 7,500 acres are to be planned and (b) establish planning-type principles to guide the planning process.

The Measure M Group recommends that the Board allow the Measure M Group to do the general plan level planning as part of the specific plan proposal. The general plan amendment to allow the specific plan will also have to be internally consistent with the general plan. The most efficient way to accomplish this is to allow the Measure M Group consultants to do the general plan level planning with assistance and direction from County staff.

**C. Does the Board intend for the developers to plan all 7,500 acres?**

1. Is some smaller acreage acceptable, with the remainder being designated as an urban reserve?

Measure M Group Response:

This may be an option that the Board wishes to explore. Currently the Measure M Group controls a little more than 5,700 acres of the 7,500-acre area identified in the Ballot Language. This means that the Measure M Group cannot necessarily initiate the planning of the entire 7,500 acres. The majority of the land not under the Measure M Group's control is at the north end of the South Sutter Industrial Commercial Reserve area. Based on the Opportunities and Constraints map in all likelihood would be the last area to develop under any scenario. The Board could leave this area as it is currently designated (SSI/CR), or designate urban reserve or "phase 2" planning area. This concept could be set out in the guiding policies discussed above.

**II. Other Policies.**

- A. How does the Board intend to deal with the 2,000 acres not owned by the main group of developers?**

1. Will they require everyone else to wait until the General Plan work has been completed before processing any more specific plans?

2. Will they allow the main group of developers to process their specific plan concurrent with their amendment of the general plan?
3. How would the Board like to deal with property owners that are within the 5,500 acres, but not with the main group of developers? (i.e., Hobday)
- 4.

Measure M Group Response:

The Measure M Group plans to submit a general plan amendment along with a proposed specific plan. As mentioned above the general plan amendment would be prepared with assistance and direction from staff. The specific plan will address how properties in and adjacent to the plan area will interact with specific plan properties. Specifics on land use compatibility will be set forth in the specific plan.

As note above, the Measure M Group controls a little more than 5,700 of the 7,500-acre area that can be planned under Measure M. Measure M is about jobs and how to bring them to Sutter County. The Measure M Group intends to bring jobs by building infrastructure to support a major industrial/commercial component. When the Measure M Group asked to Board to put Measure M on the ballot, the Group told the Board that in order to finance the infrastructure for the entire area, the Group would need to be able to develop approximately 2,900 acres of residential land. The Measure M Group plans to develop the 2,900 acres of residential, which will then allow development of infrastructure facilities (such as roads, drainage systems, sewer and water treatment plants) necessary to support commercial and industrial land in the 7,500-acre area. The Board has the option to have the land not controlled by the Measure M Group (north of Sankey and west of the Measure M Group land): (i) remain as an unplanned area, with its current designation or designate it as an urban reserve until the Measure M Group completes the planning process on the 5,700 acres it controls, or (ii) have the Measure M Group do the planning for that landowner.

**B. Is the Board interested in obtaining any additional citizen input into the planning of this area?**

1. What may be the forum for obtaining such input?
2. Perhaps using the Planning Commission?
3. Perhaps using an ad hoc citizen advisory committee?

Measure M Group Response:

Public input is important to the success of the Measure M planning effort. The planning effort began with a significant amount of public input in the way of the vote. The Measure M Group plans to carry out a comprehensive public outreach effort during the planning process to optimize public input. The outreach will include public presentations and public meetings at various locations around the County to take input and feedback on the planning effort.

The Measure M Group would favor using the Planning Commission as a screening body for the planning effort as opposed to using an ad hoc citizen advisory committee. It seems most efficient to use infrastructure already in place, instead of creating a whole new layer, with additional staffing needs. In addition to assigning land use designations, this specific planning process will require the development of a comprehensive land use plan for a mixed-use community that will rely on technical infrastructure plans and detailed financing plans. These types of complicated planning

documents are best reviewed by the Planning Commission which has experience in evaluating complex planning issues.

**C. How would the Board like to deal with the development of those properties in the area that are already zoned industrial while the "master plan" is being developed?**

**1. Would the Board consider placing all urban development on hold until the "master plan" is in place in order to ensure that all development is coordinated?**

Measure M Group Response:

The Measure M Group does not see the need to place all urban development within the SSI/CR area on hold until the specific planning process is completed. Urban uses in the area will likely bolster future efforts to develop in the plan area. However, since urban infrastructure does not currently exist, the County may want to consider requiring urban and suburban uses that develop ahead of the specific plan area to connect to infrastructure when it is available and reimburse those who constructed it for their fair share of the costs. The Board may also want to consider requiring new development to meet certain suburban/urban design standards for site improvements and architecture.

**D. How will the Board ensure that the industrial/commercial development will progress at roughly the same rate as the mixed use residential development?**

Measure M Group Response:

The Measure M Group plans to develop a significant industrial/commercial component in the initial phase of development in south Sutter County. Once a timeline for delivery of industrial and commercial sites is established, the Measure M Group will begin actively marketing the area to bring in the users that will create jobs. The Measure M Group plans to use incentives to assure that the job producing industry locates in Sutter County.

**E. What may be the timing for incorporation of the urban developed land?**

**1. What may need to happen in the interim to prepare the way for this?**

Measure M Group Response:

This will be determined as part of the planning process. It will be evaluated as part of the infrastructure and finance plans prepared for the plan area.

**F. Is the Board of Supervisors interested in establishing any type of regular, formal coordination efforts to include adjacent Counties in the process?**

- 1. Sacramento?**
- 2. Placer?**
- 3. Yolo?**

Measure M Group Response:

Informal coordination has already started with public agencies in Sacramento and Placer County. Dialogue with the other counties and regional public agencies will be necessary to make sure that infrastructure for south Sutter County is coordinated with development outside of, but near, the south Sutter County area.