



---

## Goals & Objectives



## GOALS AND OBJECTIVES

"Events are now transpiring, new departures are being taken, for the immediate success of which we tremble; but let them result now as they will, the future will vindicate the action."

Will Green, 1880  
History of Colusa County

The principles that will guide the long-range development of Colusa County are embodied in the county's goals and objectives. **Goals** are broad expressions of the type of environment desired by the people who live and work in the county. **Objectives** create an approach for achieving goals and for realizing the county's potential. The goal and objective statements have been derived directly from interviews with county staff and questionnaires completed by the General Plan Committee. They are intended to address very real commitments on the part of the county's residents and policy makers.

Goals and objectives are presented for 10 issue areas: land use, community character, circulation, community services, housing, resource conservation, open space and recreation, public health and safety, human resources, and economic development. The first eight categories respond to the eight elements of the plan. Objectives in the last two categories--human resources and economic development--are embodied in each of the other elements.

### LAND USE

**GOAL:** Maintain the efficient and harmonious use of land in the county, promoting a well-organized and orderly development pattern, avoiding random, haphazard growth, protecting public health and safety, and accommodating the orderly growth of population and employment.

- Objectives:**
- (a) To provide a balanced mix of land uses which reflect the needs of the local population.
  - (b) To improve mechanisms for the management and guidance of growth--both short-term and long-term.
  - ✓(c) To conserve and protect agricultural land through a variety of strategies, including taxation, zoning, and general planning.
  - ✓(d) To withhold development permits which would cause direct interference with viable agricultural operations.
  - (e) To improve the control and coordination of development on the fringe areas around Colusa County's communities.

- (f) To require large-scale developers to demonstrate a commitment to provide public service connections as a condition of development approval.
- (g) To upgrade the visual appearance and quality of development on the approaches to Colusa and Williams and prevent development which degrades the aesthetic quality of scenic roadways elsewhere.
- (h) To promote a streamlined and non-bureaucratic permitting and approval process without compromising the enforcement of local land use regulations.
- (i) To preserve opportunities for rural and semi-rural living through zoning and planning policies.
- (j) To permit rural development contingent upon a range of natural factors, including environmental impact, safety hazards and the availability of water.
- (k) To correlate the density of development within established communities with the capability of the public services in the community.
- (l) To discourage large-scale, freestanding developments, isolated from existing communities and public services.
- (m) To ensure that reasonable development standards are not compromised in efforts to attract commercial and industrial growth.
- (n) To promote development which is consistent in character and appearance with existing development in the county and limit development where it would be inconsistent with surrounding uses or detract from the area's character.
- (o) To ensure that development in rural areas is harmonious in scale and orientation with the natural physical setting.
- (p) To encourage renovation and aesthetic improvements in already developed areas.

## COMMUNITY CHARACTER

**GOAL:** Protect the qualities that make the county distinct from other counties in California, and conserve the elements that contribute to a favorable quality of life.

**Objectives:** (a) To preserve the relaxed, pastoral atmosphere of Colusa County and its communities.



- (b) To promote a unified county spirit that overcomes the divisive forces between geographically different parts of the county and encourage greater cooperation between the communities of Colusa County.
- ✓(c) To recognize the contribution of agriculture to the heritage and lifestyle of the county, and preserve an understanding of agricultural needs.
- ✓(d) To sustain family-owned farms and locally-owned small businesses and ensure that they are economically viable.
- (e) To create an environment in which children raised in the county can mature and find employment and opportunity without hardship.
- (f) To conserve the county's uncrowded, uncongested environment.
- (g) To preserve historic buildings, landmarks, and places of historical significance.
- (h) To maintain a low cost of living relative to the state's urban centers
- (i) To maintain the individuality and distinct identity of Colusa County's communities.
- (j) To recognize that changes in the character of Colusa County will ultimately be a result of decisions about the future use of land.

## CIRCULATION

**GOAL: Develop and maintain an efficient circulation system to accommodate the movement of people and goods within Colusa County.**

- Objectives:**
- (a) To prioritize the improvement of roads, directing county funds to those areas most in need of improvement.
  - (b) To explore new funding sources for road maintenance and improvement.
  - (c) To sustain a viable rural public transit system.
  - ° (d) To utilize the current county transportation system as the framework for siting new industrial or commercial development.

- (e) To maintain safe and uncrowded operating conditions on all county roadways.
- (f) To limit the intrusion of agricultural vehicles and heavy trucks on residential streets.
- (g) To minimize inconveniences and safety hazards caused by road flooding and washouts.
- (h) To reduce moving traffic hazards by installing stop signs, railroad crossing guards, and warning signs where appropriate.
- (i) To encourage the preservation of scenic vistas and limit the proliferation of commercial and political signs along county roadways.

## COMMUNITY SERVICES

**GOAL: Improve and maintain quality public services for local residents and businesses while recognizing financial constraints and limitations.**

- Objectives:**
- (a) To maintain development patterns which permit the efficient delivery of public services.
  - (b) To explore alternative ways of administering flood control programs.
  - (c) To promote the improvement of local telephone service and provision of adequate telecommunication services for the expansion of commerce.
  - (d) To allocate county funds for public service improvements which are most urgently needed to protect public health and safety.
  - (e) To ensure adequate funding for county services, while exploring new financing sources for road maintenance, sewer and water service, and solid waste management.
  - (f) To establish wages and working conditions which make Colusa County competitive with other areas in California as a means of attracting and retaining quality public service personnel.
  - (g) To promote environmentally sound maintenance of canals and drainageways, balancing flood control programs and agricultural needs.
  - (h) To explore solutions to rising liability and insurance costs for fire districts and emergency service providers.

- (i) To minimize the impact of new development on the quality and cost of public services provided to current residents and businesses.
- (j) To acquire sites for the expansion or construction of public facilities in anticipation of future needs.
- (k) To minimize the detrimental impact of public facilities, such as sewage treatment plants and landfills, on the natural environment.
- (l) To promote coordination between the cities of Williams, Colusa, and special districts in the county to maximize the efficiency of service provision.
- (m) To limit the proliferation of septic tanks in areas that could feasibly be served by central sewer.
- (n) To improve the taste and smell of the public water supply where such improvements are found to be necessary.

## HOUSING

**GOAL:** Encourage an adequate supply of safe, sanitary, and attractive housing in all communities in Colusa County, affordable to a wide range of income groups.

- Objectives:**
- (a) To promote a wide range of both renter and owner-occupied housing opportunities.
  - (b) To encourage residential development of a scale and character that is consistent with the surrounding community.
  - (c) To discourage housing development in areas where roads and public services are inadequate and cannot be easily improved to meet the development's needs.
  - (d) To promote housing affordability.
  - (e) To explore programs for the rehabilitation and upgrading of existing residential areas.
  - (f) To ensure that self-help housing and other forms of subsidized housing is attractive and does not detract from community character.
  - (g) To improve regulations governing the siting of mobile homes.



- (h) To meet the housing needs of special groups within the county, such as single mothers, senior citizens, and seasonal farmworkers.

## RESOURCE CONSERVATION

**GOAL:** Encourage a balanced mix of conservation, utilization, and development of Colusa County's natural resources.

- Objectives:**
- (a) To ensure conservation of existing fish and wildlife habitat in the county, while facilitating its expansion where appropriate and agreeable to the landowner.
  - (b) To promote the management of minerals and reduce the impacts of mineral extraction on the environment.
  - (c) To explore alternative sources of energy, including those which utilize rice stubble and hulls.
  - ✓(d) To recognize that agricultural land is the county's greatest natural asset and to take appropriate measures to safeguard Class I and II soils in the future.
  - (e) To preserve the natural qualities of the county's rivers and streams.
  - (f) To encourage the efficient use of the county's timber resources
  - (g) To promote water development projects which provide either agricultural, recreational, flood control, or local domestic benefits.
  - (h) To promote the multi-purpose use of state and federal lands.
  - (i) To promote zoning, planning, and taxation policies which preserve agricultural land, hillsides, and watershed areas.
  - (j) To promote agricultural practices that conserve soil and minimize the disruption of natural drainage patterns.
  - (k) To discourage development and land subdivision in areas that are ecologically sensitive or have pollution problems.
  - (l) To safeguard the quality of the county's groundwater supply and ensure its efficient use.
  - (m) To encourage water use methods which minimize land subsidence.



- (n) To promote development which utilizes ecologically sound and energy conserving techniques.
- (o) To promote a high level of air quality
- (p) To conserve and explore historical resources, including archaeological sites.
- (q) To develop a surface supply of water commensurate with the needs of development so as not to impact existing agricultural practices.

## OPEN SPACE AND RECREATION

**GOAL: Preserve open space and opportunities for recreational and leisure-time activities in Colusa County.**

- Objectives:**
- (a) To preserve and promote the Sacramento River as a recreational asset.
  - (b) To promote a diverse range of recreational opportunities within the parks of Colusa County.
  - (c) To promote continued opportunities for hunting and fishing where appropriate.
  - (d) To retain the natural character of large open space areas.
  - (e) To develop a program of open space preservation which ensures the provision of open land near existing communities.
  - (f) To conserve the natural beauty of county rivers, streams, and hillsides.
  - (g) To maintain expansive open spaces, uninterrupted by urban development, both on the valley floor and in upland valleys.
  - (h) To locate new recreational and tourist-serving areas where they will be compatible with surrounding uses.
  - (i) To provide varied recreational facilities serving neighborhood needs, community needs, and regional needs.

## PUBLIC HEALTH AND SAFETY

**GOAL:** Maintain a high level of public health and safety for all residents of Colusa County.

- Objectives:**
- (a) To promote quality health care services.
  - (b) To reduce threats to life, property, and public services caused by flooding.
  - (c) To explore methods to control and abate mosquitoes, including possible revisions to the Mosquito Abatement District boundary.
  - (d) To preserve clean air, surface water, and groundwater.
  - (e) To promote programs which combat narcotic and alcohol abuse.
  - (f) To minimize odor problems at the sewage treatment plants and ensure the safe disposal of wastewater effluent.
  - (g) To maintain safe and adequate water treatment and conveyance facilities.
  - (h) To upgrade emergency medical services.
  - (i) To recognize and address threats to public health posed by the use, transport, storage, manufacture, and disposal of hazardous materials.
  - (j) To maintain a levee system which provides the maximum flood protection feasible.
  - (k) To discourage incompatible uses in areas of excessive noise, and to restrict the introduction of excessive noise in areas where land use compatibility guidelines would be exceeded.
  - (l) To minimize the threats to life and property from seismic and geologic hazards.
  - (m) To minimize fire hazards within both wild and developed areas.
  - (n) To promote rapid response time and effective service by fire and crime prevention agencies.
  - (o) To more accurately determine the long-term effects of injection wells on the groundwater supply.

## HUMAN RESOURCES

**GOAL:** Establish an environment which nurtures the personal, academic, and professional growth of local residents, and which provides social services that meet their needs at all stages in life.

- Objectives:**
- (a) To maintain quality schools and excellence in education.
  - (b) To maintain community gathering places such as local schools, libraries, and town halls.
  - (c) To promote non-discrimination in housing, education, and employment.
  - (d) To support mental health and family counseling programs.
  - (e) To maintain quality services, programs, and facilities for senior citizens.
  - (f) To improve vocational training for youths and adults.
  - (g) To improve recreational programs and facilities for teenagers and young adults.
  - (h) To promote and publicize the county fair and similar events which celebrate local heritage, culture, and natural assets.
  - (i) To increase opportunities for youngsters to remain in Colusa County after leaving high school.
  - (j) To reduce abuses and misuse of the welfare system while continuing to provide assistance to those who are truly in need.
  - (k) To encourage neighborhood and "grass-roots" efforts such as crime watch programs, clean-ups, and yard improvements.
  - (l) To promote and enhance the Sacramento Valley Museum.
  - (m) To upgrade cultural and entertainment opportunities in the communities of Colusa County.
  - (n) To promote continuing education programs and cooperative efforts with Yuba College and Cal State-Chico.
  - (o) To encourage appreciation of the county's heritage by preserving reminders of its past, such as the Princeton Ferry, the Stone Corral, and the Grand Island Shrine.
  - (p) To ensure quality public library services competitive with libraries in comparable areas.



- (q) To promote solidarity and mutual support during times of economic and natural crisis.
- (r) To keep local residents and businesses informed of local government activities, issues, and plans, and to encourage their participation in civic affairs.

## ECONOMIC DEVELOPMENT

\* **GOAL:** Achieve a well-balanced, diversified economy with broadened employment opportunities for all Colusa County residents without sacrificing environmental quality and an agrarian lifestyle, and without creating conflicts between new urban uses and existing agricultural operations.

- Objectives:**
- (a) To give priority to industry which is compatible with agriculture or which is based on the processing or distribution of agricultural commodities.
  - (b) To foster the expansion of existing business and support new business which employs local people and utilizes local talent.
  - (c) To diversify the local economic base to avoid complete dependence on agriculture.
  - (d) To increase local career opportunities for young people.
  - (e) To promote patronage of local businesses through campaigns such as "Shop Colusa First" or "Made in Colusa County".
  - (f) To encourage new industries which offer stable, year-round employment.
  - ✓(g) To promote development which improves the local tax base.
  - (h) To provide adequate retail and service activities for the county's population and workforce.
  - (i) To more aggressively publicize the county's assets as a means of attracting new business and investment.
  - ✓(j) To locate new industry in such a way that the impact on existing communities is minimized, and interference with agricultural operations is minimized.
  - (k) To promote quality restaurants, stores and hotels for local residents, interstate travelers, and county visitors.



- (l) To encourage competition between local businesses and ensure fair prices for goods and services.
- (m) To support enterprise zones and other economic incentive programs which encourage job creation.
- (n) To provide technical assistance to farmers seeking to diversify their crops or use new farming technologies.
- (o) To recognize the potential impacts of Proposition 65 relative to farming, industry, and future development in Colusa County.
- (p) To support the improvement of downtown shopping areas in all Colusa County communities.
- (q) To lobby for a continued strong federal farm policy.
- (r) To recognize and plan for the "spinoff" demand that results from industrial development, especially the demand for new homes and public services.
- (s) To recognize the fiscal benefits of a diversified tax base without losing sight of the real fiscal, environmental, and social costs of growth.

