

2 VISION STATEMENT & GUIDING PRINCIPLES

The Vision Statement is a description of what Oroville wants to become through the implementation of the 2030 General Plan. The Guiding Principles provides a sense of the purpose and mission for the 2030 General Plan and sets the tone for the Plan's goals, policies and actions.

A. Vision Statement

Oroville will be a thriving, full-service community where residents enjoy a high quality of life and can find well-paying jobs. Oroville's residents will have a choice of housing to best suit their individual lifestyles. Safe, beautiful neighborhood and community parks will be scattered throughout the city and pedestrian and bicycle trails will provide access to the Feather River and the open spaces surrounding Oroville.

Businesses with local, regional, national and international markets in a variety of sectors will be located in Oroville. Tourists and residents alike will be drawn to the attractive historic downtown, which will be home to local businesses as well as mixed-use buildings housing stores, offices, and apartments. Oroville Dam Boulevard, Olive Highway, Ophir Road and Grand Avenue will be vibrant mixed-use corridors, allowing more people to live close to their jobs and other services that will be available along these roadways. The Airport Business Park will be a nexus of innovative light industrial and manufacturing uses, filling the need for 21st-century jobs in Butte County. Regional serving retail destinations, thoughtfully designed and landscaped, will be located at appropriate intersections along Highway 70.

New residential growth, whatever the size or location, will be carefully regulated by the City and will be required to meet high standards for quality, appearance and integration with existing neighborhoods. Single professionals, young families, and retirees will be able to choose among large homes, smaller homes, townhouses and apartments as their needs change. New homes will be affordable for existing residents and people who work in Oroville. Schools and parks will be incorporated into new neighborhoods so that students and neighbors can walk to these important centers of community life.

Oroville will take advantage of its unique natural setting by offering residents and visitors abundant access to nature through a comprehensive system of parks and trails. Open space around the edges of Oroville will be preserved by focusing future development within the city. Those neighborhoods at the urban fringe will be carefully designed to create an appropriate transition from the urban environment of Oroville to the rural environment of the surrounding area. Homes in the foothills will be situated on larger lots so that foothill landscapes and woodlands can be preserved. Kelly Ridge will retain its distinct character as a comfortable suburban community with well-maintained homes and a strong focus on outdoor recreation. Oroville's urban character will continue to be shaped by the orchards, fields, waterways and foothills that surround it.

Oroville will be a place people are proud to call home or will visit frequently.

B. Guiding Principles

The General Plan Guiding Principles are a description of how Oroville intends to grow and develop through the implementation of its General Plan. These principles are based on recommendations provided by community members and approved by the General Plan Steering Committee.

- ◆ **Livability.** Ensure that future development enhances the existing character of our city as a whole, as well as its individual neighborhoods, and has a positive effect on our surroundings and quality of life.
- ◆ **Enhanced Mobility.** Provide an accessible and comprehensive transportation system that integrates automobile use with other transportation options, including bicycle and pedestrian networks throughout the city.
- ◆ **A Vibrant Local Economy.** Create a sustainable economy that serves all segments of the population. Engage in economic development to encourage and retain businesses that provide a variety of job opportunities, quality goods and services, and a dependable tax base.

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- ◆ **Natural Resources and the Environment.** Highlight and protect our unique open spaces, natural resources, underdeveloped areas, specimen trees, riparian zones and wetlands.
- ◆ **Recreation.** Enhance recreational opportunities and facilities in Oroville for local residents and visitors.
- ◆ **Community Infrastructure.** Improve and maintain our public services and facilities—including water and energy infrastructure, public safety and emergency preparedness—in order to serve existing residents and businesses and to accommodate future development.
- ◆ **Health and Safety.** Work to ensure the health and safety of Oroville’s residents.
- ◆ **An Involved Citizenry.** Encourage civic participation in the General Plan Update process, and instill a sense of shared responsibility for our community’s well-being.

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