



Community Vision

Glenn County
2019



PREPARED FOR
GLENN COUNTY
GENERAL PLAN UPDATE
2040

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Glenn County Introduction

The Glenn County General Plan's Community Vision is an aspirational statement of what Glenn County wants to become through the implementation of its General Plan. The Vision Statement provides a sense of purpose and mission for the General Plan Update, and sets the tone for the Plan's guiding principles and core values to aid in the development of goals, policies and actions that will guide development in the coming years.

The Guiding Principles identified on the following pages were developed with input gathered during community workshops, an online survey, and feedback from County officials and staff.



The Community Vision

“ Glenn County is a desirable community to live, work, learn, and recreate. The County has maintained its natural resources, rural character, and agricultural heritage, while supporting new residential and business growth opportunities.

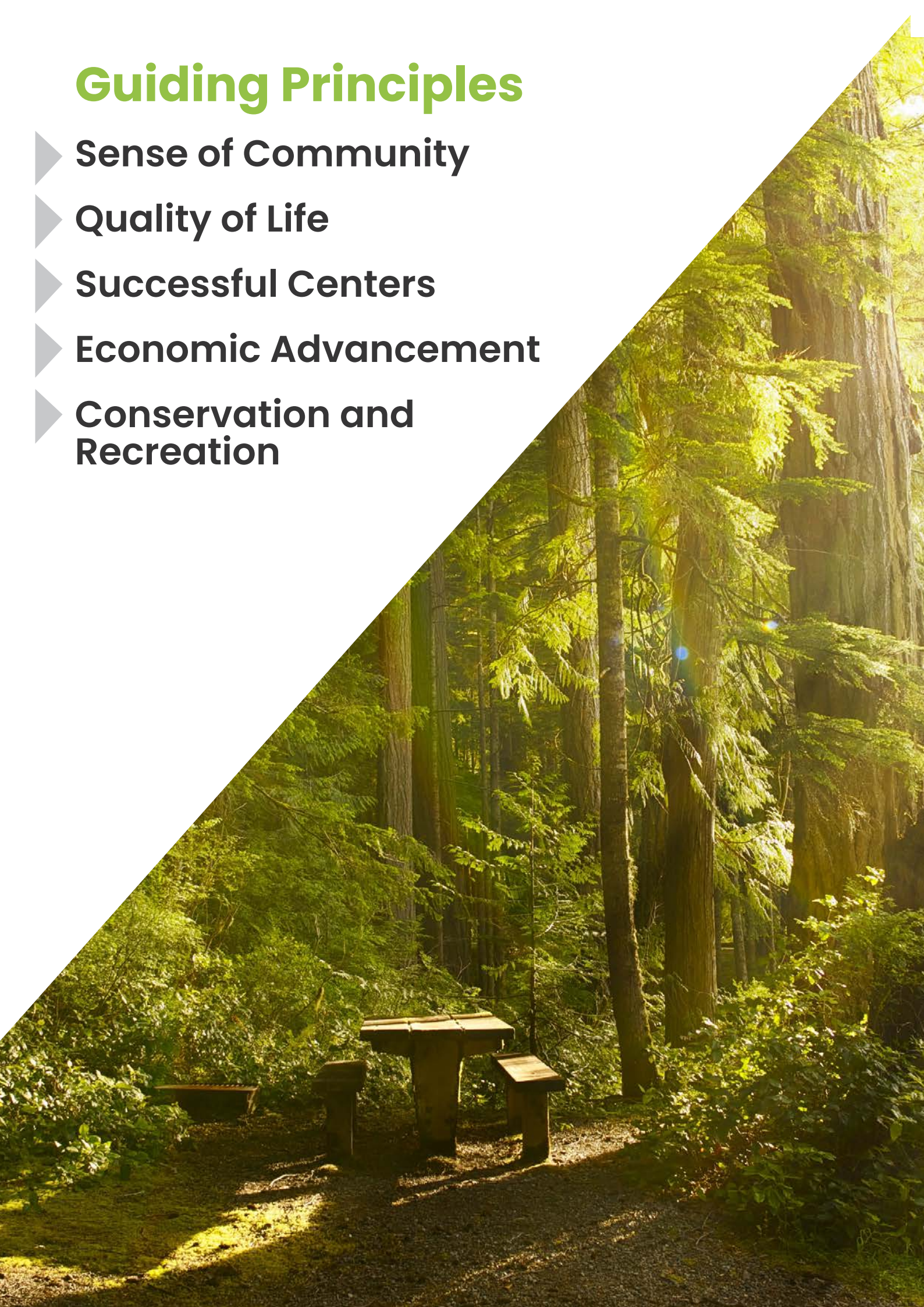
The County is healthy, safe and family-oriented, with thriving schools, and abundant recreational opportunities, business opportunities, and is a destination for visitors seeking to experience unique agricultural goods, and outdoor recreational amenities.

The County is prosperous and fiscally sound, providing well-maintained infrastructure, and a diverse mix of services and amenities that draws new residents, and dynamic businesses to the County. The County has maintained its reputation as one of the region’s agricultural leaders and has expanded agricultural business and employment opportunities in technology, processing, and manufacturing to support economic advancement, and a diverse and creative workforce. ”



Guiding Principles

- ▶ **Sense of Community**
- ▶ **Quality of Life**
- ▶ **Successful Centers**
- ▶ **Economic Advancement**
- ▶ **Conservation and Recreation**





Core Value and Vision

Sense of Community

The core values and visions are the guiding principles for the General Plan in 2040.

Foster a strong sense of community that celebrates the County's unique identity, agricultural heritage, and rural way of life. As the County looks to the future, growth and development is managed in such a way as to preserve the sense of community pride and rugged independence that has come to define the Glenn County community. Glenn County remains a family-oriented community rooted in its rural agricultural heritage. The County's distinguishing physical characteristics include vast expanses of productive agricultural lands, waterways, valley areas and hillside views that provide visual relief from the built environment. Existing residents are proud to call Glenn County home, and new residents and families are attracted by the County's community values and lifestyle. Businesses are attracted to the area by the County's vast natural resources, diverse and stable workforce, and family-oriented lifestyle opportunities.



Core Value and Vision

Quality of Life

The core values and visions are the guiding principles for the General Plan in 2040.

Glenn County provides a high standard of living for its citizens through local programs, high quality services, public safety, local amenities, and educational opportunities that are accessible to all residents. Proximity to outdoor recreational opportunities, and natural resources promote a healthy and active lifestyle for county residents, while attracting visitors who enjoy countywide recreational opportunities. Building on these assets to strengthen the quality of life for the common good of all residents continues to make Glenn County a great place to live, raise a family, and do business. New development opportunities support local government fiscal sustainability, high quality public services and infrastructure, and result in a built environment that compliments and supports the County's rural heritage and values.

Core Value and Vision

Successful Centers

The core values and visions are the guiding principles for the General Plan in 2040.

Improve the County's ability to be fiscally sustainable and proactively supportive of local businesses through the expansion of commercial activities, retention of existing successful commercial businesses, and redevelopment of underperforming commercial centers. Support the development or redevelopment of commercial centers that focus on providing a unique experience that cannot be replicated through online shopping. This includes providing a range of quality dining, shopping, and entertainment options for all generations so that people living and working in Glenn County want to spend time at the community's commercial centers. Including visible gathering spaces like public plazas and outdoor dining patios will help to create a more enjoyable commercial environment for residents and visitors alike.





Core Value and Vision

Economic Advancement

The core values and visions are the guiding principles for the General Plan in 2040.

Support and encourage the expansion of a variety of businesses that provide high quality employment and opportunities for economic advancement and resiliency, while enhancing the County's reputation as a prime location for business growth. The County supports an entrepreneurial environment to enhance existing businesses and attraction of new businesses. High quality infrastructure supports business and residential growth, and the County continues to foster public, private, and regional collaboration efforts to meet the needs of new and existing businesses. The County's regional location and access to transportation resources, such as freeways and rail lines, supports a range of opportunities for regional collaboration and cross-jurisdictional partnerships that support the local economy. The County actively promotes local business-to-business transactions, access to financial support services, and intellectual partnership opportunities, with the goal of reducing system-wide service costs and providing new and improved business support services for community members.

Core Value and Vision

Conservation and Recreation

The core values and visions are the guiding principles for the General Plan in 2040.

Glenn County is an active steward of its vast natural resources in order to ensure that present and future generations have access to these resources for economic and recreational benefit. The County maintains a strong role in promoting and implementing sustainable land stewardship practices throughout the community. The County continues to work with local and regional agencies to promote improved air quality and access to clean water for all residents. The County supports the preservation of regional open space, vast expanses of productive agricultural and grazing lands, rangelands, and aquatic habitats that provide visual beauty, outdoor recreational opportunities, and positive contributions to the County's rural lifestyle. Protection from flooding is ensured through continual maintenance and improvements to the countywide levee system, drainage facilities, and natural waterways. These efforts serve to reduce threats to public safety and property, enhance recreational opportunities for residents and visitors, and ensure the ongoing economic viability of the County's natural resources for the benefit of the community.

