



INTRODUCTION

The Economic Development Element of the General Plan is directed toward creating and maintaining a healthy, diverse economy in Ione that provides a broad range of economic opportunity for all residents. Economic development hinges on the most basic needs of the community, including provision of jobs, creation of tax revenues, and provision of goods and services to the local population. Concentrating efforts on economic development provides more retail, commercial, shopping, and job opportunities for Ione residents and produces more revenue, allowing the City to provide higher levels of service. Besides benefiting the City, the process of economic development also increases economic opportunity for local businesses and property owners. Economic tools are necessary to help revive existing buildings, stimulate new commercial development and catalyze projects, and meet the needs and desires of residents. Ione will promote economic development as a way to provide local commercial and employment opportunities, reduce retail sales leakage to other communities, and improve the quality of life for all City residents.

Please turn to Page 7-2 for a complete listing of contents covered in this Element, with page number references.



ECONOMIC DEVELOPMENT

IN THIS SECTION

- Introduction (Page 7-1)
- Vision (Page 7-2)
- Purpose (Page 7-2)
- Related Plans and Programs (Page 7-3)
- Relationship to Other General Plan Elements (Page 7-3)
- Setting, Issues and Considerations (Page 7-4)
- Issues This Element Attempts to Solve (Page 7-6)
- Goals Policies & Actions (Page 7-6)

VISION

As Ione continues to grow, infrastructure and services will support the increasing population and allow for new commercial retail, office, and general business development. The City will develop high wage jobs in key economic sectors, such as mining and industry, which benefit both the business community and the local workforce. The City will focus business attraction, retention, and expansion efforts on key economic sectors that have the greatest likelihood of success given local conditions. The local economy of Ione is based on both economic conditions and the unique history of the community. Cultural resources and the rich heritage and historical character found in the downtown area remain important features of the City. Special resources such as the Preston Castle persist as places residents and visitors of the community travel to, both for special events and to simply enjoy the setting. The natural beauty of the community and its surroundings is a key part of the community's identity, and serves as an asset in promoting economic development. The City will maintain and enhance community quality of life as a key competitive advantage in creating jobs and business growth.

PURPOSE

This Economic Development Element identifies the City's strengths and weaknesses as it seeks to provide a full range of employment, housing, retail/service, and entertainment options to residents. This Element establishes goals, policies, and actions to improve the City's prosperity, maintain regional competitiveness, ensure accessibility to assets, market the City, and encourage more commercial development and job generating land uses within Ione.



RELATED PLANS AND PROGRAMS

The Economic Development Element relates to several other plans and programs, including the following:

A Study in Economic Development Strategies for the City of Ione (2003)

This report contains an analysis of the market potential for business development within with City, and in particular, the downtown area. The study also forecasts the future outcome of the retail potential of the City. It identifies retail market demands, what can be supported, and what areas need improvement to attract adequate retail businesses. This study also makes suggestions for how the City can work towards these goals in the future, such as incentives and other measures.

Development Impact Fee Study

The City maintains a Development Impact Fee (DIF) Schedule to apply costs associated with service provision to new developments as they occur. Areas of service including police, fire, emergency medical service, water, sewer, schools, roadways, City facilities and other infrastructure and services were considered in the DIF. Regular updates to the DIF Schedule are needed as conditions and costs change over time.

City of Ione Downtown Revitalization Plan

The Downtown Revitalization Plan was adopted in May 1994. The intent of the plan is to examine the business climate, land use and infrastructure issues, and to provide a retail and tourism market analysis as part of the development of a comprehensive strategy for implementing downtown revitalization. The goals of the Plan include creating a framework for future efforts, to include the City government, private businesses, and interested citizens and to make the performance of the business sector a priority. While the general goals of this plan are still relevant, other plans, including this General Plan, a future Redevelopment Plan, and master planning for the downtown will take precedence in efforts to develop and improve downtown Ione.

Business and Community Associations

The business and community associations work with the City to promote downtown business development. The associations encourage economic development through city beautification, hosting events, and provides marketing for local businesses.

RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

Economic prosperity requires an adequate supply of land and uses, a strong, adequately trained local workforce, trade opportunities, a sound infrastructure system, and financing mechanisms. This Economic Development Element is tied to the Land Use Element through policies related to lot coverage, density, intensity, and infill of underutilized properties. The Public Facilities Element



ECONOMIC DEVELOPMENT

relates to the Economic Development Element in establishing goals and policies for the City's infrastructure improvements, community services, and public facilities. This Element is also closely related to the Circulation Element, which contains policies related to improving circulation and access that support economic development.

SETTING, ISSUES, AND CONSIDERATIONS

RETAIL AND SERVICES

Ensuring sufficient retail and service commercial facilities is an overarching need of the City. The two primary shopping areas within the central core of Ione, downtown and the small shopping center adjacent to downtown, do not provide complete basic needs, resulting in residents frequently shopping in other cities. Various strategies and reports have been utilized in the City in years past to entice additional retail and service development, with limited success.



Ione's commercial core generally runs a few blocks along Main Street. An expansion of the downtown area could include additional blocks along Jackson Street, providing greater retail and office opportunities. The existing retail buildings and assets are aging, but considered a part of the charm of Ione's historic downtown character. Revitalization and intensification of the downtown would improve the overall image and atmosphere within Ione and would make the downtown more vibrant and economically stable. Expansion of the downtown retail area would need to consider the renovation and refurbishment of existing buildings, as well as development standards necessary to entice development and reuse of such facilities and parking

SMALL TOWN QUALITY OF LIFE

Ione's small population, central downtown area, and numerous historic resources provide residents and visitors with a sense of community and local character. While the City aims to make room for more development, economic development efforts will balance the needs of the existing population and the anticipated growth. Downtown businesses will remain focused on providing goods and services to the residents of Ione.

ENTERTAINMENT AND TOURISM

The City is seeking additional means of providing both entertainment to its residents and regional attractors to increase tourism and visitation to the community. These are high priorities for both downtown and Citywide commercial development, as established in community meetings and via direction provided by the City Council.

The Castle Oaks Golf Course is one of two golf courses located in Amador County that attracts visitors from throughout the region. Howard Park and the Ed Hughes Memorial Arena provide a

ECONOMIC DEVELOPMENT



wide range of recreation opportunities which bring people to Ione. Howard Park includes regional sports facilities for soccer and baseball. The Arena hosts many special events for local and regional groups, drawing visitors to the City. Ione's scenic vistas and open spaces draw bicyclers to the region. Additionally, Ione has several historical attractions, including the Preston School of Industry (known as The Castle) and the historic downtown. There are several lakes in the region with fishing, camping, and boating, such as Pardee Reservoir, Camanche Reservoir, and Lake Amador. Special events in Ione include Ione Homecoming (an annual community picnic celebration and parade at Howard Park), street fairs, Christmas parade, and other community celebrations and gatherings. As Ione grows, these attractions can provide a backbone to tourism-generated income.

EMPLOYMENT

Major employers in the City include the State of California, who employs workers at the Mule Creek State Prison, the Preston Youth Correctional Facility, and the CAL FIRE Training Academy. Since these state facilities operate at all times and bring workers from throughout the region, many opportunities exist for attracting these employee's retail and restaurant spending. Additional employers within the City and the surrounding area include mining and agricultural operations and community service employment. Development opportunities exist for industrial and office development in the Industrial Park and Triangle Policy areas (see Land Use Element), and for office uses downtown, in the Preston Reuse Policy Area (see Land Use Element), and other parts of the City. As these areas are developed or intensified, more employment opportunities will become available in the City.

HISTORIC SITES

The Preston Castle is a treasured resource and attraction for the City of Ione. Built between 1890 and 1894, the Castle is the most significant example of Romanesque Revival architecture in the Mother Lode. The facility is listed as California Registered Historical Landmark No. 867 and on the National Register of Historic Places (NPS-75000422). It was originally built to house the Preston School of Industry. However, new facilities were completed for the school in 1960 and the castle was closed.

Additional historic sites and features of the City include the Ed Hughes Memorial Arena and racetrack, located at Howard Park. The racetrack is one of the oldest of its kind still in existence. Additionally, the Ione Community Cemetery, next to Howard Park on Church Street, reflects the pioneer history of Ione and dates back to 1852. Numerous buildings in downtown Ione represent Ione's history and present a resource and attraction for the City.



ECONOMIC DEVELOPMENT

ISSUES THIS ELEMENT ATTEMPTS TO SOLVE

This Element provides goals, policies, and actions that address the following issues, many of which were raised at public meetings during creation of the General Plan:

- Downtown buildings are a treasured historic resource, and maintenance and preservation of such resources are critical to the success of downtown.
- Sales revenues which could support the community are being lost as shoppers travel to surrounding areas to make many purchases.
- Ione provides attractions for tourists but lacks sufficient entertainment and dining options to support residents and visitors to the community.
- Parking requirements in downtown are a negative factor for attracting businesses to Ione.
- The City should achieve a jobs-housing balance by ensuring a balanced supply of job generating land uses and residential uses.

GOALS, POLICIES, AND ACTIONS

The goals of this element are as follows and are listed subsequently with corresponding policies and actions:

GOAL ED-1: Diversify Ione's economy by facilitating and encouraging land uses providing substantial and sustainable fiscal benefits to the City and residents.

Policy ED-1.1: The City shall ensure an adequate supply of commercially viable land for future development.

Action ED-1.1.1: As part of the General Plan Annual Report, identify need for additional locations for office, industrial and retail uses.

Action ED-1.1.2: Target grants, redevelopment programs, and other incentives to underutilized and vacant sites more adequately suited for vibrant and successful revenue-generating uses.

Action ED-1.1.3: The City shall pursue annexation of lands within the Sphere of Influence as necessary to ensure an adequate supply of developable land, consistent with LAFCo proceedings. (*Cross reference: LU 1.4, LU 1.5*)

ECONOMIC DEVELOPMENT



- Policy ED-1.2: The City shall improve the viability of commercial retail and office space within the community.
- Action ED-1.2.1: Offer incentives to business owners and property owners for facade improvements, historic rehabilitation, and other building improvement programs in the downtown.
- Policy ED-1.3: The City shall support the retention and ongoing operation of mining and industrial uses within and around the City, including the successful neighboring of such uses with surrounding areas.
- Action ED-1.3.1: Actively work with property owners and developers to facilitate development of the planned industrial and office parks in the Industrial Park and Triangle Policy Areas south of the central City and elsewhere as designated by this General Plan. (*Cross reference: LU 1.10, LU 1.17*)
- Action ED-1.3.2: Foster retail and restaurant uses to support new industrial and office development.
- Action ED-1.3.3: Require heavy industrial uses and mining to include transitions in intensity, buffers, or other methods to reduce potential impacts on residential uses. Buffers may include land designated for other uses, such as agriculture, commercial, or open spaces.
- Policy ED-1.4: The City shall support non-profit business and merchant associations which aim to promote a strong business base, encourage joint marketing, and improve the City's business climate.
- Action ED-1.4.1: Collaborate with local businesses and merchant associations to promote and advertise local events and attractions.
- Action ED-1.4.2: Work with local non-profit and historical preservation groups and others to identify potential tourism-oriented market opportunities and to develop strong links between local businesses and regional tourist markets.
- Policy ED-1.5: The City shall provide a variety of housing types within and around Ione to support a diverse economy, including entry-level housing, senior housing options, and executive housing. (*Cross reference: H 5.5.1*)
- Policy ED-1.6: The City shall update the Zoning Code to provide flexibility within the downtown and downtown transition areas to facilitate economic development, including home-based businesses and telecommuting. (*Cross reference: LU 2.1.3*)



ECONOMIC DEVELOPMENT

GOAL ED-2: Encourage expansion of retail and services to meet local demands and generate tax revenues for the City.

Policy ED-2.1: The City shall support and foster increased commercial activity among businesses within the community. . (Cross reference: LU 2.3.1)

Action ED-2.1.1: Work with local business organizations, merchant groups, and local brokers and developers to attract companies that will serve Ione's specialty retail, some regional needs (e.g., electronics, home décor, crafts and art, fashion-oriented department stores, children's stores, beauty and spa), and other amenities to serve the community (e.g., restaurants, coffee shops, specialty businesses, ethnically diverse enterprises, and services).

Policy ED-2.2: The City shall strategically locate regional retail and commercial properties to take advantage of the local and regional transportation corridors (e.g., State Routes 104 and 124).

Policy ED-2.3: The City shall identify and target retail expansion and attraction efforts on companies and institutions that provide jobs with benefits and competitive wages for Ione residents. (Cross reference: LU 2.3.1)

Policy ED-2.4: The City shall promote local Ione businesses by encouraging residents and employees to obtain their goods and services locally.

Policy ED-2.5: The City shall promote its growing labor force and availability of both land and infrastructure as assets to attract new businesses to the community.

GOAL ED-3: Revitalize downtown and other existing businesses with a mix of uses and gathering places and attractions for daytime and nighttime activities.

Policy ED-3.1: The City shall continue to improve the downtown in order to create an economically diverse and financially successful district with offices, businesses, retail, services, entertainment, residential uses, and public spaces. (Cross reference: LU 1.9)

Action ED-3.1.1: Encourage re-occupation of existing buildings within downtown. (Cross reference: LU 3.1.1)

ECONOMIC DEVELOPMENT



Action ED-3.1.2: Prepare a Downtown Marketing Plan or Economic Development Plan that targets potential new businesses, including restaurants, retail, high quality commercial, and entertainment venues.

Action ED-3.1.3: Promote “buy local” campaigns to encourage Ione residents to shop in Ione’s businesses instead of traveling to other communities to make purchases.



Action ED-3.1.4: Complete an assessment of infrastructure deficiencies in the downtown and ensure that infrastructure is adequate to support planned intensity and density of land uses, including provision of adequate parking. (*Cross reference: PF 1.1, CIR 1.8*)

Action ED-3.1.5: When historic architectural resources that are either listed in or determined eligible for inclusion in the NRHP or the CRHR, or the local historical registry, are proposed for demolition or modification, require an evaluation of the proposal to determine whether the project proposal would result in an adverse impact on the historic resource. If an adverse impact to the resource is identified, feasible measures shall be identified to mitigate the impact, which may include modification of the design, reuse of the structure, or avoidance of the structure.

Action ED-3.1.6: Promote community participation in the preservation of historic resources in the City.

Policy ED-3.2: The City shall encourage an entertainment district in downtown, with a theater complex, restaurants, and other entertainment uses.

Policy ED-3.3: The City shall use Redevelopment and other financial tools to enhance economic development. (*Cross reference: CIR 3.3, H 4.4, LU 3.1.6*)

Action ED-3.3.1: Create and utilize a Redevelopment Agency to coordinate and implement downtown improvement projects.

Action ED-3.3.2: Finalize the City’s Redevelopment Plan and establish a Redevelopment District within Ione.

Action ED-3.3.3: Work with property owners and developers to attract private investment to redevelopment sites.



ECONOMIC DEVELOPMENT

Action ED-3.3.4: Supplement private and public funds through use of Community Development Block Grants and other outside funding mechanisms whenever possible to stimulate economic development in the City.

Policy ED-3.4: The City shall utilize infrastructure strategies that support development in infill areas including vacant and under utilized lots within the downtown area. (*Cross reference: H 4.5*)

Action ED-3.4.1: Continue to revise the Zoning Code to provide flexibility for special infill and redevelopment situations including incentives for development within the downtown area. (*Cross reference: CIR 1.8.1*)

GOAL ED-4: Attract and retain a balance of businesses that provide a full range of quality career choices, serving entry-level as well as highly trained workers

Policy ED-4.1: The City shall increase the number of jobs within Ione by coordinating economic development efforts with the needs of local businesses.

Action ED-4.1.1: Provide labor market information to local educational institutions and youth and adult training agencies for planning and curricula purposes on an annual basis.

Action ED-4.1.2: Promote and support business activities that support schools, such as school partnerships, City student internships, faculty internships, and job shadowing.

Action ED-4.1.3: Foster an on-going connection with existing industries to retain businesses by effectively responding to concerns, whenever possible.

Policy ED-4.2: The City shall encourage Ione residents and employees to live and work in the community.

Action ED-4.2.1: Work with local businesses and merchant groups to support “jobs first” and “first hire” programs to optimize hiring Ione residents.

Action ED-4.2.2: Promote housing development for all income-levels which are compatible with the employment opportunities within the City. (*Cross reference: H 4.2*)

Policy ED-4.3: The City shall establish programs to attract new businesses.

ECONOMIC DEVELOPMENT



Action ED-4.3.1: Annually update the Framework for Planning, Entitlement Review, and Development, providing developers and interested landowners with the information necessary to quickly apply for development permits within the City.

Action ED-4.3.2: Identify target businesses and retail sectors which will be most compatible with the needs of the community and the existing business and retail options available to residents.

Action ED-4.3.3: Establish a process or program to provide expedited review of development applications for targeted projects in key development sites.

GOAL ED-5: Promote the City as a regional destination with a recognizable City identity and brand, while retaining the small town quality of life.

Policy ED-5.1: The City shall increase the number of visitors to Ione by promoting the many attractions and activities within the City.

Action ED-5.1.1: Partner with regional tourist destinations to promote Ione as a family destination or day-trip from nearby hotels, wineries, and casinos.

Action ED-5.1.2: Advertise the many activities and diverse resources of Ione including, but not limited to, the Castle, historic downtown, Howard Park, equestrian opportunities, wineries, golfing, bicycling, lakes, fishing, camping and other outdoor recreational opportunities.



The Castle

Action ED-5.1.3: Create a recognizable city brand, which emulates the resources of the community and draws interest from a diverse population of visitors.

Policy ED-5.2: The city shall protect and enhance the historic character of the downtown. (*Cross reference: LU 1.9*)

Action ED-5.2.1: Identify programs such as historic tax credits which could provide support to the City's preservation efforts.



ECONOMIC DEVELOPMENT

Action ED-5.2.2: Seek out grants and participate in federal and state historic preservation programs, including Main Street USA and Preserve America, in order to provide funding and resources for downtown redevelopment and improvement.

Action ED-5.2.3: Develop historic preservation and sign ordinances that allow flexibility to property owners to maintain and enhance their buildings downtown while preserving their historic character.

Action ED-5.2.4: Develop pattern books and other design manuals to assist property owners in developing effective and cost efficient façade enhancements of existing buildings.

Policy ED-5.3: The City shall enhance entertainment options for residents and visitors.

Action ED-5.3.1: Work with local businesses to host special events within the downtown and at key attractions, such as Howard Park and the Castle.