

# Chico 2030 General Plan Policy Workshop



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GENERAL PLAN UPDATE

April 1, 2009  
6:00 to 8:00 pm

# Tonight's Meeting

- Overview of General Plan update effort to date
- Live polling exercise and discussion about policy issues
- Next steps

# General Plan Process

- Visioning Efforts
- Understanding Key Issues
- Guiding Principles
- Land Use Alternatives
- Selection of a Preferred Land Use Alternative
- Consideration of Key Policies

# Chico 2030 General Plan Process



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# Your Input on Key Policies

1. Quality of Life and Priorities
2. Mixed Use and Infill
3. Sustainability
4. Economic Development
5. Traffic and Parking

# Live Polling Exercise

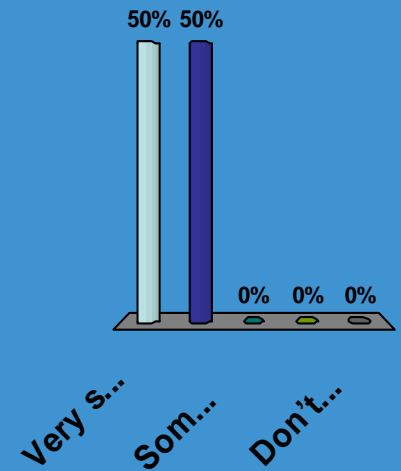
- We'll ask series of questions regarding your interests/priorities
- You'll vote using remote controls
- We'll show instant results of the collective response
- We'll discuss the results
- Helps us all understand the community issues and priorities

# QUALITY OF LIFE AND PRIORITIES QUESTIONS

# Generally speaking, are you satisfied or dissatisfied with the quality of life in Chico?

1. Very satisfied
2. Somewhat satisfied
3. Somewhat dissatisfied
4. Very dissatisfied
5. Don't know/don't care

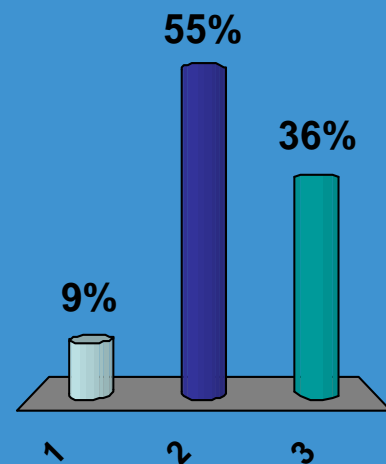
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# Overall, would you say the quality of life in Chico is getting better, getting worse, or staying about the same?

1. Getting better
2. Getting worse
3. Staying the same

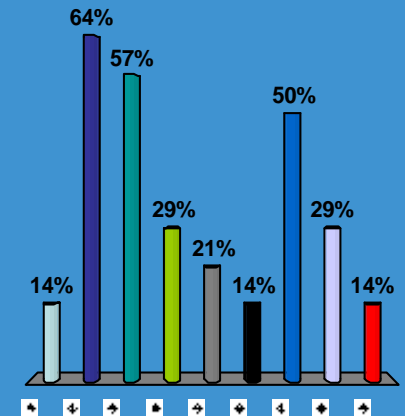
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# Which three of these are MOST important to you?

1. Public safety (includes "Crime")
2. Growth of housing/residential development
3. Traffic congestion/transportation
4. City finances/budget
5. Population growth
6. Cost of housing/cost of living
7. Lack of high paying jobs/job opportunities
8. Commercial development
9. Other

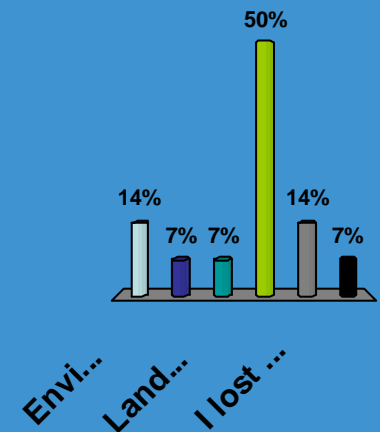
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# Which of the following best describes the reason for your attendance tonight?

1. Environmental activist
2. Business interest
3. Land owner/developer
4. Resident
5. I lost a bet
6. Nothing good on television

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# MIXED USE & INFILL POLICY QUESTIONS

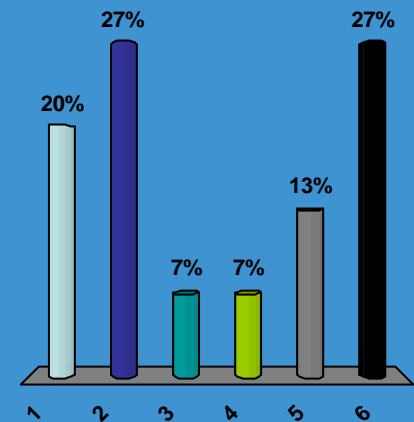
# Mixed Use and Infill Context

- Chico is moving toward a more sustainable and compact growth pattern
- Future housing and job needs will rely more on infill and redevelopment
- Integrating uses has many benefits
- Simply allowing mixed use in Chico has not yielded desired results
- Compatibility remains an issue

# Which combinations of land uses do you believe are most desirable in Chico?

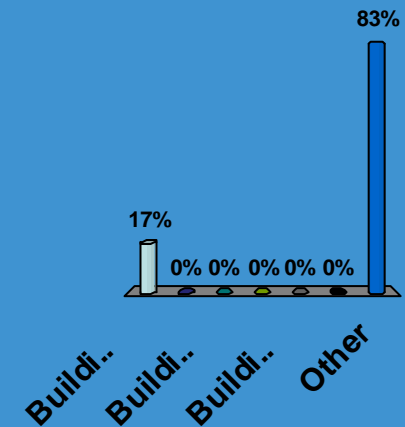
1. Commercial uses integrated with low-density residential
2. Commercial uses integrated with high-density residential
3. Commercial use integrated with office uses
4. Low Density residential uses integrated with office uses
5. High Density residential uses integrated with office uses
6. Other

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Which factor do you believe is the most important consideration when locating a new mixed-use development next to an existing neighborhood/area?

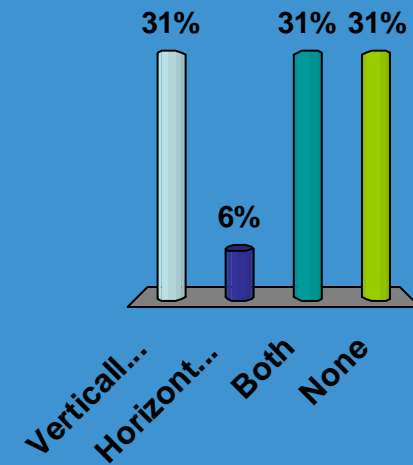
1. Building design/style
2. Building color
3. Building height
4. Building landscaping
5. Building orientation
6. Building use/activity/operation
7. Other



# Which type of mixed-use development do you believe is most appropriate for Chico?

1. Vertically integrated mixed use
2. Horizontally integrated mixed use
3. Both
4. None

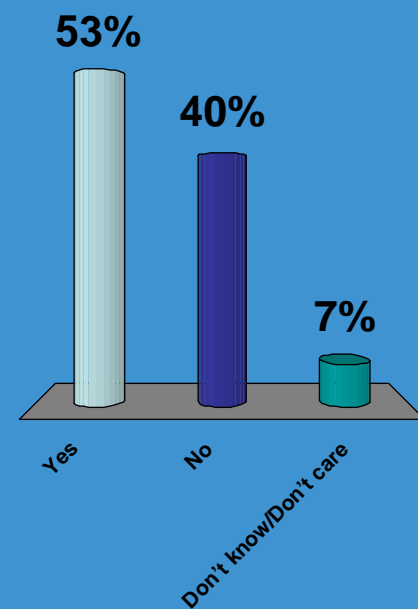
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# Do you believe that the City should offer incentives, such as reduced fees, to projects which include a mixed use component?

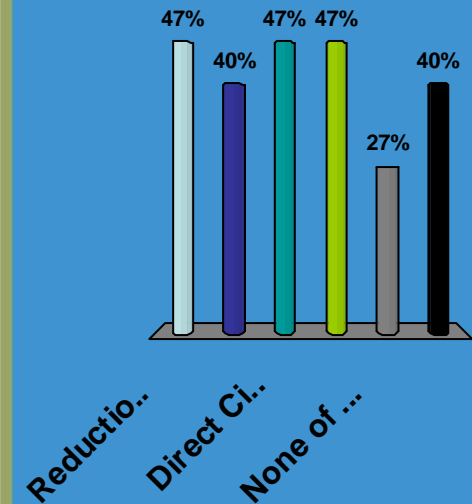
1. Yes
2. No
3. Don't know/Don't care

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# Which incentives do you believe would be most appropriate for the City to utilize to encourage new mixed-use projects?

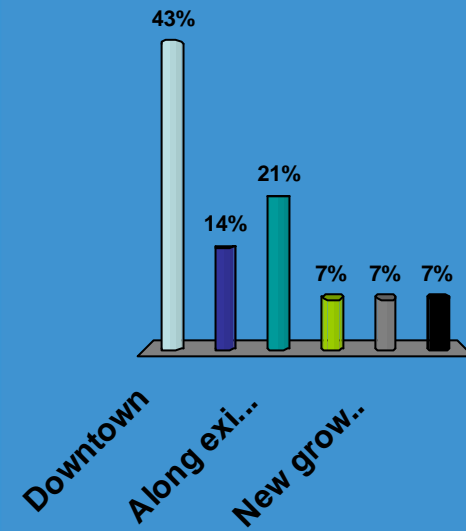
1. Reductions in development fees
2. Reduction in project development requirements (e.g., parking, landscaping)
3. Direct City participation in infrastructure costs
4. Streamlining of construction review and permitting process
5. None of the above
6. Other



# Where do you believe that the City should target such development?

1. Downtown
2. Along major roadways
3. Along existing transit corridors
4. Within existing developed commercial centers
5. New growth areas
6. The City should not target specific areas for mixed-use development

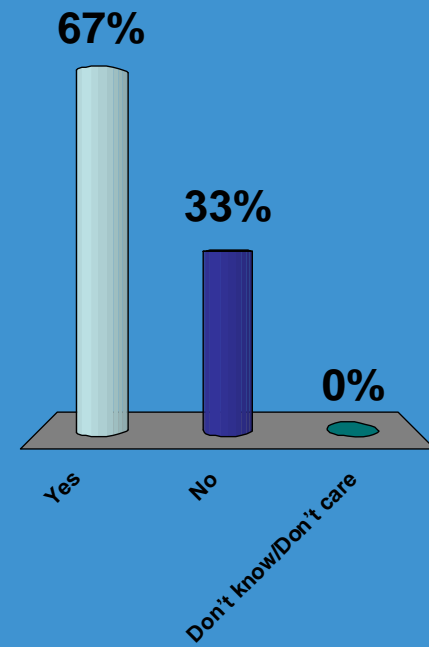
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# Do you support the idea that the City should focus new residential growth within the existing City area?

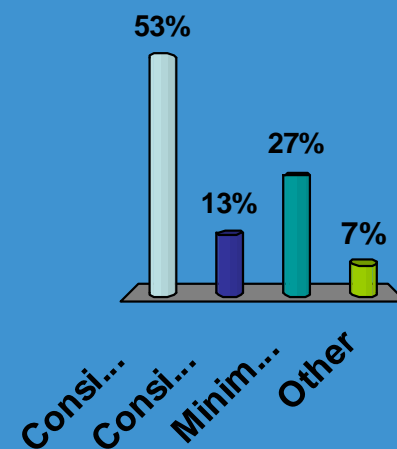
1. Yes
2. No
3. Don't know/Don't care

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# What factor do you believe is the most important in assuring the success of future infill development projects?

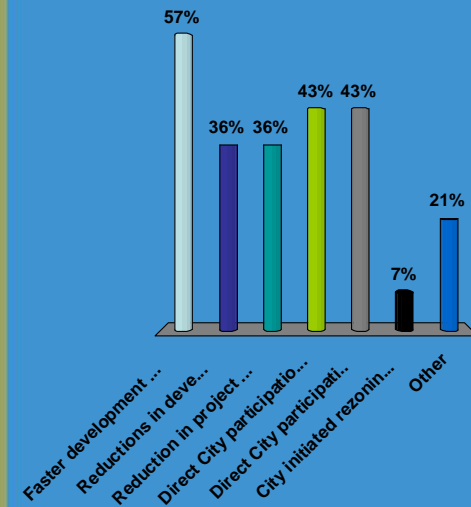
1. Consistency between the density or intensity of existing and new development
2. Consistency in the look (design, color, layout) of new development and existing development
3. Minimizing traffic impacts of new development on surrounding streets
4. Other



# Which do you believe the City should consider using to encourage new infill projects?

1. Faster development processing
2. Reductions in development fees
3. Reduction in project development requirements (e.g. parking, setbacks, landscaping)
4. Direct City participation in infrastructure costs
5. Direct City participation in neighborhood outreach efforts
6. City initiated rezoning actions
7. Other

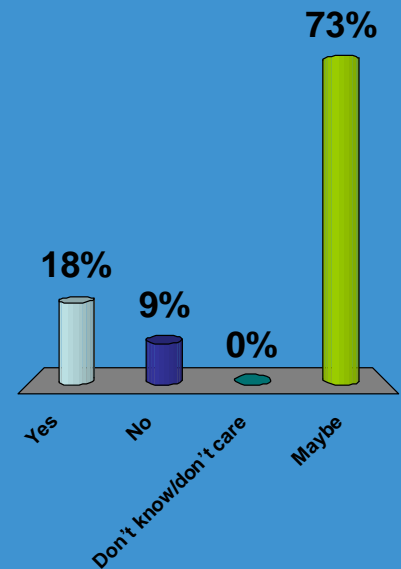
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# Do you believe it is reasonable to locate new developments having higher densities or intensities than existing surrounding development?

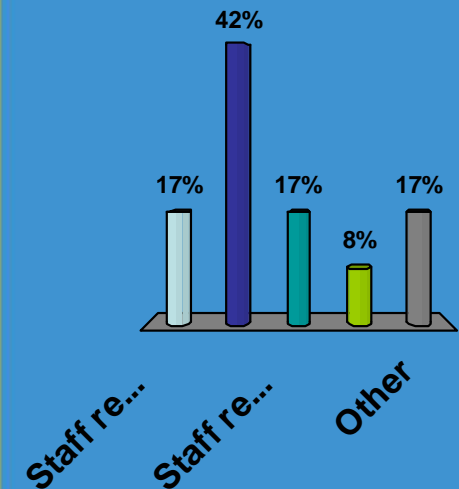
1. Yes
2. No
3. Don't know/don't care
4. Maybe

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# Which methods do you believe would be appropriate to streamline the approval process to encourage new infill development projects in the City?

1. Staff review for projects consistent with General Plan land use and density requirements
2. Staff review for projects meeting adopted development and design criteria (e.g. checklist)
3. Staff review for projects consistent with adopted Neighborhood Plans
4. None of the above
5. Other



# **SUSTAINABILITY POLICIES**

# Sustainability Context

- Residents and decision makers want Chico to be a sustainability leader
- Sustainability definition:
  - Sustainability in Chico means enhancing our natural resources, economic interests, and quality of life so that present and future generations can reach their greatest potential, promoting a culture of stewardship that distinguishes Chico as a sustainability leader

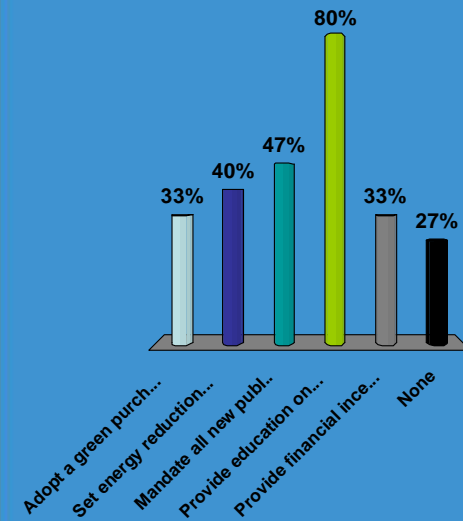
# Sustainability Context

- Whole-systems approach = well balanced critical systems (environment, economy, and society)
- Chico is considering many new policies – some easy to integrate and implement, others require more consideration, resources, commitment

# Which of the following actions should be directed by the 2030 General Plan?

1. Adopt a green purchasing program for all purchases made by the City
2. Set energy reduction goals for municipal operations and perform annual energy audits to monitor progress
3. Mandate all new public buildings be built to LEED Silver (or equivalent) standard
4. Provide education on green building, energy and waste conservation to the general public
5. Provide financial incentives for green building, energy and waste conservation to the general public
6. None

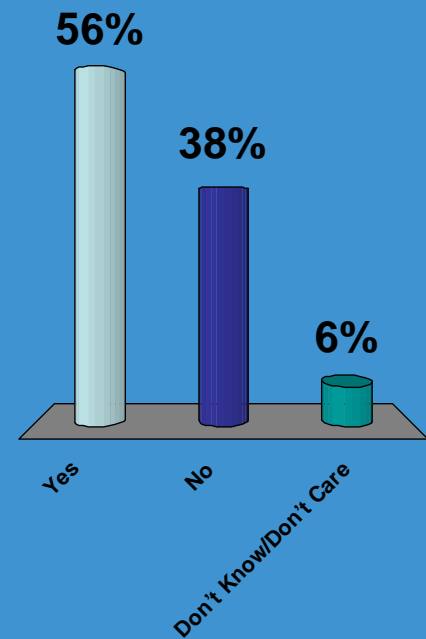
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# Should yard waste collection become a mandatory service within Chico?

1. Yes
2. No
3. Don't Know/Don't Care

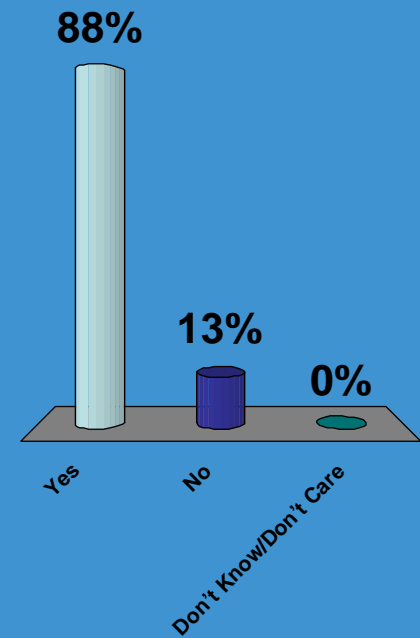
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# Should the City require recycling collection from commercial properties?

1. Yes
2. No
3. Don't Know/Don't Care

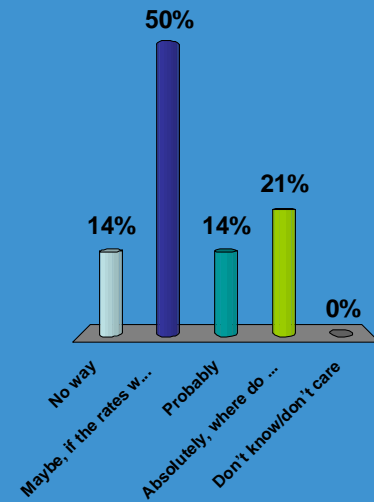
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If Chico offered low-interest loans for energy-conserving modifications (e.g., solar panels, dual-pane windows) repaid through property taxes, how likely are you to apply for a loan?

1. No way
2. Maybe, if the rates were good
3. Probably
4. Absolutely, where do I get the application?
5. Don't know/don't care

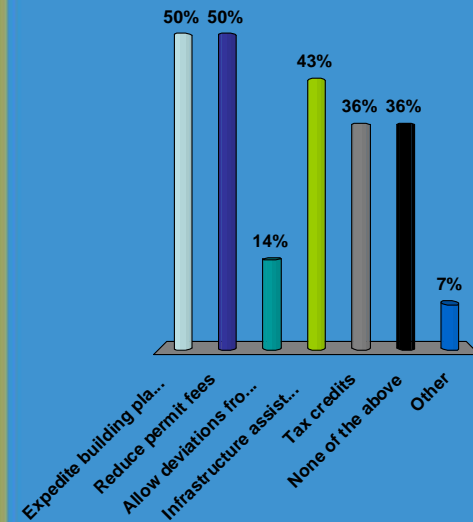
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# Which of the following incentives should the City offer to green businesses providing quality jobs?

1. Expedite building plan review
2. Reduce permit fees
3. Allow deviations from the development standards, such as administrative architectural review, etc.
4. Infrastructure assistance
5. Tax credits
6. None of the above
7. Other

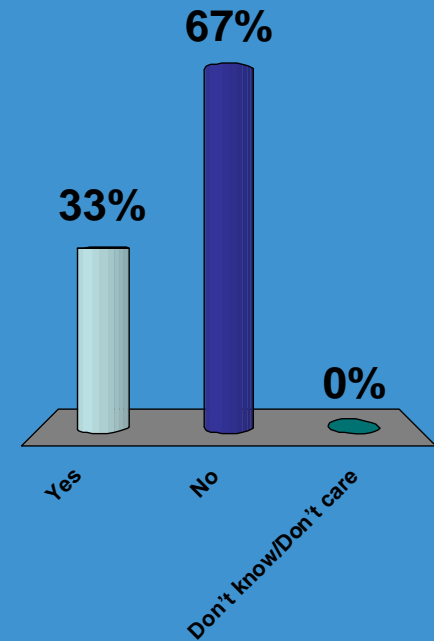
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# Should the City of Chico require priority parking for carpools and electric/hybrid vehicles in larger parking lots/structures?

1. Yes
2. No
3. Don't know/Don't care

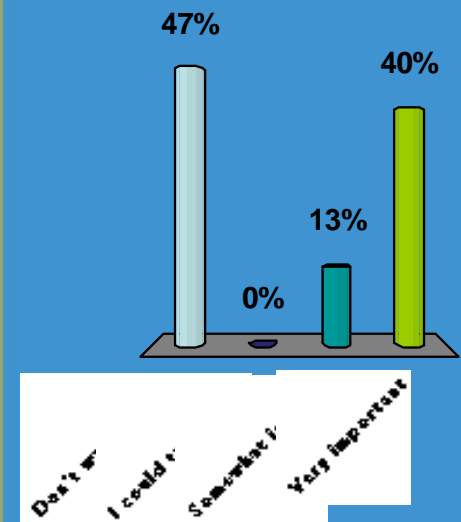
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# How important is a local community garden to you?

1. Don't waste the land
2. I could take it or leave it
3. Somewhat important
4. Very important

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# **ECONOMIC DEVELOPMENT POLICIES**

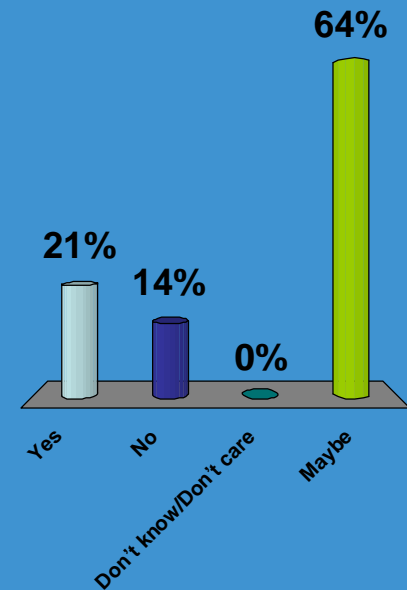
# Economic Development Context

- There is a strong community desire to keep, grow, and attract good-paying, professional jobs to Chico
- Current efforts have not yielded significant results
- What other tools should the City employ to make this goal a reality?

# Should the city provide financial /other incentives to keep/attract jobs/businesses?

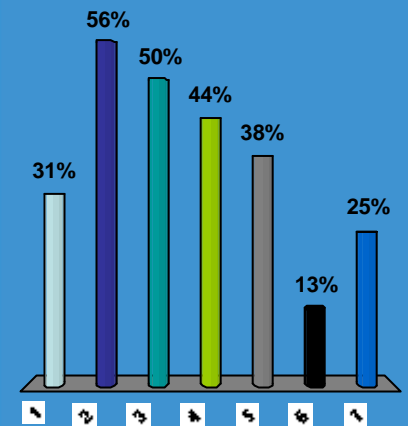
1. Yes
2. No
3. Don't know/Don't care
4. Maybe

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# If yes, what types of resources should the City utilize for this purpose?

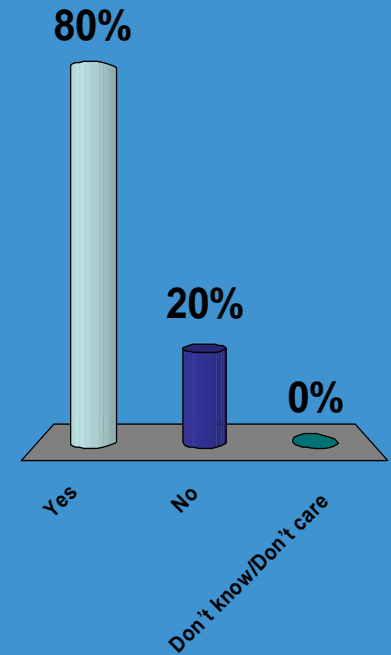
1. Fee waivers/reductions
2. Streamlined review process
3. Land assembly
4. Infrastructure support
5. Direct reimbursement for job creation
6. All of the above
7. Other



# Should the City commit resources to ensure “shovel ready sites” for business development that lead to jobs and tax revenue?

1. Yes
2. No
3. Don't know/Don't care

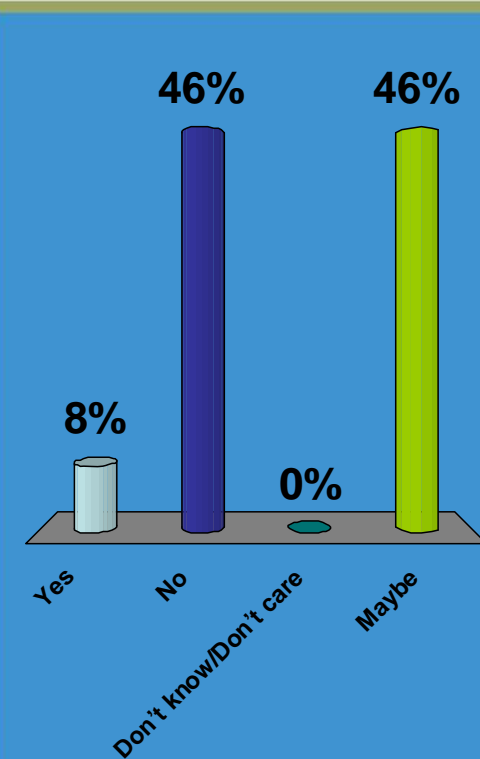
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If appropriately designated vacant land is not available to the market for job creation, should the City get involved in land ownership/assembly and pre-development activity to make it available?

1. Yes
2. No
3. Don't know/Don't care
4. Maybe

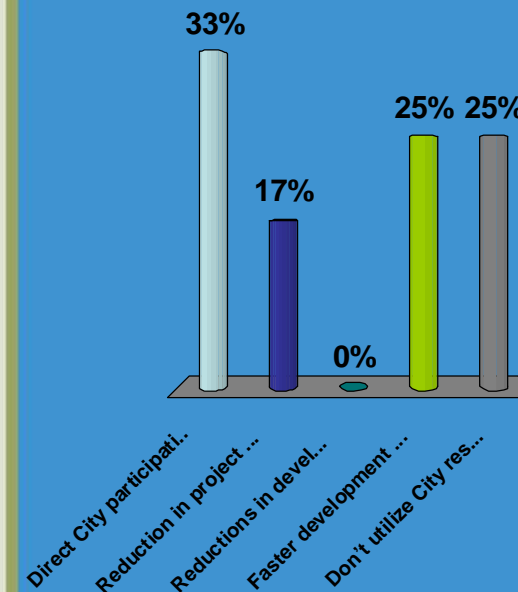
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# Given the City's desire to achieve a compact urban form, how can the City best intensify the use of existing zoned industrial areas?

1. Direct City participation in infrastructure costs
2. Reduction in project development requirements (e.g., parking, setbacks, landscaping)
3. Reductions in development fees
4. Faster development processing
5. Don't utilize City resources for this purpose

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# TRAFFIC & PARKING POLICIES

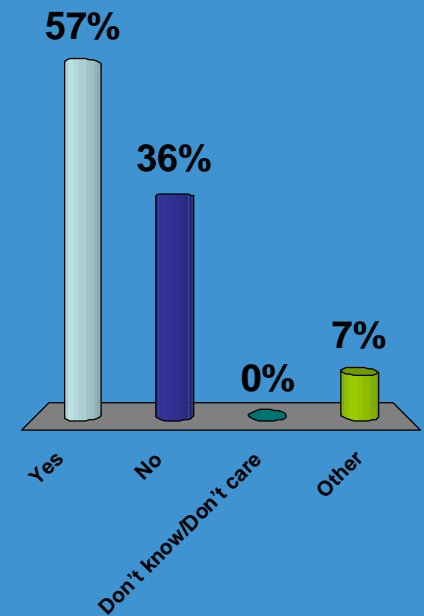
# Traffic and Parking Context

- The Preferred Land Use Alternative for 2030 relies heavily on infill and redevelopment to meet future housing and job needs
- Increased development densities and intensities can have traffic and parking impacts on existing areas
- Currently, Level of Services (LOS) standards establish traffic volume and congestion thresholds (at peak periods) for the City's roadways

# Would you be willing to accept more traffic if that resulted in more public investment in alternate modes of transportation?

1. Yes
2. No
3. Don't know/Don't care
4. Other

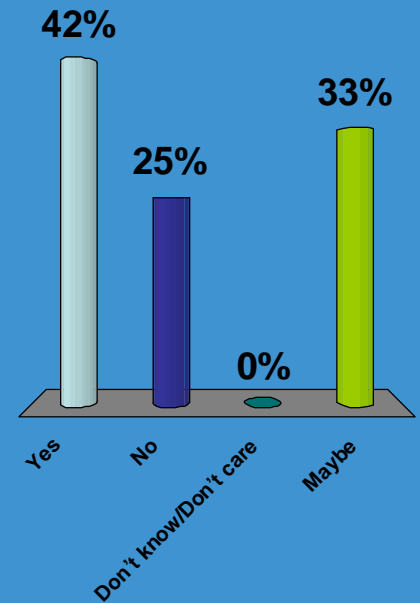
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To reduce significant capital costs for expanding roadways, should the City consider lowering its Level of Service standards along certain roadways or in specific locations?

1. Yes
2. No
3. Don't know/Don't care
4. Maybe

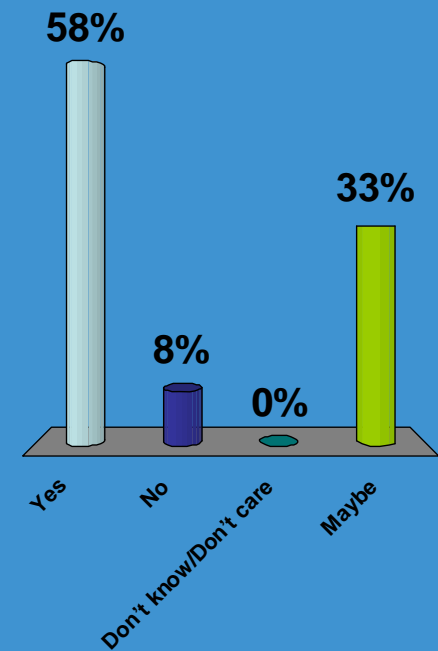
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# Based on your experiences, do you believe that the City should reduce its existing parking standards?

1. Yes
2. No
3. Don't know/Don't care
4. Maybe

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# Conclusions and Next Steps



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- What did we hear?
- How will that info be used?
- What's next?
- Ways to get involved!

# Next Steps

## **City Council/ Planning Commission Joint Workshops/Study Sessions**

- **Tuesday, April 28th 1:00 – 6:00 pm**
- **Tuesday, May 13th 1:00 – 6:00 pm**

# Thank You!

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