

Key Issues for Chico General Plan

Chico General Plan Understanding and Visioning Chico Phase Comprehensive List of What We Heard (February 26, 2008)

Phone Survey Summary for Key Issues (400 participants)

Most important local issues (in order)

- public safety and crime
- growth and development (most support new housing south of city and new commercial north or south of City, most oppose new housing or commercial development west of the City)
- the environment (emphasis on importance of preserving open space)
- traffic congestion (most have concerns, but do not prioritize or embrace the potential solutions)
- local jobs (need more high paying jobs)

Visioning Workshop (175 participants)

Live Polling Exercise – most significant responses:

- Residents would like more housing choices available to them in 10 years (31% wanted a home with a small yard, 21% wanted a home with a large yard, 22% a townhouse or condo, 22% a loft of condo above commercial, and 3% an apartment)
- Nearly 95% of participants think that preserving open space is important (78% very important, 17% important or somewhat important)
- Nearly 84% of participants think that reducing traffic congestion is important (50% very important, 34% important or somewhat important)

Small Group Discussion Exercise – What Participants Want to Preserve in Chico in 2030:

- Trees, open spaces, parks and views (117 votes)
- Chico's small town feel, sense of community (61 votes)
- Downtown and business district (58 votes)
- Bidwell Park (36 votes)
- Historic buildings and neighborhoods (28 votes)
- Quality of neighborhoods (24 votes)

Small Group Discussion Exercise – What Participants Want to Improve in Chico in 2030:

- City's bike paths (68 votes)
- Rail lines and alternate/public transportation (63 votes)
- Traffic (38 votes)
- Pedestrian access/walkability (34 votes)

Small Group Discussion Exercise – What Participants Want to Add in Chico in 2030:

- Regional transportation out of Chico (37 votes)
- Public transit (36 votes)
- Mixed use development (26 votes)
- Safer, more extensive bike paths and bike lanes (26 votes).

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Stakeholder Meetings

Current and Past (Clif Sellars, Tom Hayes) Key Staff Interview Input 8-20-08:

- Need to better define neighborhood compatibility, density, compact urban form for Chico
- Need to test economic viability and potentially revise the concept/scale of neighborhood core/centers
- Affordable/inclusionary housing
- Need to define sustainability locally
- Connecting south part of town to Highway 99
- Growth areas and infill development (detailed analysis of 3 areas that are all outside of the greenline) – critical to determine where it will occur and at what density – neighborhood opposition to development at greater densities
- Need to figure out how to reward or incentivize good development
- Need to expand economic base – potentially through revenue sharing
- Need to work more proactively/collaboratively with CSUC on their expansion plan
- Implementation measures need solid financial grounding

BIA Stakeholder Meeting Input 12/5/07:

- Get the County out of Chico – put annexations behind us
- Development west of the airport is underutilized – good opportunity for job growth
- Affordable housing is critical problem – want our kids and employees to be able to get good jobs, buy homes, and raise families in Chico
- Need to establish both growth and no growth areas – no growth is bad for business and bad for the community – if we don't grow, people will just move to other areas
- Currently lack good ready-to-go land opportunities – need to study areas for new development to ensure that there are not huge environmental issues
- Commercial land opportunities for clean industry are very limited
- Need to establish more certainty in the process with clear policies regarding growth and development, then create tools to ensure consistency in the implementation for a more transparent process
- Need to ensure that the vision is fiscally viable
- Chico should remain a full service community
- Need to better define density for Chico (low density threshold of 6 du/ac, medium 7 – 10 du/ac still viable for sf, more is too difficult)
- Land costs are too high and need to be considered in the affordable housing equation
- Want to see growth boundaries moved to natural boundaries – allow development in the foothills, north, and south.
- Chico needs to be more business friendly so that it's less scary to do business here
- Affordable housing needs to be incentivized with more carrots and fewer sticks

Sustainability Task Force Meeting Input 1/7/08:

- Greenhouse gas emission reduction 7% from 1990 levels by 2012 – Planning Department should use Climate Action Report
- Chico as a leader in sustainability efforts
- If development incorporates sustainable building practices that drive efficiency look to reflect this in fee structures - equitize fee structure – especially in multi-family homes
- Key to success of policies is programs to educate the public
- Develop growth areas that reflect sustainability principles and community needs (redevelopment and revitalization of existing areas too)

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- Incentives, rather than mandates for sustainable business practices (e.g., green building, solar) – incentives for compact housing to promote efficiency, partner with inclusionary
- Need to define density, compact urban form and sustainability for Chico
- Shared concerns about lack of transparency and predictability in the process – suggested clear language and supporting graphics and diagrams – need a better definition of compatibility
- Immediate needs include economic sustainability, better jobs, and a defined growth area

K-12 Education Meeting 1/23/08

- Plan for K-12 schools in the immediate neighborhood to reduce bussing.
- Encourage and develop partnerships between CUSD and the City, Butte College, and CSUC.
- Develop more early college programs with Butte College
- Encourage entrepreneurial opportunities
- Expand vocational and early college education to develop workforce
- Promote sustainability and no net loss of resources
- Preserve the feeling that Chico is unique, the sense of community, and the strong “sense of ownership” of residents.
- Preserve small community feel and size of community
- Focus on neighborhood commercial cores
- Continue existing partnerships
- Continue HCP development
- Identify appropriate for school sites
- Increase walkability and bike safety, particularly for kids going to school.
- Create incentives for “good/smart” planning by developers
- Consider solutions to the City’s traffic problems (e.g., eastern ring route, more grid patterns)
- Strengthen economic base with “green” businesses

Community and Social Services Meeting 1/23/08

- Expand bicycle transit through Chico and connecting to nearby towns
- Encourage alternative energy including biodiesel busses
- Put Chico on the map as THE green city – green industry, alt. energy
- Protecting Bidwell Park and open spaces set aside to protect habitat for endangered and threatened species (Bidwell Ranch).
- Creating a variety of housing types in all new neighborhoods.
- Keep the theme of “compact urban form”
- Increase and integrate availability/stock/range/accessibility of low-income housing
- More aggressive measures to protect air quality
- City should lead a “Safe route to School” program for children who bike or walk to school
- Include visual examples of good looking high-density development
- Protect water recharge areas and water supply

Environmental Groups Meeting 1/23/08

- Preservation of parks and open space
- Protection and enhancement of the Urban Forest
- Registration, preservation and education regarding “significant” trees
- Enhanced alternative transportation favoring bike and pedestrian corridors

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- Creating neighborhood centers where people can walk to shopping and schools
- Continue theme of a compact urban form
- Creating neighborhood parks to take the pressure off of Bidwell Park
- Create connectivity between neighborhoods – no cul-de-sacs
- Need to move away from the compartmentalization of land uses. We aren't being sustainable.
- Need to have high speed rail to other Cities.
- Improve the transportation system and add traffic calming measures
- Need to revitalize Downtown and have a vision for the future
- Need architectural review improvements
- There needs to be a focus on sustainability, but also an understanding of what that means. The group suggested that it is the simultaneous focus on the environment, the economy, and society.
- Air quality standards and how they effect the formulation of General Plans and the processing of development projects needs to be factored into the planning process.
- Protection of streams, creeks and waterways.
- Protection of the City's Oak Woodlands for viewshed and habitat purposes.
- City supported agricultural easement program to protect farmland. No net loss of farmland.
- Cooperation with the Butte County HCP process.
- Water Conservation and groundwater management / aquifer protection.
- Use natural resource constraints to assist the process of land use planning.
- Keep open space around the perimeter of the City
- Continue to focus on infill.
- Good stream setbacks
- good housing mix.
- Need to build ecosystem areas – comprehensive and contiguous habitat for restoration.
- Buffer zones between agricultural and urban areas is a good notion, but we need to really look at how to create effective ones that protect air quality (overspray) for urban residents.
- Need to be careful that we don't create other cultural centers that take away from the Downtown core, and its role as the City center.
- Need to have follow-up and monitoring for parking lot shade requirements.
- Infill development is good, but there has to be more attention paid to context sensitive design. Bad infill can ruin neighborhoods.
- Keep compact urban form.
- Build the urban core "up" to provide more density.
- Water conservation for new development. New development has to be landscaped for water conservation (reduce landscaping).
- Use of latest technology for stormwater runoff and other environmental impacts
- Green building requirements.
- Integration of sustainable practices into project review.

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Neighborhood Groups Meeting 1/23/08

- City and University need to do a better job of working together
- Maintain the City's "small town feel" by preserving and enhancing existing neighborhoods
- Create appropriate transitions between new and older neighborhoods.
- Work to maintain and support the historical elements of the town (housing stock, commercial buildings., Bidwell Park, etc)
- Increase safety (better and more lighting). This was cited as critical by students.
- Protect parks and open space
- Work to promote compatibility and consistency between existing development and new infill development especially in neighborhoods.
- Work on enhancing the City's transportation system (more neighborhood circulator buses, better bike routes, use roundabouts and synchronized signals)
- Encourage sustainability in terms of transportation, building and economic development.

Health Services Meeting 1/24/08

- Affordable and accessible housing for low and very low income families.
- Improved public transportation – improved fixed route headways, longer hours of operation, etc.
- Continued focus on infill. People need to be able to live in the City core. It reduces impacts by keeping people close to services.
- Preserve Chico's character and its small town feel.
- Maintain the quality of life by limiting huge expanses of new housing, but make sure not to drive the cost of housing up for low income families.
- Provide affordable housing.
- Encourage higher paying jobs

Historical Interest Groups Meeting 1/24/08

- Protection of Downtown and Neighborhood Historical Districts
- Preservation and enhancement of historical resources
- Improved proactive approaches to preservation
- Keeping the Historic Quality of Downtown
- Recommend a long-range approach to protecting cultural resources
- Preserve the rural agricultural based image.
- Preserve Downtown neighborhood buildings that contribute to the community *and cultural identity*.
- The General Plan should encourage a team based approach to cultural and historic resources, through collaboration between agencies and organizations.
- The economic value of the many Historical assets should be better utilized through tourism opportunities.
- Recommend economic incentives for developers to encourage resource protection (via an historic preservation ordinance).

Butte Environmental Council (BEC) Sustainability Task Force Meeting 2/13/08

- Need to have a well defined urban boundary/urban limit lines (which requires coordination with Butte Co).
- How will we deal with traffic? We need to think about getting folks out of our cars.

Key Issues for Chico General Plan

- Value the agricultural aspects of the community and access to agricultural resources (preservation of agricultural lands).
- Greater regard for habitat and resource protection – oak valley reference in particular – Chico has habitat that may not be robust, but needs to be protected.
- Compact design is the cornerstone –particularly in light of sustainability.
- New urbanist development (3- to 4-story mixed use). Transportation that comes along with this type of density will be important.
- Issue of climate change
- Thresholds not created in the past GP can definitely be in this GP – air quality and water quality can drive it.
- Would like to see a design standard manual (drawn out) to demonstrate the concepts clearly.
- Watershed preservation.
- Creekside greenways – acquisition and easements for protection in absolute terms.
- Open space corridors that are connected.
- Enhance the Community Design Element
- Protect parks and trees
- Village Core concept – every new development would have a commercial center.
- Esplanade needs to be protected
- Need to have a different transportation infrastructure – need pedestrian amenities
- Consider appropriate locations for light industrial uses
- Opportunity to increase the economy/create more high paying jobs. Focus on small entrepreneurial businesses based on agriculture, eco-tourism, etc. Focus on opportunities associated with the university.
- Emphasis on telecommuting – make it easy for people to have high paying jobs that may be based in other areas.
- Intellectual incubator? Capitalize on sustainability e–focus on producing more of what we need here – self-sustaining community.
- More dedicated bike paths.
- Establish think tanks for the 21st century to expand ideas and vision.
- Preserve water supply
- Ensure affordable housing for different income levels – including integrated housing types, mixed use and small lots.
- Consider infill, second units, and multi-family mixed use development (e.g., more condos).
- Educate the community about alternative transportation and energy sources.
- Identify growth areas
- Preserve the watershed and protect it from development
- Active and passive solar should be part of the General Plan.

CSUC Meeting 2/13/08

- Preserve the Tree canopy/tree lined streets.
- Preserve historic neighborhoods and houses.
- Preserve the neighborhood feel of the Downtown area.
- Protect and expand existing parks and open space greenways resources
- Preserve the small town feel/community atmosphere.
- Protect free flowing neighborhoods.
- Preserve agriculture and the Greenline
- Preserve Upper Bidwell Park.

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- Improve the riparian corridors (add pathways). Along with connectivity and public access, reduce invasive species in these areas. Avoid lawns invading these areas.
- Increase job opportunities – job and business growth for graduates – ultimately looking for bigger and more diverse.
- Create more incentives for new business to come into the community.
- Improve bike friendliness downtown – more bike lockers, better bike facilities. Bike facilities are not safe – can improve this by better maintenance (particularly in the fall).
- Create more walking paths that are safe from vehicular travel.
- Consider redevelopment incentives for Park Avenue – proactive approach to improving this area.
- Create more affordable housing and improve services and facilities for the homeless.
- Tool box of incentives for quality, innovative design and projects. If the right mechanisms/incentives are in place, the developers will do it.
- Conversion of empty lots into community gardens.
- Encourage small business and local business.
- Ensure a variety of housing stock -- more alternative housing options (e.g., cooperative housing where each unit does not necessarily have a kitchen)
- Allow for the integration of some businesses (neighborhood services) integrated into the neighborhoods. More neighborhood corner stores.
- Create a variety of parks and recreational spaces (e.g., dog parks, disc golf course, etc)
- Consider creative re-use of portions of existing parks with loitering/homelessness problems to improve widespread usability of those parks.
- Consider traffic improvements and frequency of regional public transportation.
- Green improvements throughout the City.
- More focus and community education on the urban forest

Economic Development Committee Meeting 2/14/08

- Well planned growth (downtown, mixed-use).
- Better private sector economy and more business opportunities
- Premier center of commerce for this area of northern California.
- Preserve and enhance Chico's historic role.
- Chico should become a haven for innovation and entrepreneurial (start up companies that will help fuel the economy).
- Enhancement and stabilization of downtown – more mixed use and more attractive to growing and big business.
- Chico lacks commercial and industrial property that is ready to go. Need more ready inventory now.
- Attract incubator businesses and businesses that can offer good opportunities
- Create a full service community.
- Improve infrastructure and connectivity for all modes of transportation.
- Need to address partnerships to get the venture capital to the ideas/small business to make the successful business happen.
- Reinforce Chico's image as "Total livability"
- Need to improve connectivity between uses (e.g., Southwest Chico Plan with reluctance to connect to the industrial area to the south). Housing close to jobs needs to be a priority.
- Better coordination of transportation in and out of the City.

Mayor's Business Group Meeting 2/19/08

Key Issues for Chico General Plan

- Expansion of Airport infrastructure and flight services
- Creation of a business friendly and “open” environment
- Define clear base employment sectors or niches, while providing opportunities for start-up entrepreneurial enterprises.
- Slow and environmental sensitive, well planned, sustainable growth while enhancing quality of life.
- Increased tourism draw; convention center, statues, festivals, sustainability and art themes.
- The City should continue to develop and enhance business in the Downtown area by building up
- Provide opportunities for housing at the City's edges at lower densities.
- Recognize that it is people that make a viable community. Ensure accessibility of the Downtown area, including a residential component.
- Reduce the complications related to relocating businesses to Chico, while attracting high value business and executives through improved air service.
- Increase transit options to Downtown area to get people out of cars.
- Create new industrial sites, south of Chico to support accessibility of commuting employees, and freeway transport.
- Enhance cycling opportunities throughout Chico.
- New construction and streets should be branded with a “Chico-feel” with emphasis on sustainability.

What Barriers Does The City Face For Success? How Can They Be Addressed?

- Chico should own their own utilities – this could be a good funding source.
- We don't have examples of the good type of development. There should be examples. We don't have examples of good mixed use and good housing alternatives. Meriam Park.
- Barrier is not having teeth in the GP and not having the willingness to follow through.
- Need to have an ongoing vision – economic prosperity is a good vision, but they need the community to help guide development in the Diamond Mach area that will be reflective of the vision.
- “Unprecedented collaboration to make a vision happen”.
- We have several existing areas that are underutilized (North Valley Plaza Mall and area across the street – Liquor Locker).
- BCAG – barrier OR opportunity. We're out of touch as a City. City-County coordination is really important to Chico. We're an island in Butte County, but we are definitely impacted. BCAG is a huge resource – for regional transportation and financing of things to help Chico in the regional context. (e.g., they're missing out on opportunities for grants for alt. transportation).
- Safety needs to be taken into consideration into the design issues.
- Health is a huge consideration in terms of air quality and water quality.
- In the last GP, there was a carrying capacity discussion to say that new development areas would not occur until existing undeveloped areas were developed.
- There is a significant difference of opinion in the City in terms of climate action.
- \$ will be a barrier to implementing ideas and prioritizing projects.
- Consensus in the community is difficult - Sharpening differences and having active debate may not be a bad process – consensus is not always the best path to define the vision of the future.

Key Issues for Chico General Plan

- The City needs to decide what they want to be and convey it – are they pro-growth or not?
- Educating the public will be difficult – the City is disconnected.
- Misunderstandings of the true costs of public services, can't raise taxes
- The “graying” of the management staff throughout Chico
- Citizens need to be empowered to solve their problems and not wait for government to solve them
- Misunderstandings of the trade-offs in planning
- Greenline/goldline – barriers to growth and division of opinions on maintaining growth lines or allowing some flexibility
- City/County tax sharing
- Growth of CSUC
- Developers getting an unfair portion of the City's attention. Don't just respond to their bottom line; consider the community's needs.
- Budget constraints/limited, overworked staff
- Out of area developers with profit motives that potentially could disrupt or change the historic feel of Chico. The City needs to be proactive to protect what makes the community unique.
- The City's current economic and financial situation need to be addressed in regard to the historical resources, in order to keep older neighborhood vibrant, and preserve historical character. *During the current downturn in the economy, the proper incentives could create a boon for cultural resource protection.*
- Place a value on the character of older neighborhoods, where “sterilization” of the historic character could occur.
- Protection of the north side of town where undeveloped land exists to prevent the chain-store, tract-style housing that characterizes the south side of town.
- Out of area developers with profit motives that potentially could disrupt or change the historic feel of Chico. The City needs to be proactive to protect what makes the community unique.
- The City's current economic and financial situation need to be addressed in regard to the historical resources, in order to keep older neighborhood vibrant, and preserve historical character. *During the current downturn in the economy, the proper incentives could create a boon for cultural resource protection.*
- No growth attitude.
- Confusing regulatory and entitlement process that result in losses for business community.
- Disconnected groups doing economic development so new projects and businesses do not know who to work with.
- Lack of unifying community vision and follow through for implementation.
- Need to cultivate risk-taking behavior in the city organization, and bold decision making.
- Lack of consensus among the community, if Chico waits too long regulatory environment will become more problematic.
- Need political will to decide what Chico needs and stick with it, take risks.
- Need to combat public apathy. The City should take stands on environmental issues.
- Lack of cohesive public education regarding environmental issues and impacts
- We need best practices for City staff – new state-of-the-art tools.
- Planning Staff is too lenient on developers. The public does not have the same access to Planning Staff.

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- The City needs to do a better job of noticing homeowners, property owners, etc.. of meetings, hearings, etc.
- The public has not been actively engaged in the decision making process.
- Extremism and divisiveness is dialogue.
- There is too much political propaganda on key issues, and not enough clear digestible information available to the community. Need better dissemination of information. Get away from the sound bites.
- Opposing sides not talking through issues. Need to get people together to resolve issues.
- Financing of development is upside down – we don't need to grow at the rate we are growing.

Other Miscellaneous Substantive Comments About What Needs To Be Done In This Process:

- Need ag mitigation fee – considered, but not ever implemented.
- Need open space mitigation fee.
- Thresholds for resources – resource based plan – RCA, RMA – they were going to look at things like air quality and water quality. This is about creating numbers (e.g., storm water – we thought we were good, but if Chico Creek reaches this threshold, then things stop and we figure out what to do).
- Vision Institute.
- Question – how can we address such focused political positions (e.g., affordable housing). Need to think about ways that we can balance issues or consider multiple issues. They are asking to see staff focused on the broader interests and for staff to put forward alternative considerations.
- Discussion about the edges of the community - consider a requirement for clustering with open spaces to allow transition from existing neighborhoods to the natural and agricultural areas. Opportunities for transition have not been significantly explored.
- Passion is the blue oak – need to pay particular attention to blue oaks at the edges of the community. These resources are not adequately protected.
- Foothills are in Chico have 15,000 species of wildflowers, which is more than any other County. There is so much interest in the foothills – to be able to drive by and smell the air in this cooler environment allows residents to escape within their existing community. The viewshed in this area is critical.
- Based on our resource maps, there is a lot of potential for a large completely protected resource area.
- Include GP guidelines that support local businesses (with incentives) and discourage “big box” retailers (no giveaways). And give preference to locals in bidding for City projects.
- Adopt a title for Chico as a “Fair Trade Town” through a Council resolution
- Install a garden or statue dedicated to peace and local peace movement leaders – in park element, with grant funding
- Healthcare for all citizens of Chico to ensure a high quality of life. The City should officially support Single-payer Healthcare plans proposed to the State.
- Develop a support structure (safety net) for the growing number of homeless of all kinds, especially for those who are sick (partner with Enloe). The majority of our homeless (98%) are NOT transient.

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- Actually create the “Continuum of Care Council” that is already in our code, but was never formed
- The City should support the reform our criminal justice system toward more “restorative justice”. This costs the city less due to less jail time.
- Public involvement, outreach, noticing
- More projects like Campbell Commons
- Pre-application community meetings held by the developers
- Use local citizens (e.g., neighborhood organizations) as resources, as an extension of City staff
- Apply a “Chico look” to existing big box and chain stores to make them better integrated
- Council should pass stronger measures to protect our surface and ground water and our air quality. This should include monitoring and enforcement, as well as retrofitting polluting equipment.
- Run ALL buses on bio-diesel. New City purchases should give preference to alternative/green energy sources over traditional.
- Healthier foods in school lunches/breakfasts, while supporting local farmers
- More after-school options for youth by partnering schools and local organizations
- City should lead a task force to protect water supply
- City should commit to protect the foothills by establishing a “Goldline” to channel growth away from water recharge zones and the natural scenic beauty of the foothills.
- When developing property, consider the pre-historic sites in the Downtown and Bidwell area that exist. Site monitoring should be encouraged to learn more from the material that are being excavated.
- The General Plan should help to develop public awareness for the architecture and history of Chico, in order to gain support for Historic Preservation.
- Encourage integration of State Office of Historic Preservation (OHP) with 12 statewide cultural resource information centers, specifically to protect both built (historic) and non-built (prehistoric) resources.
- Be cautious in historic preservation so that the homes don’t become unaffordable.
- Crosswalks on Nord Avenue should include flashing lights given the significant number of students.
- Like to see the City use impervious surfaces for needed paving areas
- More neighborhood watches and/or improved police patrolling and service to try to improve the crime situation with home robberies. Need to improve safety in the downtown area.
- Need more parking for the visitor center – consider parking structures.
- Consider requirements for LEED certification – particularly for new big box development.
- Need street lights, sidewalks, curbs.
- Parking in Chico – campus in particular is not sufficient. Students buy parking passes, but there are not sufficient spaces. The parking pass is only a license to hunt for a space, not right for access to a space. Two hour parking downtown is not sufficient. Someone suggested parking in the Avenues. One participant suggested limiting parking to folks that are not in close proximity. Others suggested restricting freshman from bringing a vehicle to school.
- Need public education about the impacts of driving (emissions, etc) to get to more creative solutions.
- Consider creating areas of the City where automobiles are not allowed.
- Bus service needs improved frequency and better routes (expanded).

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- Go to the Smart Technology of purchasing a parking key for parking meters like they have done in downtown San Luis Obispo.
- Limit big box stores.
- Add law enforcement/code enforcement of traffic regulations, loitering, maintenance.
- Change policing strategy from targeting student crime (e.g., drinking, after hours) to public safety (e.g., throughout the day). Get police to know the folks in the community. Get police engaged with increased neighborhood watch. Want to see young people treated with respect.
- Consider adding an Ombudsman for both Police Department and Government in general.
- Add better telecommunication services throughout the City and surrounding areas (improve cell phone coverage).
- Smart lights timed at the speed limit.
- Revisit developer fees in Chico to help our budget situation – need to make sure that the City is not subsidizing development. Developers need to pay the cost of doing development.
- CC adopted strategy for expanding the economic base and don't think that we're focused on implementing (too difficult to get through the entitlement process from cradle to grave).
- Not a sustainable economy in the mix – it's too dependent upon residential development.
- No cultural amenities plan – need to look at it comprehensively. Need to figure out how to use the culture and the arts.
- Big gap between lower and higher level jobs.
- Create a long term strategy/collaboration between the City and CSUC about moving forward because it is a significant part of our economic engine.
- Parking is a problem that needs to be fixed. Get rid of fee for parking and provide the parking. Need to solve this problem if we're going to get parking Downtown.
- Infrastructure is needed first to develop any enterprise – and to flourish. First step is to do an inventory of infrastructure.
- Things to encourage a more vital downtown – eliminate in-lieu fee and increase the height limit. Many of the existing properties are held in trust – divested – ground leases are not currently well received – City needs to help prove that ground leases can pencil.
- We're overlooking our youth population – particularly the disadvantaged youth population.
- Expectation for students is that they have to leave because there are not good job opportunities.
- Transit should be invested in because it's a huge benefit to our local economy (e.g., just one Downtown Loop) – we need to make it a priority. Three miles in both directions from Downtown along Esplanade and park – back and forth transit options.
- Concern is that we as a City need to figure out how to do all of these things ourselves. There needs to be a discussion about how to leverage public and private investment maintain control over what and how these things are done/developed. Need to avoid the regulation and restrictions that come with this.
- Protect land around the airport
- Need to address the need to export services.
- If we want to grow, we need more multi-use facilities for convention and visitors.
- Need to maintain our trails and open space with our economic growth.
- Need to help define consumer – allow the market to define the need.

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- Signature architectural feature/iconic symbol (something magnificent downtown) – we're open for business
- Capacity to do net metering.
- Chico needs better branding as a community.
- Electric car share facility.
- More engaged in green development.
- Developer incentives.
- More services for areas.
- Well planned and moderately paced growth of the City - not fast growth for the sake of growing fast.
- Consider free wi-fi in the Downtown then expand it Citywide.
- Need zoning that doesn't allow ranchettes and focuses density in the City.
- City needs to require the mitigation of all impacts.
- Do not allow development adjacent to the Park.
- Need to protect the Greenline, however slight variations may be acceptable if enhanced preservation in other areas occurs.
- Accommodating form-based code. Continue to allow that diversity.
- City should continue to buy stream side parcels but should also be more aggressive.
- Focus on Bruce Road (Meriam Park) for development.
- Maybe look to south side of town for development.
- Take marginal farmland for housing.
- City and County revenue sharing agreements need to continue and improve – otherwise we will get sprawl (fighting for tax dollars).
- Keep our Urban Forester office, and increase the funding for office.
- Need a more aggressive parking lot shade effort. The blazing hot asphalt in parking lots is not sustainable. There can be better design.
- Need to limit drive-throughs. They are located at busy intersections and require more pavement, and therefore less trees.
- Put the "shalls" back in the Community Design Element.
- Create a linear cemetery along the Greenline – in perpetuity buffer.
- City should not provide services to proposed Casino.
- Encourage County not to sell water.
- Stand up against disc golf in Upper Park.
- Continue to protect Bidwell Ranch.
- Protect the farmer's market.
- Improved bikeway connectivity.
- Need HCP data fed into the General Plan process.
- City needs PR staff.
- Increase parking in the Downtown and around the Campus (to get cars out of the adjacent neighborhood)
- Some attendees thought that there could be some flexibility in the 'Greenline'
- A great deal of discussion was focused on extreme opposition to angled parking in south campus neighborhoods. Attendees cited concerns regarding safety, traffic and impacts to local residents. This was a high priority for the group.
- Helping families on the fringe get a jump start into main stream society – specifically assistance with housing.
- Working to remove disincentives for people who are unemployed to remain unemployed (e.g., loss of health insurance. People who can work need to get back to work.
- Continue to keep in check reasonable levels of development in Chico.

Key Issues for Chico General Plan

- People are involved in decision-making – there is a healthy community dialogue.
- Employment – this needs to become a major part of the community dialogue. Don't let it just happen naturally, we must pursue it.
- Need more projects like Bidwell Apartments, which provide reasonable rent cost, good density, good location, and good accessibility.
- As a community we need to support single payer, universal health insurance (the free market does not work with healthcare insurance).
- Endorse one agency for economic development, consolidate groups.
- The City should endorse specific groups for targeted economic development and clustering purposes to funnel efforts, rather than diffusing energy and resources.
- Match University and Community College course offerings to local business needs.
- Construction of a “loop road” around Chico.
- Develop and opportunities for an Auto-mall to concentrate auto lots in one location.
- Neighborhood outreach has been successful and this is a good vehicle for education.
- Media should be used to educate the public, and keep updates going over time.
- Use incentives and voluntary programs to get people involved.
- Working collaboratively with the CSU and the County
- Create geographically appropriate standards rather than applying an "one-size-fits-all" approach to regulations. (e.g. Noise sensitivity is different in the college area than in a suburban residential neighborhood yet the standards are the same) . The topic of more location specific noise ordinances was supported by both students and the homeowners representatives.
- Create a separate Cultural Resources (Historic Preservation) Element.
- Promote a public awareness program for cultural resources, utilizing team approach of City, Chico Heritage Association, Chico Museum, Butte County Historical Society, Mechoopda Indian Tribe, and CSUC. Promote a comprehensive approach under the cultural resources program, utilizing regular conferences.
- City needs to consider different mitigation fees (transit, other air quality mitigation outside of traffic impact fees).
- City should lead a task force to protect water supply
- Development of an Urban Forest Element in the General Plan
- Neighborhood districts – get each area to come together to make decisions collectively.
- At a minimum, the RMAs and RCAs attention to habitat should remain as a minimum standard.
- Traffic congestion is ok and good for encouraging other modes of transportation
- Improve streets by undergrounding utilities.
- Add conservation element and policies.