

Transmittal

Date: Friday, June 13, 2008

To: Chico General Plan Advisory Committee

From: Holly Keeler, Principal Planner (City)
Pam Johns, Project Manager (PMC)

Subject: Distribution of Materials for June 25th GPAC Meeting

Greetings GPAC Members:

The topic for the June 25th GPAC meeting is Draft Land Use Alternatives. As part of the General Plan process, the City is required to consider a reasonable range of land use alternatives to meet the City's objectives and ultimately to identify a preferred alternative for which more detailed policy development and environmental analysis will be prepared and conducted. Based on the facts, vision, key issues input, research and analysis, and sound planning principles, the Project Team has now developed three (3) preliminary land use alternatives for community review and input. Over the next 10 to 12 weeks, the Project Team is soliciting feedback and ideas to improve the alternatives. Revised alternatives will be presented to the joint session of the City Council and Planning Commission as an information item July 15th. The Planning Commission will then consider the alternatives July 31st and make a recommendation to the City Council. The City Council will identify a preferred land use alternative on September 2nd. At the June 25th GPAC meeting, the Project Team will be asking GPAC members to provide individual thoughts/ideas about the draft alternatives and to consider implications of each alternative. Please see the attached GPAC meeting agenda for additional information about meeting results and process.

This transmittal is intended to provide relevant background information and to identify the tools (materials) you'll need to review and prepare prior to the meeting.

Background Information

How Were Alternatives Developed?

Draft land use alternatives reflect the hard work done over the last 8 months to understand community facts, issues, and desires as outlined below:

1. Community Vision/Issues
 - Survey, visioning, stakeholders interviews
2. Understanding the Facts
 - Existing Conditions Report
3. Digging Deeper on Key Issues

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- Key issues workshops, stakeholder interviews
- 4. Research and Analysis
 - Opportunities and constraints
 - Market analysis, land absorption
- 5. Property Owner Requests (ongoing)
- 6. Guiding Principles/Big Ideas

Big Ideas/Guiding Concepts for Land Use Alternatives

The following list represents the key ideas/concepts regarding land use ideas as identified and prioritized by the community over the last 8 months:

- Clear growth boundaries/areas
- Compact urban form
- Natural resources/setting
- Complete neighborhoods
- New mixed use opportunities (new mixed use land designations)
- Thriving Downtown
- Circulation/mobility
- Economic development opportunity
- Special Planning Areas
- Sustainability and phasing

What We Know About the Existing GP

Assuming that the City continues a growth pattern consistent with the last 40 years, it is assumed that the City will grow at approximately 2 percent annually. In order to plan for that growth with the same market capture for jobs and retail development, the existing General Plan would need to accommodate the following (above and beyond what is currently allocated):

- Population +~50,000 persons
- Dwelling Units +~21,000 units
- Retail +~380 acres
- Office and Commercial +~150 acres
- Industrial +~320 acres

This additional acreage does not assume improved market conditions or implementation of target goals, such as an improved job market. Thus, the above listed needs were assumed to be the minimum needs that each land use alternative should accommodate.

Draft Land Use Alternative Maps – Focus of Attention

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The 3 Draft Land Use Alternatives identify and highlight a few dozen significant changes, which are categorized as follows:

1. Constraints Considerations
 - Environmental resources with limited land use options
2. Opportunity Sites
 - Vacant/underutilized sites
 - Redevelopment/mixed use
3. Special Planning Areas
 - Large areas with development/ redevelopment potential that require subsequent master planning

The maps for each land use alternative show circles and ovals around opportunity and constraint sites and call out the special planning areas with concept plans (aerial exhibits with graphic/cartoon like land use shapes depicting the desired land use concept). All of the proposed changes to existing land use designations are listed in the Summary of Land Use Changes tables for each land use alternative. Land Use Designations (including modifications to existing designations and new land use categories) are listed in the attached Land Use Designation and Description file.

Land Use Alternative Summaries and Distinctions

The following list represents the key distinctions between each of the land use alternatives. While we have developed spreadsheets with land use acreages and development assumptions, it is not the purpose of this phase of the alternatives to delve into that level of detail. Rather, we're asking the community (and GPAC) to focus on the concepts, patterns, and general solutions.

Alternative A Summary/Distinctions

- Largest additional growth area
- Expansion focused on the north/south corridor, southeast area and beyond the Greenline
- Constraints considerations restricts development in select east areas
- Greatest additional residential acreage (majority low/medium)
- Redistributes commercial growth
- Substantial new jobs and lots of new mixed use opportunity

Alternative B Summary/Distinctions

- Moderate additional growth area
- Expansion focused on the north/south corridor, limited growth beyond Greenline
- Constraints considerations maintain limited job/residential growth in select east areas
- Substantial residential growth – low, medium, and high
- Most new job opportunities and lots of mixed use opportunity

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Alternative C Summary/Distinctions

- Limited additional growth acreage
- Limited expansion north, south, and east, no expansion beyond Greenline
- Constraints considerations restricts development in select east areas
- Assumes significant redevelopment at medium and higher densities
- Adds mixed use opportunities in many existing areas

Process and Next Steps

On June 10th, the Project Team hosted a public workshop to present the first draft land use alternatives and to solicit feedback and ideas to improve. Approximately 75 persons attended the workshop. Because of the magnitude of information presented, the public requested additional time to review and comment on the initial alternatives. We've requested that interested parties provide comments to the Project Team by the end of the day on June 18th. Thus, we have not summarized the materials received at the June 10th workshop. However, we will provide a summary of comments at the GPAC meeting on June 25th. We have also commenced stakeholder interviews to solicit additional input on the land use alternatives. Collectively, the input received will inform revisions to create improved land use alternatives for Planning Commission and City Council consideration.

At the GPAC meeting June 25, the Project Team will be asking for feedback and ideas to improve the land use alternatives for the Chico 2030 General Plan. These ideas, along with the community and stakeholder ideas will inform revisions to the land use alternatives. Those revised plans will be presented to the Planning Commission and City Council at a Joint Study Session on July 15th. With input and direction from the decision makers, the alternatives may be further refined. Ultimately, the City Council will need to adopt a preferred alternative (tentatively scheduled for September 2nd) for more detailed policy development and environmental analysis. The other alternatives are also analyzed, but to a lesser degree/level of detail.

Meeting Materials Attached for GPAC Consideration/Information:

- ❖ June 25th GPAC Meeting Agenda
- ❖ Written Work Assignment for June 25th GPAC Meeting
- ❖ Land Use Designation Descriptions
- ❖ Summary of Land Use Changes for Alternatives A through C
- ❖ Current General Plan Map
- ❖ Alternative A Land Use Map
- ❖ Alternative A Special Planning Area Exhibits
- ❖ Alternatives B Land Use Map
- ❖ Alternative B Special Planning Area Exhibits
- ❖ Alternative C Land Use Map
- ❖ Alternative C Special Planning Area Exhibits

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Other Miscellaneous Materials:

- ❖ Revised Draft Guiding Principles to reflect comments from the GPAC on May 28 (for informational purposes). As a reminder, these revised Guiding Principles will be discussed at a Joint Study Session with the Planning Commission and City Council on June 17th and we encourage you to attend the meeting.

The GPAC Meeting on June 25th will be structured similar to the May 28th meeting with a 10 minute introduction, a 15 minute public comment period, a 2 hour GPAC discussion period, and a 5 minute closing comment period. This agenda assumes a two and half hour meeting from 6:30 to 9:00 pm. With majority support from the GPAC, the meeting can be extended up to an additional 30 minutes. As a reminder, you will need to review the materials and complete the written work assignment so that you can participate in planned exercises for the GPAC meeting. We'll also be asking that you turn in your written work assignments so that we capture all of your individual ideas.

We look forward to seeing you all on June 25th. If you have any questions or concerns, please call Holly Keeler at (530) 879-6803.