

# Chico 2030 General Plan

## Document Organization for Downtown Element Chapter

This document explains the organizational structure planned for the Downtown Element. All 11 elements of the General Plan will support the overall vision for Chico, strategy for sustainability, and 9 guiding principles in the Introduction Chapter of the General Plan. Those key components of the Introduction Chapter have been reviewed and supported in concept by the Planning Commission and City Council.

### Vision Statement and Downtown Vision Poster

This section at the outset of the Chapter paints a picture of what Chico wants to be in 25 years relative to the element. Consistent with all 11 elements of the Chico 2030 General Plan, the chapter will start with a Vision Statement. Relevant Vision language from Vision Book on Downtown is listed below. This language can be refined moving forward.

#### **Downtown Vision Statement**

Downtown will be a hub of activity seven days a week. New residences in a compact, mixed use setting will house the population necessary to sustain nightlife and attract new restaurants, entertainment, museums, and cultural centers to the Downtown. Redevelopment and intensification of underutilized space in the City will be focused in the Downtown area. Newer development projects will complement existing buildings, but will include a mix of building heights and increased densities, giving the area a more urban atmosphere. Because of the renewed interest in the Downtown, existing merchants will look for ways to reinvest in their buildings through remodels and façade improvements which will catalyze other redevelopment efforts. New museums and cultural centers in the Downtown will create venues for performances, poetry readings, art shows, and other cultural events for all age groups.

#### **Downtown Vision Poster**

The Downtown Element will also include a unique component called a Vision Poster, which is a visual representation of the Vision, big ideas, opportunities and constraints. The Vision Poster will be an illustrative map that shows the important concepts to successfully implement the vision (see attached examples). The Vision Poster will be consistent with the City Council preferred land use alternative and will include text identifying what the poster does and does not do.

### Introduction and Purpose

This section of the Downtown Element explains the purpose and intent of the element, along with the relationship to the overall General Plan Guiding Principles.

### Related Plans and Programs

This section of the Downtown Element summarizes related plans and programs and identifies significance/relationship to other General Plan elements.

### Issues and Considerations

This section of the Downtown Element identifies setting (including map of downtown), outlines key issues (issues the element attempts to solve), trade offs (key considerations for the big issues), and solutions for the element (e.g., downtown districts). This is where most diversity will occur between elements.

This section will also include a summary of opportunities and constraints, big ideas for future success of the downtown in keeping with the vision, downtown district descriptions, etc.

### Goals, Policies, and Actions

This section of the Downtown Element synthesizes previous sections into clear and concise goals, policies and actions.

- Goals are statements of community desires that will further refine and detail guiding principles.
- Policies serve as guides to the decision makers in reviewing development proposals and making other decisions that affect the future growth and development of the City.
- Actions are the implementation steps necessary to ensure the goals and policies are carried out.