

## Opportunity Site Land Use Change Descriptions

Within Chico's current city limits, twelve opportunity sites have been identified for changes to the 1994 General Plan Land Use Diagram. Opportunity sites represent those areas that the Project Team and/or the community believe that there is significant potential for infill development, redevelopment, and new development to meet the community needs and desires. Many of the opportunity sites include multiple parcels (e.g., Downtown Chico is one of the twelve identified opportunity sites). The proposed changes are being suggested for one or more of the following reasons:

- Introduce designations that allow a mixture of uses
- Add or increase residential density
- Better align the designation with the existing and anticipated land uses on or near the site

In limited cases, the Project Team has proposed one land use solution (fixed solution) for all three alternatives. However, most of the opportunity sites include a range of land use solutions for consideration with Alternatives A, B through C. The information below is a guide for the proposed changes to the existing 1994 General Plan Land Use Diagram. If an area isn't listed, its designation is not proposed to change.

### Chico 2030 General Plan Land Designations:

**RR** - Rural Residential

**VLDR** - Very Low Density Residential

**LDR** - Low Density Residential

**MDR** - Medium Density Residential

**MHDR** - Medium-High Density Residential

**HDR** - High Density Residential

**MUNC** - Mixed Use Neighborhood

**C** - Commercial

**NC** - Neighborhood Commercial

**CC** - Community Commercial

**CS** - Commercial Services

**RC** - Regional Commercial

**M&W** - Manufacturing & Warehousing

**RMU** - Residential Mixed Use

**RMUHD** - Residential Mixed Use High Density

**CMU** - Commercial Mixed Use

**OMU** - Office Mixed Use

**SMU** - Special Mixed Use

**IOMU** - Industrial/Office Mixed Use

**PFS** - Public Facilities & Services

**P** - Parks

**CG** - Creekside Greenway

**RM-BCM** - Resource Management, Butte County Meadowfoam

**W** - Water

## Opportunity Sites – Changes to Current 1994 General Plan

### 1. North Esplanade

All three alternatives propose a change to OMU, RMU and CMU (from north to south). These designations will accommodate the existing and potential mixture of office, residential and commercial uses. Such a mixture of uses helps bring vitality to transportation corridors such as this.

## 2. North Valley Plaza

All three alternatives propose a change for the majority of the site from CC to Regional Commercial because this large site, near a freeway exit is better suited to this new designation which accommodates uses serving the entire city and the greater region.

Additionally, a parcel in the southwest corner of the site, currently designated MDR is proposed to change to MHDR to accommodate affordable apartments.

Finally, a small area on the north side of East Avenue, across from the North Valley Plaza is proposed to be NC to accommodate businesses that serve the immediate area or offices and other less-intense commercial uses as a transitional use for the residential areas to the north.

## 3. Mangrove Ave

All three alternatives propose a change to CMU to consolidate the current General Plan's mixed land use designations of HDR and CC. CMU will accommodate a mixture of commercial and residential uses, a combination that was requested in several comments from the public. Such a mixture of uses helps bring vitality to transit corridors such as this.

## 4. Chico Nut Plant

**Alternative A.** Proposes the entire site be designated OMU to allow for additional office space along The Esplanade, near Enloe Hospital.

**Alternative B.** Proposes OMU for the front half of the site and RMU for the rear. This alternative best matches the Avenues Neighborhood Plan's concept for this site because it accommodates mixed uses along The Esplanade with more dominant residential uses in the rear, as a transition to the surrounding neighborhood. Also matches property owner request.

**Alternative C.** Proposes OMU for the front half of the site and HDR for the rear. This alternative only allows for mixed uses on half of the site, and it can accommodate a greater number of residential units, consistent with the overall intention of alternative C. Also matches property owner request.

## 5. Vanella Orchard

**Alternative A.** Same as alternative B

**Alternative B.** No change to current GP. This option most closely matches the concept in the adopted Avenues Neighborhood Plan in terms of density, but the Plan includes a park that isn't represented with a land designation.

**Alternative C.** A high density option that increases the density of the designations to MHDR and HDR to help achieve the infill required with Alternative C

## 6. Train Depot /South Campus

On all three alternatives:

- The area around the railroad depot between 2<sup>nd</sup>, 9<sup>th</sup>, Cherry & Cedar is proposed to be designated IOMU Industrial Office Mixed-Use. This designation is intended to support existing land uses as well as to provide housing near employment centers, creatively reuse warehouses, and to provide space for artistic or entrepreneurial partnerships in this unique and strategic location close to CSUC, Downtown, and the railroad station.
- In addition the four corners at 5<sup>th</sup> & Ivy are proposed to be redesignated from CC to MUNC. This corner has been recognized as one of the only true MUNC in the City, so this change would memorialize that status.
- Both sides of Walnut Street between 1<sup>st</sup> & 8<sup>th</sup> Streets are also proposed to change to CMU to reflect the existing and potential mixture of commercial, residential and office uses along this transit corridor.

## 7. Downtown

- Alternative A.** This alternative has the most land area dedicated to retail (DRMU) to expand commercial opportunities in the heart of Chico. It also designates the east and west sides of Downtown as RMU, offering residential opportunities within the Downtown.
- Alternative B.** Most comments from the Ad Hoc Downtown Committee indicated a preference for this alternative. This alternative has the greatest area dedicated to office uses (OMU) to add jobs and increase the population shopping and using services in the Downtown at various times of day. This alternative has the least opportunity for ground-floor residential uses with OMU occupying about half of the area that is designated RMU on alternative A and RMU-HD on alternative C.
- Alternative C.** This alternative dedicates the greatest area for ground-floor residential development. All the areas designated RMU in alternative A are designated RMU-HD to allow for higher densities in this core area of Chico. This additional housing would help achieve the infill required with Alternative C, and it would add residents to the Downtown for greater vibrancy at all times of the day. The majority of the “Lost Park” site north of 1<sup>st</sup> Street is also designated RMU-HD in this alternative.

## 8. East 8<sup>th</sup> & 9<sup>th</sup> Corridor

On all three alternatives:

- CMU as a transition zone from the CC near Hwy 99 to the residential areas to the west.
- MHDR for the next area to the west, reflecting the recently entitled Bidwell Park project.
- CUSD office site designated PFS to match this public land use
- Neighborhood commercial designations to memorialize the small markets at Humboldt & Alder as well as the market and laundromat Pine & 8<sup>th</sup>.

- MHDR for the “” apartments at 9<sup>th</sup> & Pine to recognize existing density in this central area of the city.
- RMU at the west end of the corridor (Flume to Wall) as a transition to the more commercial uses in Downtown.

In addition to the above changes, the following vary among the alternatives:

- Alternative A.** The smallest area changed from LDR to higher densities, with some areas to the west changing to MDR to reflect existing densities and a transition to Downtown
- Alternative B.** Most of the area south of 8<sup>th</sup> Street changed to MDR
- Alternative C.** Most of the area between 8<sup>th</sup> and 9<sup>th</sup> Streets changed to MHDR, with the south part of the mid-corridor changing to MDR. The additional density would help accommodate growth within the existing city, as required by alternative C.

## 9. Park Avenue (South)

All three alternatives propose a change to CMU, MUNC, RMU-HD, and HDR instead of the current General Plan’s mixed land use designations of HDR and CC. This variety of designations will accommodate a mixture of commercial and residential uses, a stated objective for the character of land use in the 2002 Park Avenue Visioning Study and draft Southwest Neighborhood Plan. Specifically, the CMU and MUNC areas will provide the ground-floor, neighborhood-serving commercial uses mentioned in the Study and Plan. The high-density residential designations will accommodate the additional residences needed to support the mix of uses along Park Avenue envisioned in the draft Southwest Neighborhood Plan.

## 10. The Wedge

- Alternative A.** Proposes CMU for the north portion of the site south of 20<sup>th</sup> St. consistent with the designation along Park to the north. It proposed IOMU for the southern remainder of the Wedge. IOMU in this location will allow for the light industrial uses present here today as well as offices to provide employment opportunities and act as a transition to the more industrial area to the west.
- Alternative B.** Proposes CMU and IOMU, with a larger area for IOMU than in Alternative A.
- Alternative C.** Proposes CMU, IOMU and adds MHDR to provide for live-work potential in close proximity to an employment center.

## 11. East 20th Street

All three alternatives propose a change from CC to RC and OMU because this large site near an exit from Highway 99 is better suited for this new designation that accommodates retail serving the entire city and the greater region.

## **12. Skyway**

All three alternatives propose a change from CC to RC and OMU because this large site near a Highway 99 exit is better suited for this new designation that accommodates retail serving the entire city and the greater region.

## **13. Pomona Avenue**

All three alternatives propose a change from LDR to MHDR consistent with existing apartment complexes and student housing. The close proximity to Downtown and CSUC make this location well suited for further Medium High Density residential development.

## **Constraints Consideration Sites - Changes to Current GP**

### **A. West of Airport**

Alternatives A and C propose designation changes to RM-HCP to recognize the presence of highly-sensitive biological habitat, specifically Butte County Meadowfoam.

### **B. Bruce Road/Skyway**

Alternatives A and C propose designation changes to RM-HCP to recognize the presence of highly-sensitive biological habitat, specifically Butte County Meadowfoam.

### **C. Bruce Road/Stilson Canyon Road**

Alternatives A and C propose designation changes to RM-HCP to recognize the presence of highly-sensitive biological habitat, specifically Butte County Meadowfoam.