



TO: City Council

FROM: Steve Peterson, Planning Services Director (879-6801)  
Brendan Vieg, Principal Planner (879-6806)  
Pam Johns, PMC General Plan Project Manager

RE: GENERAL PLAN UPDATE: SELECTION OF A PREFERRED LAND USE ALTERNATIVE

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## SUMMARY OF LAST MEETING (October 21, 2008)

On October 21, 2008, Council continued its consideration of a Preferred Land Use Alternative to the November 17<sup>th</sup> Special Meeting. Following a brief staff presentation, the Council voted (5-2) to use the Planning Commission Alternative as the basis for selection of a preferred Land Use Alternative. Council also directed staff to reconvene the Ad Hoc Downtown Committee to clarify its preference for a Downtown Land Use Alternative and report on the Committee's preference at the November 17<sup>th</sup> Council meeting. Lastly, Council voted (6-0-1) to include the Commission Alternative for the Mangrove Avenue Opportunity Site.

This staff report supplements the staff reports provided for the October 7<sup>th</sup> and October 21<sup>st</sup> Council meetings. **Please bring all of the previous material that has been provided to you related to the Land Use Alternatives discussion, in particular the October 7<sup>th</sup> Staff Report.**

## STAFF RECOMMENDATION

The Planning Services Director recommends that the City Council:

1. Consider the Planning Commission's preferred Land Use Alternative recommendation, including staff comments/recommendations for modifications to the Alternative (see **Attachment A**).
2. Consider the Ad Hoc Downtown Committee's recommendations for the Downtown Opportunity Site (see **Attachment B**).
3. Building upon the Planning Commission Alternative, identify any changes to the Opportunity Sites, Constraints Consideration Sites, Special Planning Areas, and Landowner Suggestions, and direct the Project Team to proceed with further analysis and development of the General Plan Update.

## FISCAL IMPACT

Following selection of a preferred Land Use Alternative by the Council, the General Plan Team will initiate work on the policy document, environmental analysis, and Public Facilities Finance Plan, including a fiscal analysis of the preferred Land Use Alternative.

## AD HOC DOWNTOWN COMMITTEE PREFERENCE FOR DOWNTOWN LAND USE

On November 6<sup>th</sup>, the Ad Hoc Downtown Committee met to revisit the Land Use Alternatives for the Downtown Opportunity Site. The Committee made a few changes to the northeast portion of Downtown, Alternative B, including changing two blocks from Office Mixed Use (OMU) to Downtown Retail Mixed Use (DRMU) and changing the frontage properties on the east side of Flume Street between 1<sup>st</sup> and 5<sup>th</sup> Streets from Residential Mixed Use (RMU) to OMU to reflect existing uses and act

as a buffer to the adjacent residential area. Lastly, they applied the Public Facility and Services designation to the Cal Water property at 1<sup>st</sup> and Orient. All of the Committee's preferences are reflected in **Attachment B**, and staff supports the Committee's preferred alternative for the Downtown Opportunity Site.

### **REFINING KEY COMPONENTS OF THE PREFERRED LAND USE ALTERNATIVE**

Building upon the Planning Commission Alternative selected as the starting point, Council should identify and discuss any changes desired to the Constraints Consideration Sites, Opportunity Sites, SPAs, and Landowner Suggestions. Each proposed change to the Commission Alternative should be determined by separate vote of the Council, which collectively will represent the City Council Preferred Land Use Alternative. All components of the Commission Recommended Alternative should initially be included in the Council Preferred Alternative, unless the Council directs otherwise. Staff has provided specific staff comments and recommendations that Council may wish to consider for modifications to the Commission Recommended Alternative (see **Attachment A**)

Reviewed by:

Approved by:

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Steve Peterson, Planning Services Director

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David Burkland, City Manager

#### **DISTRIBUTION:**

City Clerk (18)  
General Plan Advisory Committee (12)  
Pacific Municipal Consultants (2)  
Property Owners List (12)  
PP-Vieg  
AP-Williams

#### **ATTACHMENTS:**

- A. Staff Comments/Recommendations on Planning Commission Alternative
- B. Downtown Committee's Preferred Downtown Land Use Alternative Map

**FILE:** P-GP-22.E

**CITY OF CHICO STAFF COMMENTS/RECOMMENDATIONS  
ON PLANNING COMMISSION ALTERNATIVE**

**\*\*All page numbers listed below reference the October 7<sup>th</sup> staff report\*\***

**Opportunity Sites**

*Conflict of Interest Site (Must be addressed first)*

1. *Downtown.* Staff recommends that Council incorporate the suggestions of the Ad Hoc Downtown Committee, as represented in **Attachment B**, into its Preferred Land Use Alternative.

*Sites for Full Council Consideration*

2. *Chico Nut.* Staff recommends that the General Plan land use designation for the entire facility become Manufacturing and Warehousing (a majority of the site is currently Manufacturing and Warehousing, but the parking lot adjacent to Oleander between E. 9<sup>th</sup> and 10<sup>th</sup> Avenue is currently designated Community Commercial). After further discussion with the property owner and a site visit of the Chico Nut facility, staff recognizes the vitality of this unique Chico business. Because the landowner has no plans to discontinue the current use of the site during the time frame of the General Plan, staff does not see a need at this time to re-designate the land to be incompatible with its current use. Staff supports the other recommendations made by the Commission for this area, including applying the Commercial Mixed Use designation to the Commercial Services-designated parcel where the Matador Motel is located and applying the Commercial Mixed Use designation to the properties fronting the east side of Oleander Avenue between E. 9<sup>th</sup> and 10<sup>th</sup> Avenue (the block where Sandy Gulch and other commercial uses are located). **(Maps on pages 312-316)**
3. *Lassen Avenue.* Staff recommends removing the Lassen Avenue Opportunity Site and maintaining the existing General Plan land use designation of Medium Density Residential. **(Maps on pages 359-360)**
4. *Eaton Road.* Staff recommends removing the Eaton Road Opportunity Site and maintaining the existing General Plan land use designation of Medium High Density Residential. **(Maps on pages 361-362)**
5. Staff recommends integration of the remaining 12 Commission recommended Opportunity Sites into the Council's Preferred Land Use Alternative.
  - a. *North Esplanade.* OMU, RMU, CMU as presented in all Alternatives with all properties designated CC changed to CMU.
  - b. *North Valley Plaza.* RC, MHDR, NC as presented in all Alternatives.
  - c. *Vanella Orchard.* MUNC, MDR, MHDR as presented in Alternative "B" with a 2.5 acre area changed from MHDR to Park.
  - d. *Train Depot/South Campus.* IOMU, MUNC, CMU, RMU, PFS, MHDR as presented in all Alternatives.
  - e. *8th & 9th Street Corridor.* CC, CMU, LDR, MDR, MHDR, PFS, NC, RMU as presented in Alternative "B".
  - f. *Park Avenue South.* CMU, MUNC, RMU-HD, HDR as presented in all Alternatives.
  - g. *The Wedge.* CMU, IOMU, PFS as presented in Alternative "A".
  - h. *East 20th Street.* RC, CMU.
  - i. *Skyway.* RC as presented in all Alternatives.
  - j. *Pomona Avenue.* LDR, MDR, MHDR, NC.
  - k. *Nord Avenue.* All M&W sites changed to IOMU, and CC sites at the W. 8th Avenue and W. Sacramento Avenue intersections changed to CMU.
  - l. *East Avenue.* RMUH north and south of East Avenue as presented in Alternative "B".

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### Constraints Consideration Sites

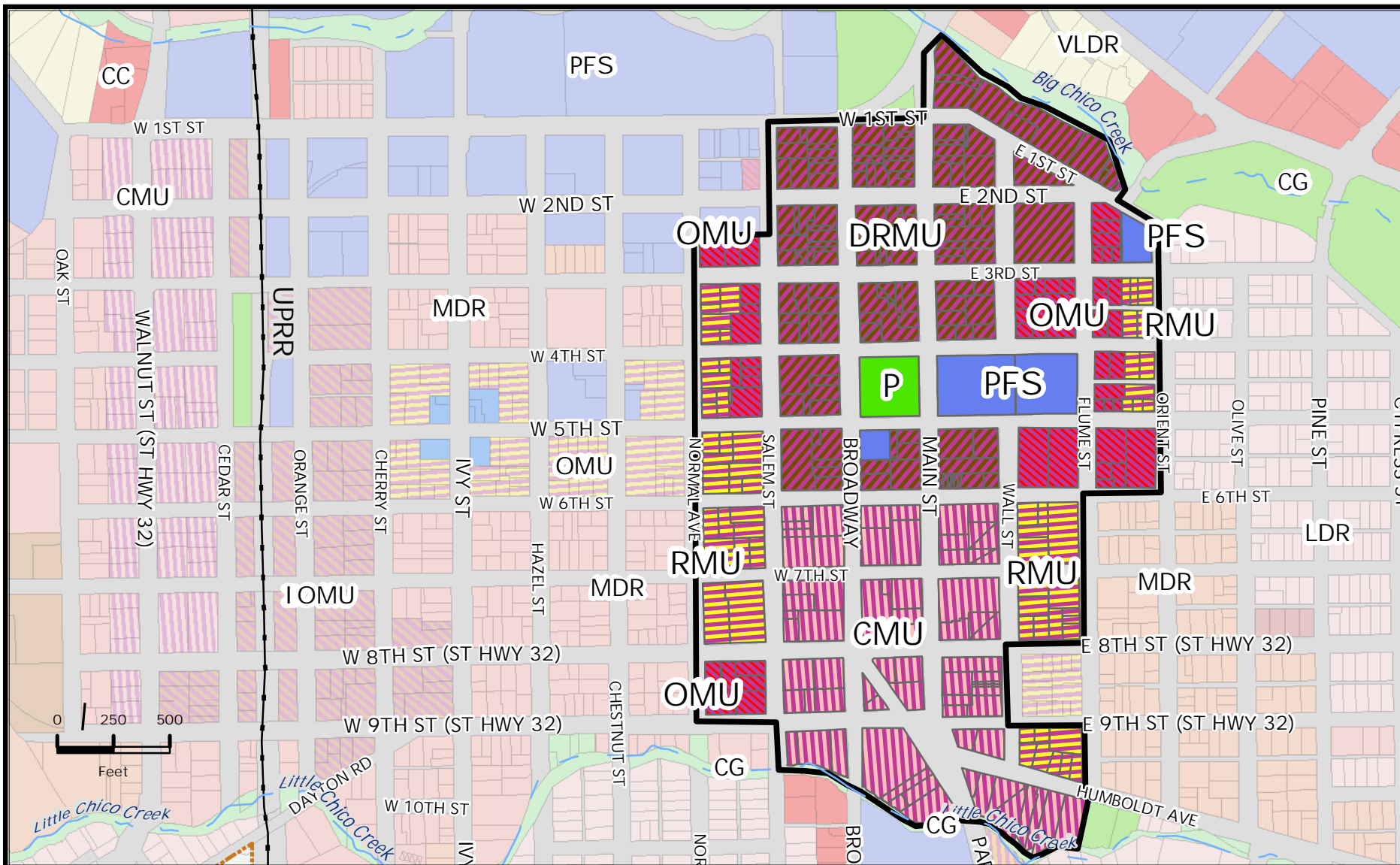
6. Staff recommends integration of the Commission's recommendation on the Constraints Sites into the Council's Preferred Land Use Alternative. **(Maps on pages 258-272)**

### Special Planning Areas

7. Staff recommends integration of the four Commission-recommended SPAs (Diamond Match, South Entler, Estes, and North Chico) into the Council's Preferred Land Use Alternative with the following addition - expand the Regional Commercial acreage associated with the South Entler SPA from 25 acres to 50 acres (removing the 25 acres of NC added by the Planning Commission). **(Maps of Diamond Match SPA on page 273, South Entler SPA on page 277, Estes SPA on 281, and North Chico SPA on 284)**
8. Consider incorporation of the Bell-Muir and Doe Mill/Honey Run SPAs as they have been identified by the County as part of its General Plan Update to accommodate future growth. **(Maps of Bell-Muir SPA on pages 290-291 and Doe Mill/Honey Run SPA on pages 294-295)**
9. Council should consider inclusion of the Mud Creek SPA if the Bell-Muir SPA is included. **(Maps of Mud Creek on pages 292-293)**
10. Consider the other SPAs included in Alternatives A or B. **(Midway SPA on pages 288-289, Macintosh SPA on pages 282-283, and Nance Canyon SPA on page 296)**
11. Council should consider application of the Urban Reserve concept to any SPA included that is outside the City's current Sphere of Influence (e.g., Mud Creek, Bell-Muir, Doe Mill/Honey Run).

### Landowner Requests

12. Staff recommends that Council consider the following landowner proposals that were not already addressed as part of an Opportunity Site or SPA:
  - a. #3 & #4 - SR 99/Garner Lane (previous North Wal-Mart site): request to re-designate a 31-acre area to Community Commercial. **(Map on page 367)**
  - b. #6 - SR 99 South (McGowan): request to re-designate a 7-acre area to allow commercial uses. **(Map on page 369)**
  - c. #11 - SR 99/Southgate (Peterson Tractor): request to re-designate a 54-acre area to allow commercial uses. **(Map on page 372)**
  - d. #18 - Skyway (Skyway Park): request to re-designate a 32-acre area to a designation allowing commercial and office uses. **(Map on page 374)**



PROPOSED GP DESIGNATIONS (Alternative B shown)

- |                                   |                                        |                            |                                    |                                  |
|-----------------------------------|----------------------------------------|----------------------------|------------------------------------|----------------------------------|
| VLDR Very Low Density Residential | MHDR Medium-High Density Residential   | NC Neighborhood Commercial | CMU Commercial Mixed Use           | IOMU Industrial/Office Mixed Use |
| LDR Low Density Residential       | HDR High Density Residential           | CC Community Commercial    | DMU Downtown Residential Mixed Use | PFS Public Facilities & Services |
| MDR Medium Density Residential    | RMUH Residential Mixed Use (HDR)       | CS Commercial Services     | OMU Office Mixed Use               | P Parks                          |
| RMU Residential Mixed Use         | MUNC Mixed Use Neighborhood Commercial | RC Regional Commercial     | MW Manufacturing & Warehousing     | CG Creekside Greenway            |

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