

**Stakeholder Meeting Notes
Building Industry Association (BIA)
December 5, 2007**



GROUP CHARACTERISTICS

This group was made up of representatives from the building community who expressed overall concerns about the lack of developable land, perceived pressure for mixed-use development/in-fill projects which may or may not be desired by buyers, and lack of consistency with entitlement process via the Planning Commission.

As a group they strongly believe that Chico's future is tied to measured growth which balances environmental concerns with appropriate, market-driven development of new residential, commercial and industrial areas.

WHAT ARE YOUR PRIORITIES FOR CHICO IN THE NEXT 20 YEARS

The group was very concerned about preservation of Chico's *Quality of Life*. Overall priorities included:

- Improvement/enhancement/connectivity of recreation facilities, parks and open space
- Annexation of properties to the north and south to allow for expansion of the City and increase developable land and relaxation of the Greeline/Goldline.
- New job opportunities for professional/technical workers.
- New commercial/industrial development.
- Development of property around the airport and expansion of the airport to include more frequent flights.

WHAT SHOULD NOT CHANGE IN TERMS OF THE GENERAL PLAN

The group believes that redevelopment is not a viable option in Chico and believes that the preservation of open space and the quasi-rural character of the City is most important; provided there is balance that allows for future development.

CRITICAL AREAS THE GENERAL PLAN SHOULD ADDRESS

- Affordable housing. The group maintains that the lack of developable land drives up prices, making housing less affordable.
- While there is overall support for the concept of *Green Building* and *Sustainable* development, the builders believe these should be market-driven and not mandatory for new building. There is support for affordable housing but opposition to inclusionary zoning. The Plan should offer incentives for these types development but refrain from mandatory programs with penalties for non-compliance.

- The General Plan should identify new areas for commercial, industrial and residential development. The group understands and generally supports the idea of the Greenline and Goldline, but would like to see enough flexibility to allow for relaxation of the lines in some cases. They see potential development sites to the north and south of the City, with some expansion to the west.
- The General Plan should be “general” and allow Specific Plans to address more detailed development parameters.
- Traffic should be studied in detail.
- Plan should allow for a range of densities to achieve a reasonable mix. As builders, this group believes their experience should be taken into consideration as a indicator of what buyers are seeking in this market. The group believes that single family homes will continue to be more popular than high density/in-fill/mixed use projects in the City’s urban center.

WHAT BARRIERS DOES THE CITY FACE FOR SUCCESS

- The group’s collective perception is that the Planning Commission’s interpretation of the existing General Plan is inconsistent with its intent. There is a feeling that they are unpredictable and unfair.
- The City must take steps to offer employment centers to residents. The jobs/housing balance prevents many people from living and working in the City, increasing traffic and impacting overall quality of life.