

Business/Economic Development Committee Interview 06/12/2008 on Land Use & Growth Alternatives

In attendance (per sign-in sheet): Tom Lando, Jerry Slinkard, Fred Davis, Courtney N, Dale Bennett, Alan Chamberlain, Marc Nemanic, Gary Phillips, Beverly Gentry, Dirk Hallen, Michael Weissenborn, Charlie Preusser, Jim Goodwin, Jonah Arina, Jeff Farrar, Brent Longat, Andy Holcombe, Steve Bertagna, Mary Flynn

General Plan Consultant, PMC, provided an overview of the three Growth Alternatives and how they were created.

General Notes:

- It is important to have the data available from the Habitat Conservation Planning effort, because the City should not be counting highly constrained lands (in all categories) towards meeting our 2030 build-out needs.
- Please clarify that all of the identified Special Planning Areas would be developed within the City. Yes, they would be.
- The Special Planning Areas represent general growth concepts and are intended to support feedback received during the public outreach effort that new growth areas be complete neighborhoods.
- Based on the Habitat Conservation Planning constraints mapping, it seems like the proposed Nance Canyon SPA is unrealistic.
- There needs to be flexibility in what gets entitled as part of the General Plan adoption. The Special Planning Areas with their broadly defined and distributed land use categories will make it difficult to get entitled quickly after a long drawn out General Plan process. Master planning efforts take a long time.
- Alternative C is a straw dog (false hope) because it clearly does not provide adequate new land to meet the City's need, yet people will gravitate toward it because it results in no need to have the hard discussions about foothill development and the Greenline.
- The City should not allow the County to do any planning anywhere in the vicinity of the City of Chico.
- If development of the Mud Creek Special Planning Area is supported, it will result in the extension of infrastructure that will in turn help support redevelopment of the Bell Muir area.
- The City needs to better coordinate with the County. The County is identifying areas around the City where the City should and should not grow.
- Before the City gets too far in the Alternatives identification process, they need to look very carefully at transportation facilities and funding of all facilities. The City is doing a full public facilities financing plan.
- It is not only important to have adequate land available for the next 20 years, but there must be infrastructure available --- that is the most critical piece.
- How do the Alternatives create new job opportunities? Through the opening up new land for industrial and commercial development, through the proposed

mixed-use land designations, and by putting a focus redevelopment of corridors and underutilized land.

- Ensure that the Alternatives account for the loss of existing available land due to environmental constraints – West of the Airport, Eastgate, and Schmidbauer.
- There needs to be a reasonable land availability buffer factored in for all of the different land use types. This allows for the market to function appropriately.
- Strongly encourage creating employment centers using the proposed mixed-use designations.
- Need to be wary of having everything being mixed-use, as the predominance of one use type in could preclude other use types due to land value price increases (i.e., light manufacturing land cannot compete at commercial land prices).
- Currently, there is a competition for the same pieces of land by multiple use types because of the limited land supply.
- None of the Special Planning Areas are politically agreeable. Clearly there is no area around the City that does not have some political considerations.
- Incorporate the Blakely property (across SR 99 from the Swartz Property) into one of the Land Use Alternatives.
- The City's transportation system will be impacted by higher density --- there needs to be some explanation for how that will be addressed. Possible ways to address impacts on the roads are to reduce your expectation of Level of Services, support transit, alternative transportation, etc.
- The Fair Grounds need to be identified as an opportunity site in the same fashion as the Mendocino National Forest parcel.
- It appears in general that viable growth areas have been identified.
- When will the financing and infrastructure analysis be applied to the Preferred Alternative? That effort will begin after the Preferred Alternative has been identified by Council. Staff may need to go back to Council if a significant issue is identified.
- Do the Alternatives address phasing or readiness? This is more of policy question, or policy directive that would need to come from Council. As part of this process, existing infrastructure will be overlain on the Alternatives maps to provide a sense of readiness.
- CUSD owns well located land along land (SR 99 frontage) that would provide excellent opportunities land trades. The CUSD holdings would provide excellent opportunities for Regional Retail along SR 99.
- One idea is to allow opportunities for smaller school facilities to be integrated into industrial areas --- this could be done through the comprehensive code amendment. CUSD is getting innovative in doing classes on line, vocational training, etc.
- The General Plan effort needs to coordinate with CSUC, and use them as a resource. That has been, and will continue to be, an ongoing effort. CSUC and the City are partnering to create a unique identity to market to the outside world.
- Look at the Rose Avenue area for possible expansion of the Greenline.
- The City needs regional retail in the north end of town. Redesignate the withdrawn Wal-Mart North parcel(s) for Regional Commercial.