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Available from:

Planning Services Department  
411 Main Street, 2<sup>nd</sup> Floor  
(530) 879-6800

Agenda Posted: 2/22/2008  
Prior to: 5:00 p.m.

Telephone:

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**CITY OF CHICO**  
**GENERAL PLAN ADVISORY COMMITTEE**  
**AGENDA**  
REGULAR MEETING OF FEBUARY 27, 2008  
Municipal Center - 421 Main Street - Conference Room 1  
6:30 p.m.

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**Noel Carvalho**  
**Thomas Murphy**  
**Nancy Ostrom**  
**James Owens**  
**Jim Stevens**  
**Scott Winter**  
**Michael Worley**

**Dave Kelley**  
**David Kim**  
**Tony Kilcollins**  
**Kirk Monfort**  
**Sara Adams**  
**Kristin McHenry**

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NOTE: Items Not Appearing on Posted Agenda - This agenda was posted on the Council Chamber bulletin board at least 72 hours in advance of this meeting. For each item not appearing on the posted agenda, upon which the Committee wishes to take action, it must make one of the following determinations:

1. Determine by a two-thirds vote, or by a unanimous vote if less than two-thirds of the Committee is present, that there is a need to take immediate action and that the need for action came to the attention of the City subsequent to the agenda being posted.
2. Determine that the item appears on a posted agenda for a meeting occurring not more than five calendar days prior to this meeting and the item was continued to this meeting.

Items may be added to the agenda for the committee to acknowledge receipt of correspondence or other information, or for discussion only, of items brought up by a member of the general public that are within the subject matter jurisdiction of the Committee.

**AMERICANS WITH DISABILITIES ACT:**

Please contact the City Planning Services Department at 879-6800 should you require an agenda in an alternative format or if you need to request a disability-related modification or accommodation in order to participate in a meeting. In order to accommodate your request, it should be received at least three working days prior to the meeting. Anyone who has difficulty hearing the proceedings of a meeting may be provided with a portable listening device by requesting one from the City Planning Services Department.

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*Citizens and other interested persons are encouraged to participate in the public process and will be invited to address the Committee regarding items listed on the Public Hearing Agenda during the public comment period.*

*Persons wishing to address the Committee are requested to clearly state their names for the record before beginning to speak and to refrain from speaking at any time other than during the public hearing.*

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**Part 1: Existing Conditions Highlights/Vision Book Overview (6:30 – 7:00 pm)**

Project team will present highlights from the Existing Conditions Report and corresponding Executive Summary, which describe the community today relative to the General Plan Update effort.

Project Team will provide an overview of the Imagine Chico 2030 Vision Book, which captures the resident's thoughts and ideas about the future of the City.

**Part 2: Local Economy/Economic Development (7:00 – 9:00 pm)**

**General Plan Framework/Context**

Project Team will present the framework or context for the discussion of the local economy and economic development as it relates to the General Plan (e.g., fiscally viable plan, land use mix and distribution).

**Key Issues for Chico**

Project Team will summarize what we know and what we've heard so far relative to key issues for Chico's local economy and economic development (e.g., strategic industrial and commercial growth, need for higher paying jobs).

**GPAC Think Tank Issues, Opportunities, and Constraints**

Project Team identified three key issues associated with the local economy and economic development for GPAC discussion and deliberation. The issues, opportunities, and constraints will be introduced by the Project Team for GPAC discussion and deliberation. GPAC will focus their discussion on the specific questions listed herein. Ultimately, the GPAC will provide input, direction, and responses (as appropriate) to these questions.

**Issue #1: Structural Budget Deficit**

Key Concerns:

- An eroding retail dominance as other communities grow and retail industry changes.
- Service standard expectations vs. costs vs. available resources.

Key Questions for GPAC:

- 1A. Are community expectations about levels of public services practical given budget realities?
- 1B. Is the City operating as efficiently as possible in providing services economically?

- 1C. Should the City be trying to develop new revenues in order to address the structural budget deficit? If so, what compromises on other community values are justified in the name of increasing revenues (e.g., acknowledging tension between expanding big box retail and continued viability of neighborhood retail)?

### **Issue #2: How to Maintain Quality of Life While Accommodating Growth**

#### Key Concerns:

- Deteriorating housing affordability
- Viability of neighborhood retail center concept
- Preserving and enhancing downtown as community focal point
- Attractiveness of Chico as a business location

#### Key Questions for GPAC:

- 2A. What level of priority should the City put on ensuring that new housing production includes housing affordable to all income levels?

*Note: issues associated with viability of neighborhood retail, ensuring Downtown viability, and business attraction are also addressed in questions 1C and 3A.*

### **Issue #3: Residents' Skills/Local Jobs Availability Mismatch**

#### Key Concerns:

- Perception that “college grads have to deliver pizzas to find work in Chico”.
- Need to better leverage CSUC as an asset for recruiting new employers and as a source of entrepreneurial energy and expertise.

#### Key Questions for GPAC:

- 3A. Should quality job creation/attraction take precedence over accommodating residential demand?

## **Part 3: Public Comment**

### **BUSINESS FROM THE FLOOR**

*The Chair will invite persons in the audience wishing to address the Committee to identify themselves and any matter not appearing on the current posted agenda that they may wish to discuss. Although the Committee may discuss items brought forward at this time, no action can be taken. Should the Committee determine that action is required, the item or items may be included for action on a subsequent posted agenda.*

### **ADJOURNMENT**