

SUMMARY

Listed below are key guiding policies that, together with the General Plan Diagram (included at the back of this volume), summarize the vision for Chico's long-range, sustainable and resource-based development embodied in the General Plan. Reference to the full text of the Plan is necessary to determine whether a proposed private or public project is consistent with the Plan. The General Plan also includes additional guiding and implementing policies and explanatory material that will guide Plan implementation, and information on resource-based standards to be used in project review.

O Community Design

City Form

Reinforce the compact form of the city.

Create a clear definition of the physical extent of the city.

Emphasize key city entrances.

Minimize the intrusion of Highway 99 and its interchanges on the visual character and form of the city.

Continuity and Connection

Make improvements to the major corridors traversing the city to heighten their visibility and accessibility; design street and creekside improvements in consideration of their hierarchical role and function within the City.

Restrict the scale and size of major arterials so as to avoid creating barriers within the city; establish design guidelines for scenic roads.

Heighten the visual prominence of the creek corridors that help to establish a sense of orientation and identity within the city.

Neighborhood Conservation and Development

Reinforce the individual character of existing neighborhoods and districts, and encourage neighborhood rehabilitation and improvement.

Protect and enhance the urban forest that reinforces the image and identity of the community and its older neighborhoods.

Encourage positive transitions in scale and character where new development and expansion of existing buildings are proposed.

Downtown

Reinforce the physical framework which defines the downtown district.

Encourage new development that is urban in scale and character, including buildings of minimum height.

Encourage preservation and enhancement of buildings of special historic and/or architectural interest.

Maintain and enhance a strong pedestrian scale and orientation within Downtown.

Reinforce the role of Plaza Park as the civic and cultural heart of Downtown.

Create stronger visual and physical connections to the Rail Depot.

Improve the physical linkages to the University and Bidwell Park through creek crossings, trails, bicycle and pedestrian improvements.

Encourage special events, festivities, and celebrations within streets and public spaces Downtown.

Diamond Match

Encourage preservation/reuse of identified historic structures within Diamond Match.

Create positive linkages to the surrounding neighborhoods, and encourage a positive connection and orientation to Comanche Creek.

Commercial Strips

Support beautification of Chico's commercial strips, and encourage infill and adaptive reuse of transitioning commercial developments.

Large-Scale Commercial and Industrial Projects

Encourage consideration of the context and potential linkages to surrounding areas in site and

building design of new commercial and industrial projects.

Encourage a human scale in the design of large-scale projects, use of high-quality materials and finishes and innovative site design for surface parking areas.

Incorporate design features that foster a sense of security.

New Residential Neighborhoods

Create new neighborhoods oriented to the pedestrian and establish clear and distinctive neighborhood edges, organized around larger streets and natural features such as streams or creeks, and a central focus of activity within each neighborhood.

Mark major entries to neighborhoods, but prohibit the use of high walls and gated entries which isolate areas from one another and create an unfriendly appearance.

Encourage a fine-grained and integrated pattern of streets that provides continuity, focus, diversity, and a human scale.

Integrate special features as landmarks to heighten a sense of orientation within new neighborhoods, and encourage tree planting.

Encourage diversity in parcel and house sizes, with careful transitions between densities; ensure that higher density development is designed with a street/pedestrian orientation.

Design for greater resident surveillance and visibility of public and semi-public places.

Mixed-Use Neighborhood Cores

Locate mixed-use neighborhood cores centrally within neighborhoods and closely tied to the awkward framework of other parks and community facilities that structure the neighborhoods.

Ensure that the scale and character of development does not overwhelm the neighborhood, and locate parking areas so they do not detract from the pedestrian environment.

Encourage development of farmer's markets and other seasonal events that attract people.

Foothill Development

Blend foothill development with the surrounding landscape and topography, and diminish its visual prominence.

In steep foothill areas, allow for streets that are kept to the minimum dimension necessary for access and parking to reduce grading.

Encourage careful alignment of new roads to provide maximum view corridors, to the extent other objectives, such as solar orientation and circulation, are not diminished.

Landmarks and Public Art

Encourage preservation of identified buildings and landscapes of historic significance.

Identify locations for new landmarks and public art at key places within the city fabric.

Encourage development of cultural and arts facilities Downtown and within neighborhoods.

○ Land Use

Growth and Physical Expansion

Promote orderly and balanced growth and infill development by working with the County to establish long-term growth boundaries for the Planning Area, consistent with Plan objectives. Ensure that new development is at an intensity to ensure a long-term compact urban form.

Maintain boundaries between urban and agricultural uses in the west, and urban uses and the hillsides in the east; limit expansion north and south to maintain compact urban form.

Residential Land Use

Preserve the scale and character of established neighborhoods.

Provide incentives for development of mixed-use neighborhood centers in both new neighborhoods and established neighborhoods that lack them.

Allow and encourage small-lot single-family housing development.

Improve the community orientation of new residential developments.

Downtown

Maintain and enhance Downtown's vitality and economic well-being, and its presence as the City's symbolic center.

Encourage development of Downtown as a mixed-use activity center with retail and visitor-oriented uses, business and personal services, government and professional offices, communications facilities, civic uses, and high density residential uses.

Provide incentives for infill development, intensification, and reuse of currently underutilized sites in Downtown.

Commercial and Retail Land Use

Maintain Chico's prominence as the center of retail activity in the Tri-County area.

Promote neighborhood identity and reduce dependence on the automobile by providing local shopping centers that many residents can reach on foot or bicycle.

Encourage pedestrian-oriented design in both new shopping areas and existing centers.

Provide specific sites for automobile-oriented services and limit expansion of "strip commercial" centers along Cohasset Road, East Avenue, and Park and Mangrove avenues.

Offices and R&D Facilities

Encourage large-scale office development and research and development (R&D) facilities to locate in industrial parks.

Encourage professional and administrative offices to locate in and near Downtown, in commercial centers and, in the case of medical offices, near hospitals.

Allow offices serving local needs within the community on "office only" sites and in mixed-use neighborhood cores as secondary uses.

Industry

Provide appropriately located areas for a broad range of manufacturing, warehousing, and service uses to strengthen the City's economic base and provide employment for residents.

Protect the supply of land suitable for industrial use by not allowing incompatible uses to locate in industrial areas.

Provide sites for non-industrial land uses that complement industrial development or that require an industrial environment.

Airport

Protect the City's investment in the Municipal Airport and promote airport-related development in the Airport environs.

Prevent development in the Airport environs that will pose hazards to aviation or interfere with or endanger the landing, taking off, or maneuvering of aircraft.

Special Development Areas

Provide policies to guide development at specific sites critical to Plan implementation, including Diamond Match, CSA 87, Bidwell Ranch, Foothill Park, Humboldt Road-Foothills south of State Route 32, the Airport Environs east of Cohasset Road.

Jobs/Housing Balance

Strive to maintain a balance between the number of jobs and the number of employed residents in the Planning Area.

○ Transportation

Pedestrian and Bicycle Circulation

Develop a system of sidewalks and bikeways that promote safe walking and bicycle riding for transportation and recreation.

Provide safe and direct pedestrian routes and bikeways between and through neighborhoods and other places within the Planning Area.

Provide adequate bicycle parking; improve safety conditions, efficiency, and comfort for bicyclists and pedestrians through traffic engineering and law enforcement efforts, and provide for shaded through-routes, where possible.

Plan and design pedestrian facilities to meet the needs of disabled persons.

Transportation System Management (TSM)

Establish a minimum 10 percent trip reduction goal.

Ensure that major employers, including the City, implement TSM programs to reduce peak-period trip generation.

Cooperate with public agencies and other entities to promote local and regional public transit serving Chico.

Standards for Traffic Level of Service

Strive to maintain traffic LOS C on residential streets and LOS D or better on arterial and collector streets and at all intersections during peak hours.

Circulation and Street System

Promote safe and efficient vehicle circulation; make efficient use of existing facilities, and through the arrangement of land uses, improved alternate modes, and provision of more direct routes for pedestrians and bicyclists, strive to reduce the total vehicle-miles travelled.

Provide fair and equitable means for paying for future street improvements.

Neighborhood Streets

Provide for increased connections between and within neighborhoods for bicycles, pedestrians, and, where appropriate, automobiles.

Parking

Expand public parking programs Downtown to alleviate existing and future shortages.

Require all development outside Downtown to provide off-street parking, but limit parking consistent with other Plan policies related to air quality and resource conservation.

Goods Movement

Provide adequate circulation and off-street parking and loading facilities for trucks and facilitate intermodal goods delivery.

Airport

Maintain and improve Chico Municipal Airport for commercial and general aviation and for special aviation needs, including facilities for propeller, turbo, motorcraft and jet aircraft.

Railroads

Explore opportunities to increase rail passenger and inter-city bus transit services wherever possible.

○ Parks and Public Facilities and Services

Parks and Recreational Open Space

Develop a diversified, high-quality public park system that provides recreation opportunities at a variety of scales for all residents

Use the creeks as a framework to provide a network of open space.

Locate future neighborhood parks closer to where people live where possible.

Continue cooperative efforts with CARD and CUSD to provide recreational facilities.

Educational Facilities

Support the efforts by CUSD, CSUC, and Butte College to maintain and improve educational facilities and services.

Encourage CUSD to provide educational facilities with sufficient permanent capacity to meet the needs of current and projected enrollment, and cooperate with CUSD and CARD in coordinating joint use of school facilities for community recreation.

Water Supply and Wastewater Service

Promote orderly and efficient expansion of public utilities to meet projected needs.

Encourage water conservation with incentives for decreased water use and active public education programs.

Coordinating and Funding Infrastructure

Coordinate capital improvements planning for all municipal service infrastructure with the direction, extent, and timing of growth.

Establish equitable methods for distributing costs associated with serving new development, including impact fees, where warranted.

Storm Drainage

Develop a comprehensive storm drainage plan that includes alternative storm control features and use of detention and retention basins.

Establish equitable methods of paying for future storm drainage improvements.

Community Services

Support efforts to improve and expand health and social services for all segments of the community.

Encourage development of adequate, affordable, and quality child care.

Resource-based Thresholds and Performance Standards for New Development

Establish and maintain standards for public services and facilities to ensure that service demands of new development do not exceed the capacities of streets, utilities and other public services.

Require new development to pay for mitigating impacts on existing public services and facilities to maintain service levels.

○ Economic Development

Maintain a balanced land use program that provides opportunities for commercial and industrial development.

Actively promote economic development opportunities and knowledge of Chico in the region, state, and nation; maintain a positive small-business climate, and strengthen the City's tax base by encouraging environmentally sensitive development with tax generation potential.

Promote economic development activities that link residents with businesses in the City, such as job training and job development, and facilitate jobs/housing balance.

Encourage agricultural processing and cooperative distribution and marketing of agricultural products grown locally.

Promote high technology and research and development activities, and enhance aspects of the community that help economic development and draw residents to Chico.

Encourage large businesses in Chico to make purchases in the community whenever possible to support local firms.

○ Open Space and Environmental Conservation

Air Quality

Strive to meet all state and federal air quality standards; reduce generation of air pollutants.

Promote the use of trees and plants in landscaping to reduce air pollutant levels.

Coordinate air quality, transportation, and land use planning with the County and agencies responsible for air quality management.

Biotic Resources

Protect habitats that are sensitive, rare, declining, unique, or represent valuable biological resources in the Planning Area.

Preserve and protect areas determined to function as regional wildlife corridors, particularly those areas that provide natural connections permitting wildlife movement between sensitive habitats and areas being considered for future conservation because of their high value.

Provide for no net loss of overall wetland acreage; where such losses may be unavoidable at the project level, require mitigation that meets the no net loss goal.

Water Quality

Enhance the quality of surface water resources of the Planning Area and prevent their contamination.

Comply with the Regional Water Quality Control Board's regulations and standards to maintain and improve groundwater quality.

Where feasible, maintain the natural condition of waterways and flood plains and protect watersheds to ensure adequate groundwater recharge and water quality.

Open Space

Maintain hillsides and viable agricultural lands as open space for resource conservation and preservation of views.

Preserve and enhance Chico's creeks and the riparian corridors adjacent to them as open space corridors for the visual amenity, drainage,

fisheries, wildlife habitats, flood control, and water quality value.

Where feasible, integrate creekside greenways with the City's open space system and encourage public access to creek corridors.

Protect aquifer recharge areas needed to maintain adequate groundwater supplies.

Maintain oak woodlands and habitat for sensitive biological resources as open space for resource conservation/resource management.

Minimize conflicts between urban and agricultural uses by requiring buffers and greenbelts.

Agriculture

Promote continued agricultural use of important farmland outside the urban area.

Continue to work with Butte County to maintain the Greenline.

Minimize conflicts between agricultural and urban uses by requiring buffers or use restrictions or using roads or creeks to separate uses.

Mineral Resources

Work with the State and Butte County to identify and protect significant mineral resources in the Planning Area.

Coordinate mineral resource extraction with other land uses.

Archaeological, Historic, and Paleontological Resources

Protect archaeological, historic, and paleontological resources for their aesthetic, scientific, educational, and cultural values.

Energy Resources

Conserve scarce or nonrenewable energy resources.

Promote energy efficiency in new subdivisions and in building design.

Waste Management and Recycling

Reduce the generation of solid waste, including hazardous waste, and recycle those materials that

are used, to slow the filling of local and regional landfills.

○ **Safety and Safety Services**

Flooding and Dam Inundation

Minimize threat to life and property from flooding and dam inundation.

Seismic and Geologic Hazards

Protect lives and property from seismic and geologic hazards.

Fire Services

Continue to provide high-quality, effective, and efficient fire protection services for Chico area residents.

Minimize the loss of life and property resulting from the hazards of fire, medical and rescue emergencies, hazardous materials incidents, and disaster response and recovery.

Law Enforcement

Continue to provide community-oriented policing services that are responsive to citizens' needs.

Increase and maintain public confidence in the ability of the Police Department to provide quality police services.

Emergency Management

Use the City's Emergency Plan as the guide for emergency management.

Miscellaneous Hazards

Protect residents from the potential health dangers of electric and magnetic fields generated by power transmission lines and other sources, and hazards associated with agricultural spraying and wind-shear.

○ **Noise**

Protect public health and welfare by eliminating existing noise problems where feasible, by establishing standards for acceptable indoor and

outdoor noise, and by preventing significant increases in noise levels.

Incorporate noise considerations into land use planning decisions, and guide the location and design of transportation facilities to minimize the effects of noise on adjacent land uses.