APPENDIX B - OPPORTUNITY SITES

OPPORTUNITY SITES

As listed in the Land Use Element, the City has identified 15 Opportunity Sites expected to be the focus of change and revitalization over the next 20+ years. Many of these sites have been designated for mixed-use, higher density residential development, or another land use compatible with the area's existing or evolving uses. Opportunity Sites are categorized by general location as follows:

- Central City (Sites 1 – 3)
- Corridor (Sites 4 – 8)
- Regional Center (Sites 9 – 11)
- Other (Sites 12 – 15)

A brief description of the site characteristics and the vision for the transformation of each site is provided below, along with maps showing the opportunity site boundaries with parcel-specific land use designations. New development or redevelopment within these designated Opportunity Sites is meant to be consistent with the vision for the Opportunity Site, development parameters for the respective land use designation(s), and other applicable requirements of the General Plan.

APPENDIX B - OPPORTUNITY SITES

Central City Opportunity Sites

1) Downtown Opportunity Site

The success of a compact city relies on increased residential density and intensity of uses in its downtown. As discussed in greater detail in the Downtown Element, many sites throughout Downtown are underutilized and will benefit from renovation and redevelopment that includes mixed-use, multi-story buildings. One of the greatest opportunities in Downtown is the potential for development of urban, multi-family residential units. Several City-owned surface parking lots provide sites with high redevelopment potential.

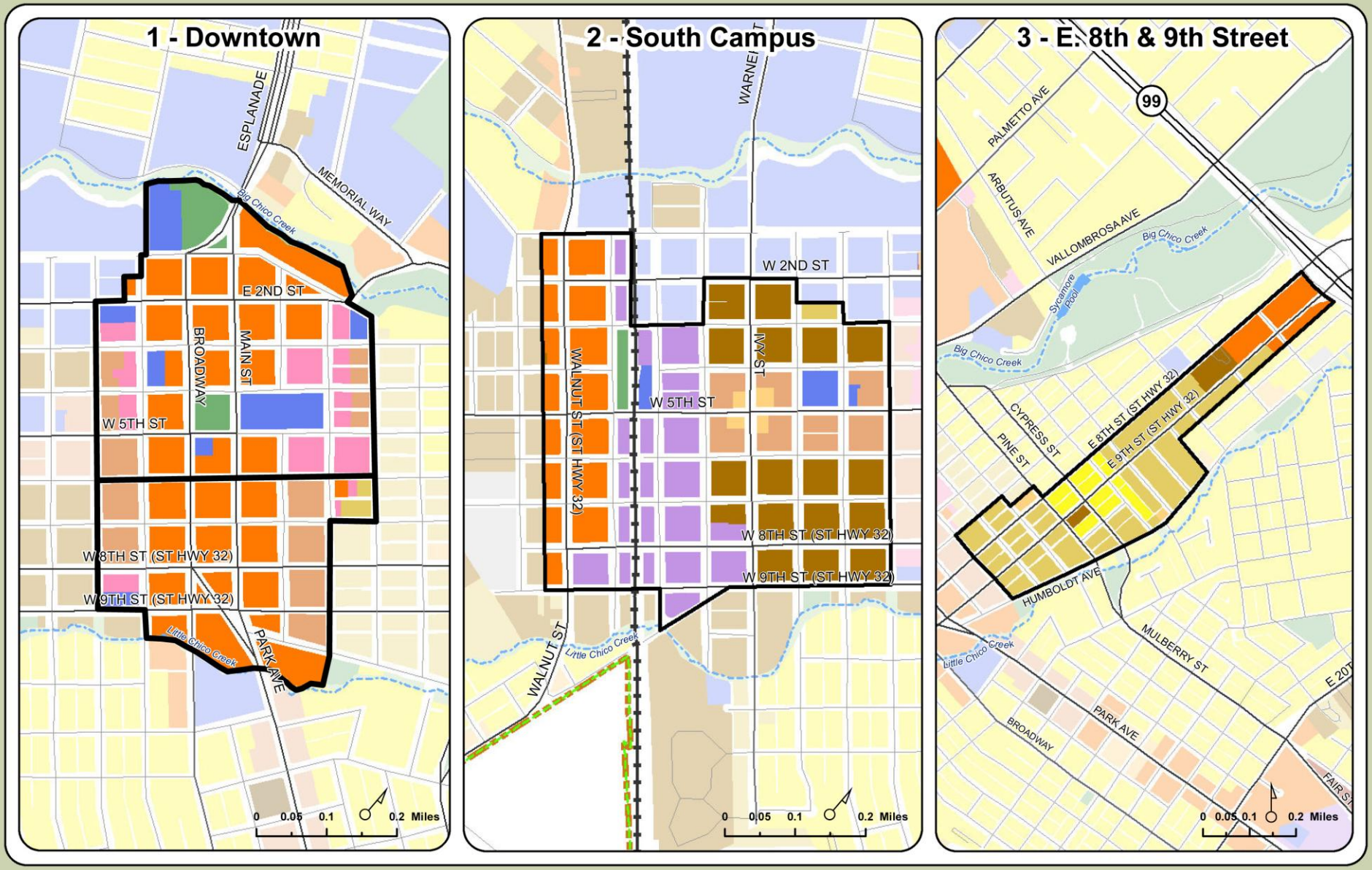
2) South Campus Opportunity Site

The South Campus Opportunity Site is the area adjacent to Downtown and generally located from W. 2nd to W. 9th Streets and from Normal Avenue to Walnut Street. This neighborhood is located south of the CSU Chico campus and includes the Railroad Depot. Because of its strategic location, close to CSU Chico and Downtown, this area provides opportunities for new residential development and redevelopment at higher densities. However, there are many historic properties in this area of which development will need to be sensitive. The area includes an existing Mixed-Use Neighborhood Core that could support a greater intensity of uses. This core area is connected to Downtown by a corridor of Residential Mixed Use properties lining 5th Street.

Further west along Cherry, Orange, and Cedar Streets near the railroad depot, a collection of industrial buildings represents an opportunity for live-work units, artists' studios, or shared office spaces for emerging businesses. The area's industrial nature makes it an opportunity for unique mixed-use projects that may not be easily located elsewhere in the City. The far western portion of this Opportunity Site encompasses Walnut Street where commercial mixed-use projects will provide more housing in close proximity to the university and more shopping and services for the neighborhood residents and the greater community traveling the Walnut Street corridor.

3) East 8th & 9th Street Corridor Opportunity Site

This Opportunity Site surrounding 8th and 9th Streets between Downtown and State Route 99 presents an opportunity for higher density housing served by public transit, within walking distance to Downtown. The eastern end of the site is envisioned to be developed with a mixture of commercial and residential uses that will act as a transition from State Route 99 to the residential areas farther west. Residential Mixed Use properties at the site's western border (Wall Street) provide a transition to Downtown with the opportunity for a mixture of residential and office or commercial uses.



GENERAL PLAN DESIGNATIONS

- LDR Low Density Residential
- MDR Medium Density Residential
- MHDR Medium-High Density Residential
- RMU Residential Mixed Use
- NC Neighborhood Commercial
- CMU Commercial Mixed Use
- OMU Office Mixed Use
- IOMU Industrial/Office Mixed Use
- MW Manufacturing & Warehousing
- PFS Public Facilities & Services
- SOS Secondary Open Space
- Greenline

Data Source: City of Chico

Central City Opportunity Sites

CITY OF CHICO INC. 1872

CHICO 2030 GENERAL PLAN

APPENDIX B - OPPORTUNITY SITES

Corridor Opportunity Sites

4) North Esplanade Opportunity Site

This Opportunity Site encompasses the Esplanade north of Lindo Channel. The Esplanade south of Lindo Channel is a world-class boulevard lined with mature trees and bordered by frontage streets. North of Lindo Channel the street amenities disappear, exposing a commercial corridor lined with strip centers and an unfriendly pedestrian and bicycle environment. Opportunities exist for new development and redevelopment that is oriented to pedestrians with buildings placed near the street and the incorporation of public improvements that support all modes of transportation. The Opportunity Site is served by public transit, and includes a number of vacant and underutilized properties. The northern end of the site has properties designated for Office Mixed Use and Residential Mixed Use, and many properties south of Shasta Avenue are designated for Commercial Mixed Use. These mixed-use designations can accommodate a combination of office, residential, and commercial uses providing flexibility and bringing vitality to this important transportation corridor.

5) Mangrove Avenue Opportunity Site

Mangrove Avenue is a heavily used transit corridor in the core of Chico with grocery stores, medical offices, banks, and smaller service and retail uses. The corridor has already experienced some redevelopment, but many opportunities remain in the form of small, aging buildings and some unnecessarily large parking lots. The Opportunity Site's Commercial Mixed Use designation allows a mixture of commercial and residential uses. Adding residences will supply riders for the transit route along Mangrove Avenue and support the existing and anticipated businesses in the area. As redevelopment occurs within the Opportunity Site, opportunity exists to transform Mangrove Avenue into a more pedestrian and bicycle friendly environment.

6) Park Avenue Opportunity Site

Park Avenue has long been considered an opportunity for redevelopment, and is emphasized prominently in the Southwest Chico Neighborhood Plan. Located immediately south of Downtown and served by transit, this Opportunity Site could accommodate higher density and intensity development. The Barber Neighborhood to the west and the Chapman-Mulberry Neighborhood to the east contain residents who would benefit from added neighborhood-oriented commercial uses. At Park Avenue's intersection with 16th Street, a Mixed-Use Neighborhood Core is envisioned to anchor the Opportunity Site with neighborhood-serving businesses accompanied by residences and offices, and to serve as a gateway to the Barber Yard Special Planning Area. North and south from the core, properties designated Commercial Mixed Use support the existing commercial nature of Park Avenue while allowing flexibility for other uses along the corridor. At the northern end of Park Avenue, redevelopment of higher density housing within the Residential Mixed Use and High Density Residential designations will house residents who will support existing and new commercial uses within the Opportunity Site and in Downtown.

7) Nord Avenue Opportunity Site

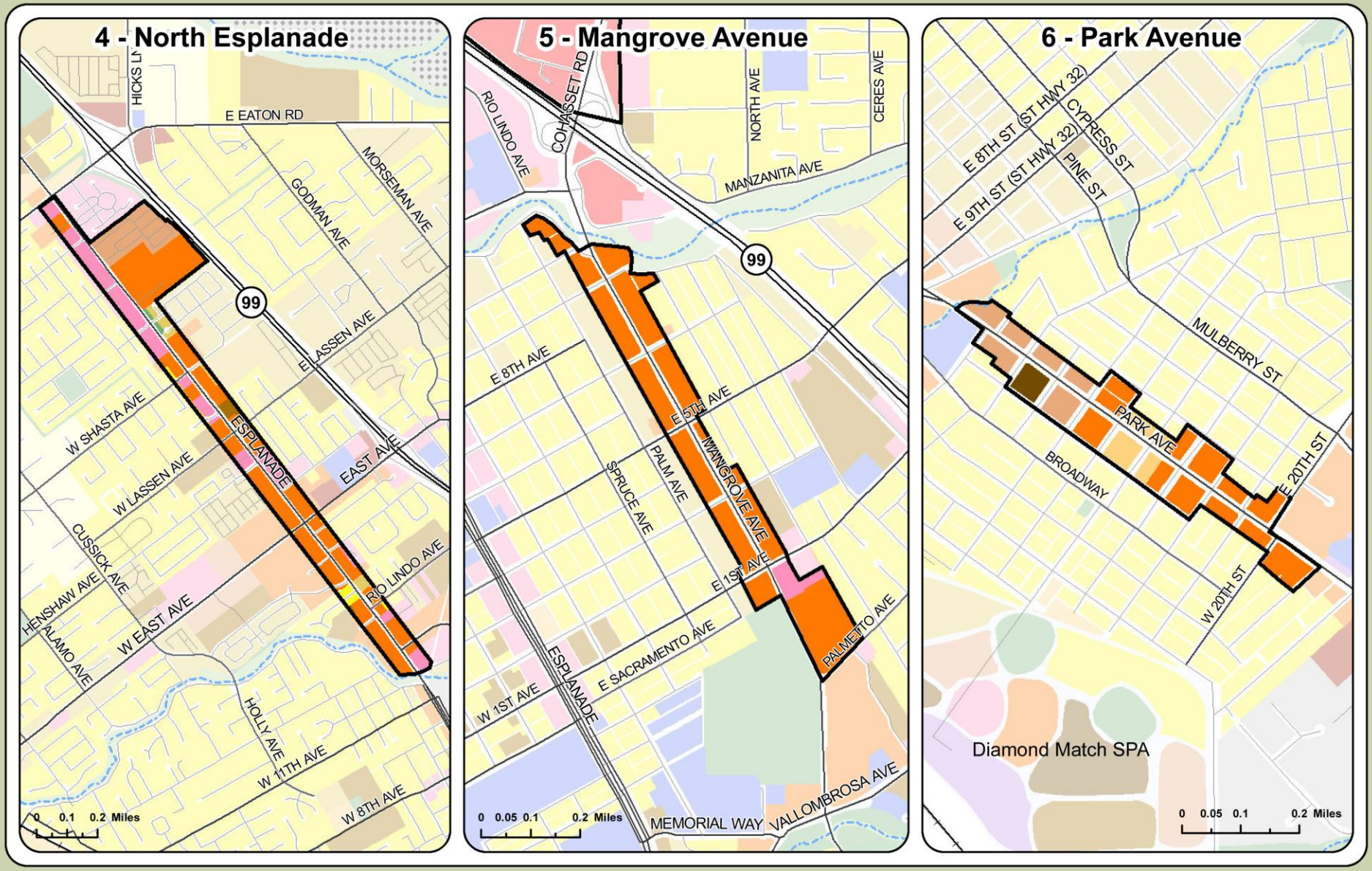
Nord Avenue from Lindo Channel to West Sacramento Avenue acts as the northwestern gateway to Chico for travelers arriving from the west on State Route 32, however, this area currently presents little in the way of welcoming features. Traditional uses in this area are light manufacturing, commercial services, and multi-family residential. Opportunities exist to transition vacant or underutilized properties to office or industrial mixed-

Corridor Opportunity Sites

use projects and, at key intersections, commercial mixed-use projects. The vision for this transit corridor Opportunity Site includes a greater mixture of uses at higher densities and intensities that transitions down toward its northern end at the City's edge.

8) East Avenue Opportunity Site

Approximately 18 acres of vacant land west of the commercial center at East Avenue and the Esplanade provides an opportunity for a mix of uses. This site which is served by infrastructure and public transit is close to shopping, medical services, and employment, and is an ideal location for a mixture of higher density residential and office uses with some commercial development that complements the more intense commercial uses at the intersection with the Esplanade.



GENERAL PLAN DESIGNATIONS

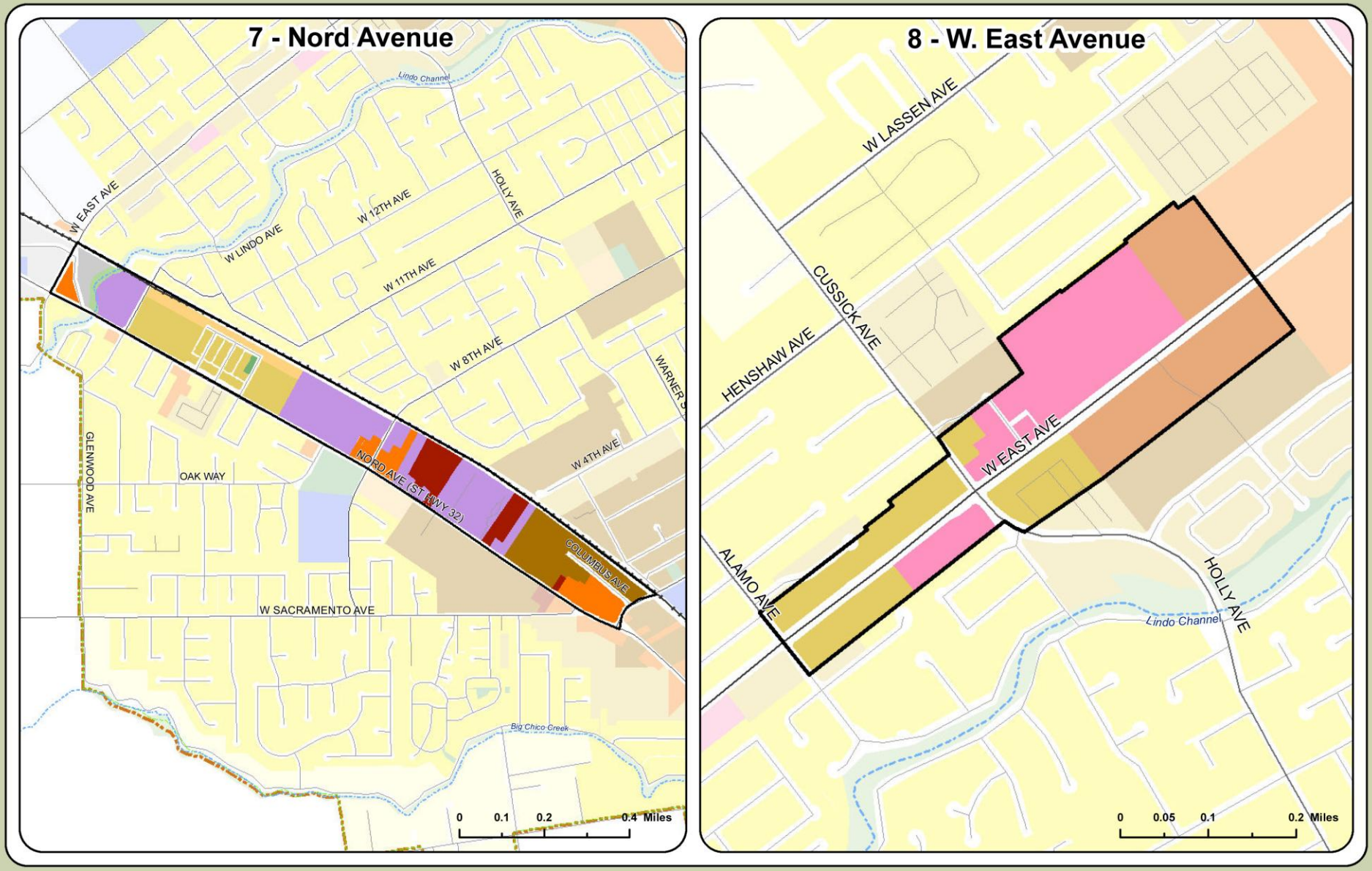
- LDR Low Density Residential
- MDR Medium Density Residential
- HDR High Density Residential
- RMU Residential Mixed Use
- NC Neighborhood Commercial
- CMU Commercial Mixed Use
- OMU Office Mixed Use
- POS Primary Open Space

N

Data Source: City of Chico

Corridor Opportunity Sites

CHICO 2030 GENERAL PLAN



GENERAL PLAN DESIGNATIONS

- MDR Medium Density Residential
- MHDR Medium-High Density Residential
- RMU Residential Mixed Use
- NC Neighborhood Commercial
- CMU Commercial Mixed Use
- CS Commercial Services
- OMU Office Mixed Use
- IOMU Industrial/Office Mixed Use
- MW Manufacturing & Warehousing
- POS Primary Open Space
- SOS Secondary Open Space
- Greenline
- City of Chico Sphere of Influence Boundary

N

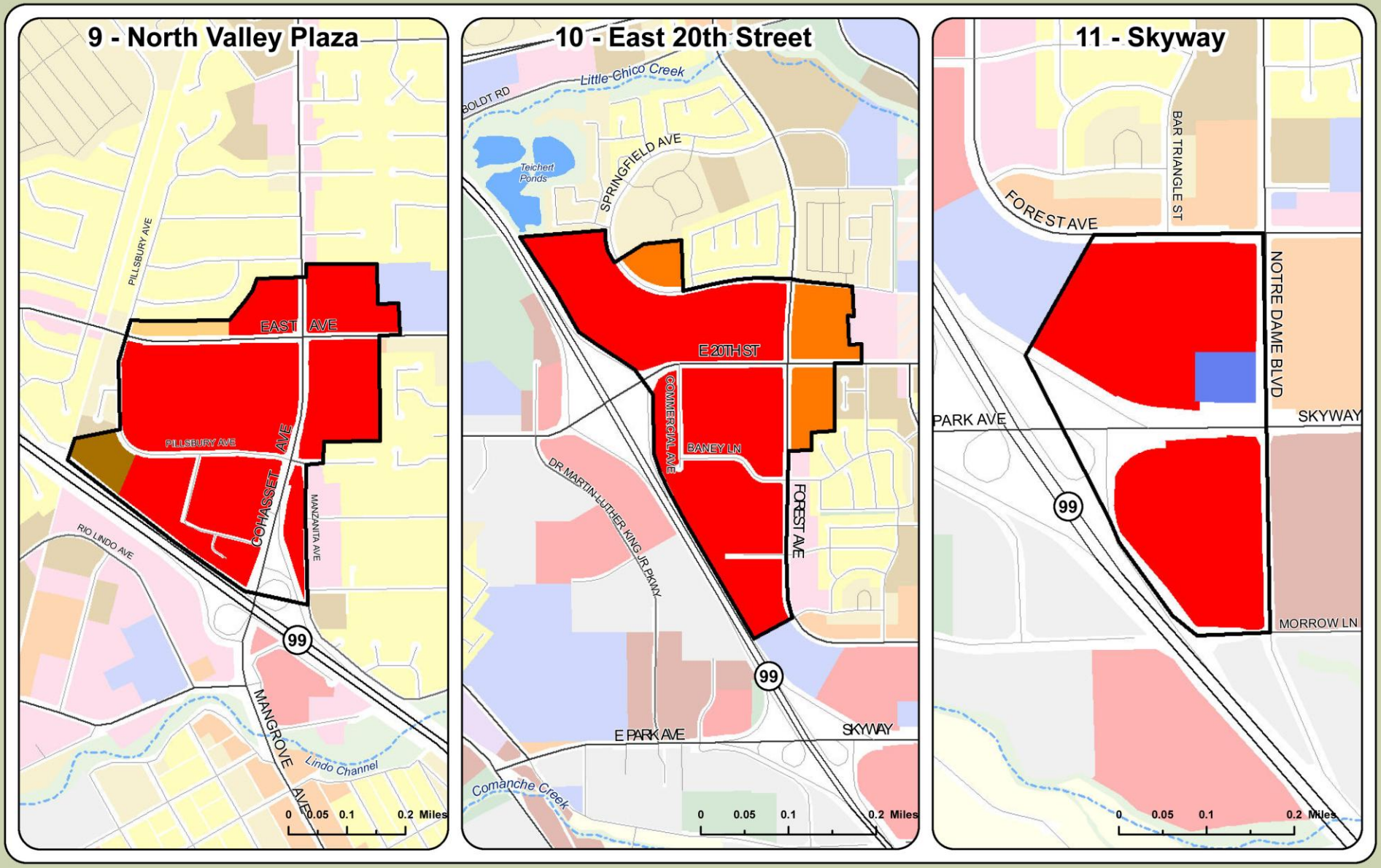
Data Source: City of Chico

Corridor Opportunity Sites

CHICO 2030 GENERAL PLAN

APPENDIX B - OPPORTUNITY SITES

Regional Center Opportunity Sites
9) North Valley Plaza Opportunity Site This Regional Center is identified as an Opportunity Site because it has the potential to become a "midtown" core that incorporates urban uses not suited to Downtown. The area has a movie theater, restaurants, and popular retail stores that are used by residents of the entire City and greater region. The site is easily accessed by two State Route 99 exits, is intersected by East Avenue and Cohasset Road, has four public schools within one half mile, and is approximately two miles from the Chico Municipal Airport. At least three of the shopping centers within the area contain surface parking lots nearly twice the necessary size. These large parking lots, combined with the sites' underutilized properties, present an opportunity for large-scale redevelopment. Integrating residential components into development projects within this site will help support this regional commercial and entertainment center.
10) East 20th Street Opportunity Site This Regional Center contains the Chico Mall and a number of national chain retail stores. It also contains an approximately 8-acre vacant property on the west side of Forest Avenue and a large vacant lot between the Kohl's and the Chico Mall on Springfield. The retail centers in this area are all single story with large surface parking areas, providing the potential to intensify the commercial uses. Its convenient location near an exit from State Route 99 increases its revitilization potential as a thriving regional commercial center.
11) Skyway Opportunity Site This Regional Center site is developed with large retail stores that serve the entire City and greater region. The area, which is easily accessed from State Route 99, is identified as an Opportunity Site because it is has the potential to grow as a regional commercial center. Several of the shopping centers in the area contain surplus parking and underutilized properties that, together, present an opportunity for renovation and redevelopment.



GENERAL PLAN DESIGNATIONS

- MHDR Medium-High Density Residential
- NC Neighborhood Commercial
- CMU Commercial Mixed Use
- RC Regional Commercial
- PFS Public Facilities & Services

N

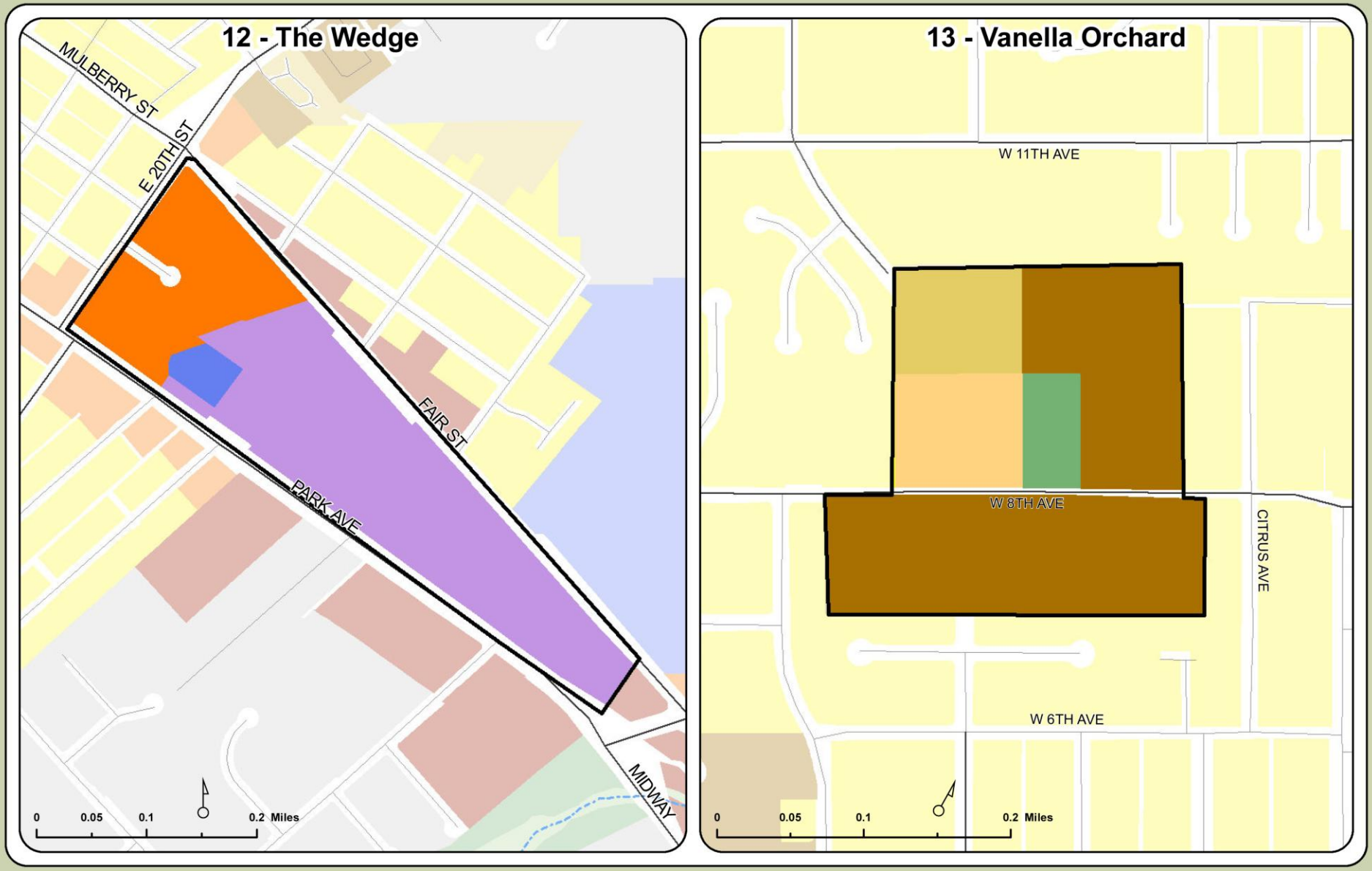
Data Source: City of Chico

Regional Center Opportunity Sites

CHICO 2030 GENERAL PLAN

APPENDIX B - OPPORTUNITY SITES

Other Opportunity Sites
12) The Wedge Opportunity Site The area known as "the Wedge," due to its shape, is a crossroads between the Chapman and Mulberry neighborhoods, the Southwest Chico Neighborhood, the Fairgrounds, and the southwest industrial area. The area is underutilized with predominantly light industrial uses and some commercial services and retail stores. Good infrastructure is in place. Opportunities for mixed-use development include commercial mixed uses in the north near E. 20th Street and industrial-office mixed uses in the southern part of the Wedge. Additional development of office and light industry in this location will provide employment opportunities and act as a transition to the industrial area to the west.
13) Vanella Orchard Opportunity Site This site with 32 acres of almond orchards on the north and south sides of W. 8th Avenue is one of the few remaining commercial agricultural operations within the City limits. Within the historic Avenues Neighborhood and surrounded by residential properties, this infill site presents a unique opportunity for higher density residential development with a supporting Mixed Use Neighborhood Core and a park.
14) Pomona Avenue Opportunity Site This site, located adjacent to the Greenline, is partially within the City limits and includes a mixture of residential densities. Due to the site's proximity to CSU Chico and Downtown, it presents an opportunity for increased residential densities. The site also includes a small area designated for Neighborhood Commercial development along Dayton Road to allow for expansion of the existing, small commercial center. New development within this site will need to be compatible with commercial agriculture operations to the west, south and east.
15) Eaton Road Opportunity Site Approximately 4 acres on the north side of Eaton Road are highlighted as an Opportunity Site in anticipation of a neighborhood-serving commercial use. Northern Chico is currently developed with many residential subdivisions that lack a local, supporting commercial center. This site, along a key transportation corridor and within close proximity to the North Chico SPA, presents an opportunity to locate commercial businesses near the residents of north Chico



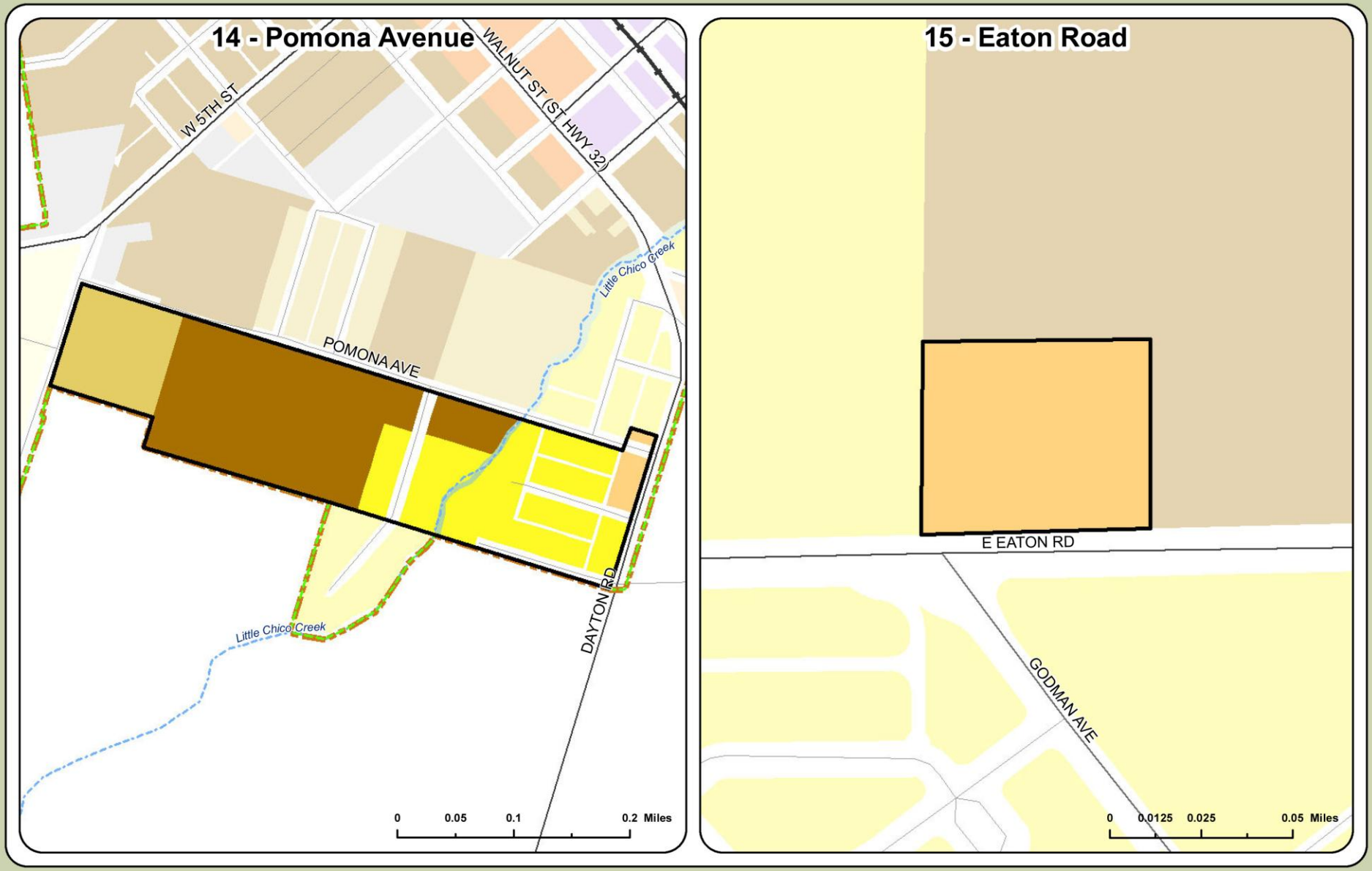
GENERAL PLAN DESIGNATIONS

- MDR Medium Density Residential
- MHDR Medium-High Density Residential
- NC Neighborhood Commercial
- CMU Commercial Mixed Use
- IOMU Industrial/Office Mixed Use
- PFS Public Facilities & Services
- SOS Secondary Open Space

Data Source: City of Chico

Miscellaneous Opportunity Sites

CHICO 2030 GENERAL PLAN



GENERAL PLAN DESIGNATIONS

- LDR Low Density Residential
- MDR Medium Density Residential
- MHDR Medium-High Density Residential
- NC Neighborhood Commercial
- Adopted "Greenline" (Butte County)
- City of Chico Sphere of Influence Boundary

N

Data Source: City of Chico

Miscellaneous Opportunity Sites

CHICO 2030 GENERAL PLAN