# The Avenues
# Neighborhood Improvement Plan

Created by
The City of Chico and the
Avenues Community

Adopted April 15, 2008 by City Council Resolution # 30-08

## Community Partners

The Chico Avenues Neighborhood Association
All participating members of the Avenues Neighborhood
The Chico Community
Enloe Medical Center
California State University, Chico
Chico Unified School District
Citrus Elementary School
Chico Junior High School
Chico High School
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# Section I.
# Executive Summary, Background and Existing Conditions

## Section I. Executive Summary, Background and Existing Conditions.

### A. Executive Summary

The Avenues is one of Chico's oldest neighborhoods and presents a remarkable palette of history, opportunities, potential and challenges. As the City of Chico experiences rapid growth, change is imminent. In response, the City of Chico, the Chico Avenues Neighborhood Association (CANA) and other community members and institutions proactively seek to improve the quality of life and enhance the established character of the Avenues neighborhood.

This Neighborhood Plan shows that residents and city staff alike are unified in their concern and want to develop a sound, integrated strategy for the future of their neighborhood. With the help of their surrounding neighbors, institutions, and consultants, action is being taken to initiate dialog between schools, city staff, law enforcement, the hospital and the university.

This Neighborhood Plan is a living document that reflects the beginning of an ongoing process. It will integrate into the city's General Plan and serves as a starting point for future strategies, development and changes.

This Neighborhood Plan is the direct result of input from the Avenues Neighborhood; it is crafted from their concern for the future of their neighborhood and pride about the place they live. The Avenues Neighborhood Improvement Plan was adopted by the City Council of the City of Chico by resolution 30-08 on April 15, 2008.

#### 1. Goals

The goals of this Neighborhood Plan mirror the mission of CANA. In broad overview, this plan seeks:

- Improved quality of life for all residents
- Enhanced neighborhood character
- Preserved historic sites and structures
- Carefully considered plans for growth and development
- Improved traffic flow and calming
- Improved infrastructure for the neighborhood
- Improved, active and ongoing communication between all members of the community, city and neighboring institutions

#### 2. Scope

This Neighborhood Plan will help drive future changes in the Avenues Neighborhood while clearly stating guidelines that respect its traditions and history. In scope, this plan:

- Describes the community and outlines its history and current challenges in detail
- Offers detailed economic analysis of potential growth
- Highlights ways the neighborhood can participate in the larger community and engage in positive change
- Details proposed traffic calming, infrastructure, architectural and landscape improvements
- Details resources and options for funding infrastructure and development over time

- Illustrates several ways the neighborhood can positively promote and communicate its visions and concerns with the City of Chico
- Initiates dialog between involved parties

### 3. Recommendations/Guidance

Detailed recommendations for neighborhood improvements are described throughout this plan. In summary, the plan recommends:

- Neighborhood street and alley improvements
- Traffic calming measures that can be applied throughout the neighborhood and around schools
- Reconciled General Plan and zoning designations
- Consistent enforcement of established codes that will improve quality of life in the neighborhood
- Leveraging economic opportunities, including proposed development at the Chico Nut, Vanella Orchard and Matador Motel sites
- Environmental improvements, including the creation of a new park and improvements along Lindo Channel
- Active rehabilitation of commercial properties and homes
- Preservation of historic structures and sites and improved process for identifying them
- Encouraging home ownership
- Ensuring the care and preservation of the neighborhood's trees
- Improving public safety
- Improving university, city and neighborhood relations
- Careful coordination of improvements with the Mechoopda tribe

### 4. Fiscal Impact and Long Term Strategy

The fiscal impact of this Neighborhood Plan cannot be overstated; the cost of potential improvements for neighborhood infrastructure alone is currently estimated at $24 million. The value of the investment in the Avenues Neighborhood over time however will yield far more than simply return on money invested; tangible improvements will build positive cultural, social, and community-building momentum.

This level of funding may not be available during the life of this Neighborhood Plan. To maximize potential for implementation of the plan's recommendations the Avenues Neighborhood needs to:

- Prioritize key improvements
- Leverage funding among all available sources
- Coordinate improvements with other projects and programs

## B. Introduction

### 1. About Neighborhoods

A neighborhood is a geographic area where residents have a common sense of identity or perceive they have common interests. Neighborhoods can be formed or united by any

number of social, political, geographic or demographic factors. Neighborhoods vary widely in size, composition and configuration. Residents who live in a particular neighborhood are the ones who can best define a neighborhood's boundaries.

A city's character is reflected in its neighborhoods. Neighborhoods showcase a city's architecture and urban design and as the varied lifestyles and cultural and ethnic diversity of its residents. Neighborhoods provide an identifiable unit of the city at a human scale; this is where most residents form their first level of attachment to a community. They provide a place to relax and recharge from daily activities.

## 2. The Avenues Neighborhood's History

The Avenues Neighborhood in the City of Chico is approximately 830 acres or 1.3 square miles in area. It contains 2,120 parcels and approximately 3,860 residential units.

The Avenues is an established neighborhood located north of the university and south of Lindo Channel. The neighborhood's eastern boundary is just west of Mangrove Avenue. Its western boundary is just east of Nord Avenue. The neighborhood also encompasses a portion of the Esplanade. Figure 1 illustrates the boundary of the Avenues Neighborhood.

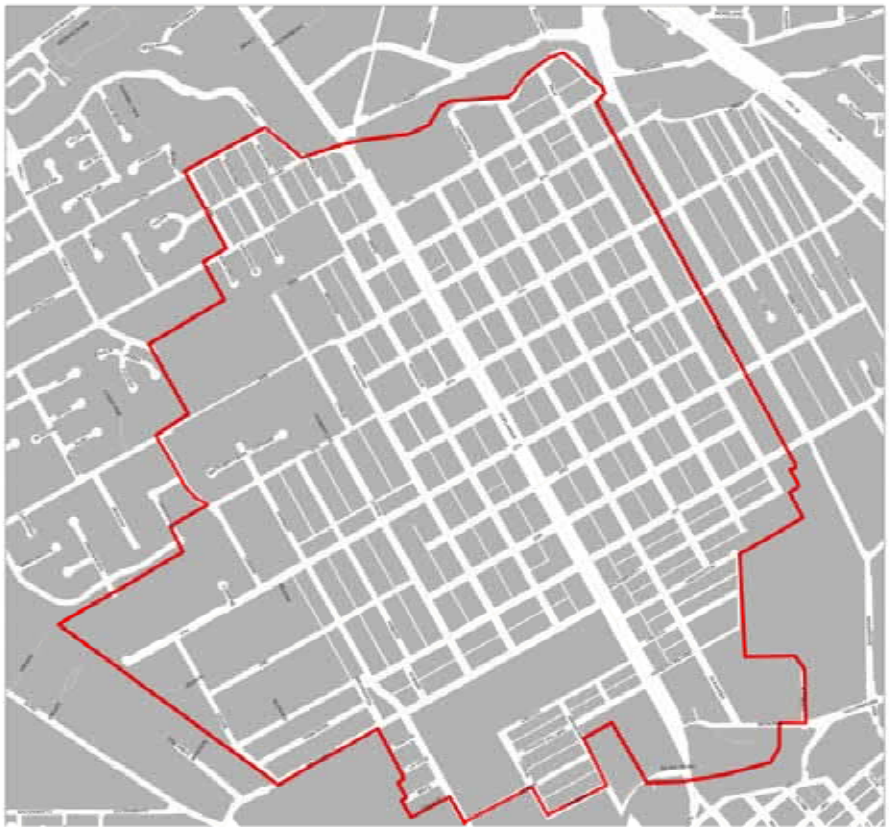


***Figure 1. Avenues Neighborhood Boundaries.***

The Avenues Neighborhood is one of the City's oldest and best-recognized neighborhoods. The area features open, welcoming, tree-lined streets; block and street patterns are scaled to pedestrians and encourage continuity in movement. The neighborhood has diversity in zoning, lot sizes and housing types. Subdivided in the 19th century, the area was settled slowly. Older, more traditional residences dominate the neighborhood, many of them built between 1900 and 1910, and are among its most prized features. More than 40 properties in the area (many of them along its main boulevard, the Esplanade) were included in a Historic Resources Inventory[1] completed for the City in 1983. Numerous other structures are eligible for similar status and may be included in an expanded inventory.

### a. Neighborhood Landmarks

The Avenues Neighborhood is oriented to major City landmarks including the Esplanade, which has been characterized as one of the great boulevards of the world.[2] Bidwell Mansion, also facing onto the Esplanade, is now a state historic park. The Esplanade itself is identified in Chico's General Plan as a segment of a potential ring transportation corridor to be distinguished by bicycle- and pedestrian-friendly sidewalks, tree canopies and mixed use development.

### b. Activity Centers in the Neighborhood

In addition to being valuable neighborhood assets, a number of institutions affect the neighborhood.

California State University Chico (Chico State) has an enrollment of approximately 16,000 and is located directly adjacent to the Avenues. A large number of Chico State students, as well as students who attend Butte College, reside in the area. In 2005, Chico State prepared a master plan to facilitate an enrollment expansion to 20,000 students.

There are three public schools in the Avenues Neighborhood: Chico High School (2,083 students), Chico Junior High School (795 students) and Citrus Elementary School (440 students). All are within the Plan area.

Enloe Medical Center (Enloe) is a 204-bed medical facility centrally located in the neighborhood. It serves a seven-county region of the northern Sacramento Valley. Enloe has initiated its Century Project which will expand the facility by approximately 190,000 square feet and add 130 new beds. Begun in 2006, Enloe expects its Century Project to be completed in three years

### c. Student Rentals

Many homes in the Avenues, both large and small, have been converted to student rentals on a per-room or per-house basis. There are numerous second dwelling units, many of which provide student housing. In 2003, changing state legislation facilitated additional development of student housing. Although the City enacted a West Avenue Special Design Considerations overlay zoning district (SD-4) to address this new development and require use permits for second dwellings, their number, location and design continue to be issues of concern for neighborhood residents.

[1] *Historic Resources Inventory* for the City of Chico, California, 1983.
[2] Jacobs, McDonald, and Rofé. 2003.

### d. Growth Impact Issues

The City of Chico is striving to reinforce the city's compact urban form, preserve agricultural lands and open space at the edges of the city and support the development of viable transit systems. It promotes infill development compatible with preserving neighborhood character in general.

During much of the academic year, backed-up traffic is a twice-daily event around the neighborhood's schools. Rapid population growth in Chico has increased traffic on the Esplanade and throughout the neighborhood. Additionally, the Enloe Century Project has the potential to impact circulation, parking and land use patterns.

Hundreds of properties within the Avenues Neighborhood have recently been annexed into the City. These areas of the neighborhood have varying levels of infrastructure development, including substandard storm drainage facilities and substandard alleys connecting streets at mid-block. Some areas of the Avenues have limited on-street parking available, and lie within an impacted parking area with special parking development requirements.

The Avenues Neighborhood lies primarily within the Chico Merged Redevelopment Project Area. Changing trends in residential development have also affected the Avenues.

Declining Chico State enrollment levels in the late 1990s led to changing demographics in parts of the neighborhood.

### e. Chico Avenues Neighborhood Association (CANA)

In 2003, neighborhood residents and property owners began to coalesce around these growth impact issues to form the Chico Avenues Neighborhood Association (CANA). The group administered a survey in 2005 to identify issues of concern to neighborhood residents. The survey showed that absentee ownership and property neglect are issues of major concern to the majority of neighborhood residents. Out of 22 other potential issues, more than half of respondents assigned a high priority to:

- Increasing/improving bicycle lanes
- Assessing and improving vehicle traffic flow
- Enforcing housing and nuisance codes
- Enforcing traffic laws
- Preserving neighborhood character
- Increasing home ownership
- Defining appropriate locations and mixtures for land use (residential, parks, commercial)
- Maintaining and developing curbs, gutters and other road infrastructure

### f. Neighborhood Boundaries

Streets in the entire neighborhood are organized on a north/south – east/west interconnected grid system. Some of these streets do not have sidewalks and are surface-drained. There are essentially five sub-areas in the Avenues:

- North Campus/Rancheria

- East Avenues
- West Avenues
- Office/Commercial Spine (along the Esplanade)
- Mansion Park

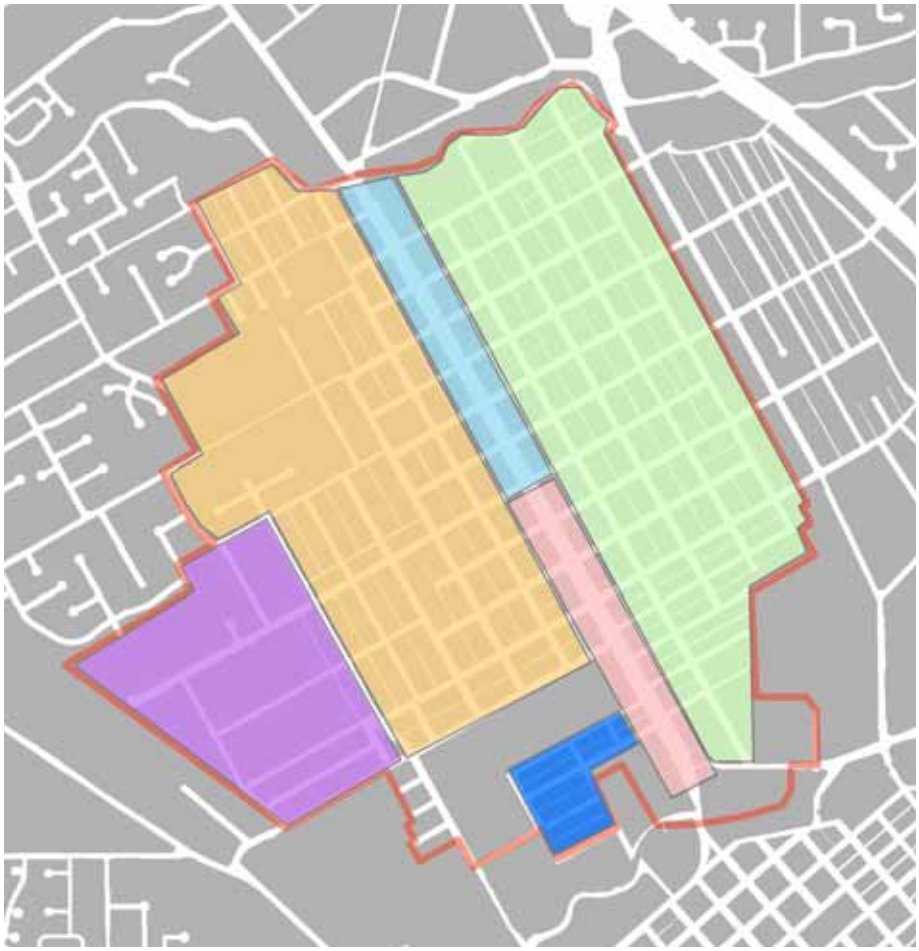


***Figure 2. The Avenues Neighborhood Sub-Areas.***

The North Campus/Rancheria area (purple) is located near Chico State west of Warner Street and south of West Sixth Avenue. It is characterized by multi-family residential uses on large blocks and large parcelization.

The Office/Commercial Spine (light blue/pink) along the Esplanade is comprised of professional offices many of which are converted residential properties, strip commercial, institutional and industrial uses.

The East and West Avenues areas (green, ochre) are characterized for the most part by smaller, individually built, modest homes situated on smaller lots. These neighborhoods are also the home to schools, churches, parks and other public institutions.

Mansion Park (dark blue) is characterized by its larger single family homes on larger lots. The neighborhood is between Chico High School and the Bidwell Mansion in the West Avenues.

## C. Neighborhood Planning and Benefits

Neighborhood planning is a strategic process that is intended to complement the comprehensive General Plan update, which is currently underway in Chico. Effective neighborhood planning results in the development and implementation of issue-based, action-oriented local plans that address neighborhoods' physical environment, land use, social and infrastructure issues. The purposes of the Avenues Neighborhood Plan are 1) to articulate a vision and policy direction for the Avenues Neighborhood Plan area; 2) to provide guidance and set priorities for future public improvements and capital projects in the plan area; and 3) to serve as a point of focus for neighborhood involvement in improvement activities, programs and projects.

The Avenues Neighborhood Plan generates a framework for partnership between residents, businesses, institutions and the City, encouraging collaboration and resulting in an enhanced sense of community. Through the establishment of common goals, neighborhood plans can identify issues and priorities as well as alternative solutions to be addressed in short-, mid-, and long-range implementation schedules. Solutions proposed in a neighborhood plan may result in the need for action by the City, property owners in the neighborhood or by a variety of collaborative means.

### 1. History of the Avenues Neighborhood Plan

The Avenues Neighborhood Plan was commissioned by the City Council after CANA requested that the City Council undertake a proactive assessment of the Avenues Neighborhood and develop a strategic plan of action.

The City and CANA identified a number of issues at the beginning of the planning process. These issues included:

- Traffic
- Housing Conditions
- Neighborhood Character
- Home Ownership
- Land Use
- Public Improvements
- Parking
- Public Safety
- Impacts from Public Institutions

These issues were amplified during the initial public process and are addressed in this document.

### 2. Plan Area Definition

The Avenues Neighborhood Plan area was defined through a series of public meetings between City staff and community members in 2005 and 2006. Delineation of the area

was based on factors including platting, age and condition of housing stock, infrastructure needs, perceived risk of crime, and physical features such as creeks.

## 3. Public Process

The City of Chico, in partnership with CANA and other neighborhood institutions, sponsored a series of neighborhood improvement workshops that took place between Friday, November 10th and Thursday, November 16th 2006. Planning for the events was done over three meetings with the Project Development Team (PDT). The PDT is envisioned to form the basis for an ongoing City-community partnership that will play a vital role in supporting and implementing the neighborhood plan. The PDT is composed of representatives from:

- Chico City staff
- CANA
- Staffs and parent-teacher organizations of Chico High School, Chico Junior High, and Citrus Elementary schools
- Chico Unified School District (CUSD)
- Chico State
- Enloe Medical Center

### a. Friday, November 10th

Several focus group interviews were conducted over the seven-day workshop period. Focus group interviews allowed the consultant team to learn vital information about community concerns, past efforts and future hopes. Focus groups included representatives from:

- Avenues Neighborhood business community
- Local property management companies
- Residents and historic preservation interests
- School administrators
- An environmental organization
- Mechoopda tribal government
- City emergency responders
- City transportation staff

### b. Saturday, November 11th

The public part of the program began with of a series of workshops. The first workshop was an all-day Design Workshop and Walking Tour. About 80 people took part in this workshop, which included walking tours in a drizzling rain. Four different routes were developed by the consultant team. During the tour, participants discussed various opportunities and challenges presented by current neighborhood conditions, and envisioned the future of the neighborhood.

The Local Government Commission then conducted a Community Image Survey. The survey consisted of 40 slides of photographs taken in Chico and other communities. As a whole, the images presented contrasting views of a neighborhood – streets, sidewalks, retail areas, office buildings, housing, gateways and civic features. The

survey was used during the Neighborhood Design Workshop to involve Avenues Neighborhood residents in the planning process and to gauge what they wanted to see in their neighborhood.

The Group Topic session followed and involved a neighborhood-wide planning effort to assess issues such as land use, circulation, transit, streetscape, crime, parking and opportunity sites for the entire Avenues Area. Participants were divided into eight working groups and given 10 minutes to respond to a series of eight questions in one or two brief thoughts with three- or four-word statements for each question. The balance of the time was spent reaching consensus and prioritizing the list. Responses were written down on large print pads and the top two to three concepts for each question were presented to participants at the Plenary Session (a session attended by all of the participants).

During the afternoon session, participants were assigned to eight different working groups that focused on specific sub-areas within the Planning Area Boundary.

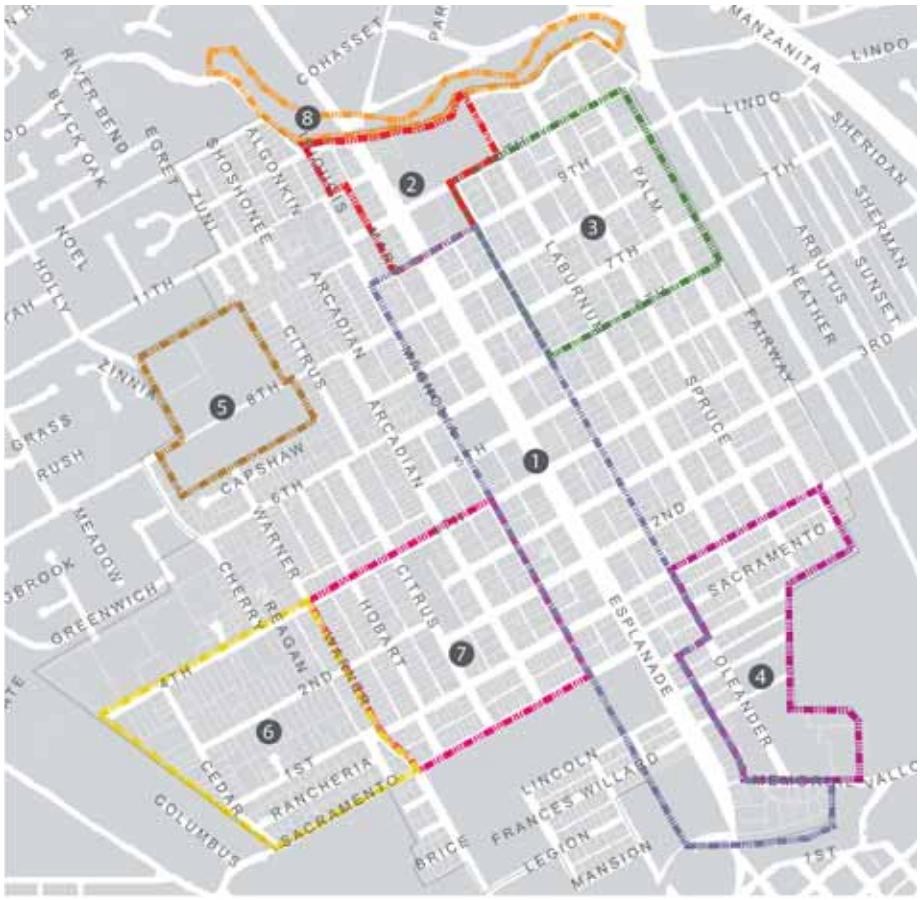



***Figure 3. The Avenues Neighborhood Workshop Sub-Areas.***

Participants jotted down impressions they had in response to a five-question survey. Groups then had an hour to discuss, prioritize and record ideas and thoughts. Again, the top two to three concepts for each question were presented to the rest of the participants at a Plenary Session.

### c. Tuesday, November 14th

On Tuesday evening a second workshop was held that specifically focused on traffic issues in the Avenues Neighborhood. About 60 community members participated. The workshop started off with a presentation on traffic management and traffic calming techniques by traffic engineer Ian Lockwood, P.E., of Glatting Jackson. Mr. Lockwood is a nationally-recognized expert on traffic calming. The presentation provided background and information on some of the commonly-used traffic calming tools and techniques cities across the U.S. use. Participants then worked in small groups of approximately eight people to discuss traffic problems in the neighborhood and propose specific recommendations. Comments and suggestions were written on aerial photographs of the area and the workshop concluded with each of the eight tables reporting back to the rest of the participants.

### d. Thursday, November 16th

About 60 community members participated in the week's final workshop. Paul Zykofsky of the Local Government Commission started off the presentation by summarizing the workshop's process and what the team (Mogavero Notestine Associates, Glatting Jackson, Applied Development Economics and the Local Government Commission) had learned from participants. Mr. Zykofsky followed with a presentation of the team's observations on the common themes that emerged from the many discussion held during Saturday's and Tuesday's Group Sessions; themes are summarized below.


***`igure 4. Neighborhood Workshop Participants.***

**Saturday Common Neighborhood Themes**

- Code enforcement
- Historic preservation
- Trees
- Lindo Channel/Chico Nut/Vanella Orchard as opportunities
- Traffic (volume/speed)

- Community spirit
- Alleys
- Institutional communication
- Infrastructure
- Crime

**Tuesday Common Traffic Themes**

- Speeding around corners, mid-block
- Motorists ignore stop signs and signals
- Sight lines poor due to parked cars close to intersections
- Congestion during peak hours
- School pick-up/drop-off behaviors dangerous
- Curb and gutter needed on some streets
- Reduce maintenance problems
- Fix stormwater drainage
- Organize parking
- Maintenance (streets, sidewalks)
- Bicycle unfriendly
- Poor walkability
- Need to decrease motor vehicle use

***Figure 5. Neighborhood Workshop Participants.***

This was followed by a presentation of the consultant team's impression of the neighborhood's assets and challenges; they are summarized below.

**Neighborhood Assets**

- Neighborhood character – Esplanade, trees, Bidwell Mansion and historic context
- Easy access and proximity
- Relatively well-connected
- Neighborhood amenities – neighborhood schools, fire station, Enloe Medical Center and Chico State
- Mix of uses

- Opportunity sites
- Neighborhood organization working with the City and others

**Neighborhood Challenges**

- Making it more walkable and bicycle-friendly
- Transient population/low home ownership
- Crime
- Housing conditions
- Distance to grocery
- Minimal local serving retail
- Lack of parks
- Street/sidewalk maintenance
- Institutional communication at all levels
- Infrastructure
- High traffic speeds and volumes
- Parking

Based on the themes that arose from the workshop and the assessment of neighborhood assets and challenges, the consultant team suggested a vision for the Avenues Neighborhood Plan.

For a detailed discussion of the Community Design Workshop, a copy of the workshop summary entitled "Creating A Vision for The Avenues, The Initial Public Process, November 10-16, 2006" is available at the City of Chico Planning Services Department or on the web at http://www.chico.ca.us/planning_services/home_page.asp.

## D. Existing Conditions

### 1. Public Improvements

Over the past several years hundreds of parcels in the Avenues have been annexed into the City of Chico. Most of these annexation areas lack basic public improvements like curb, gutter and sidewalks. The lack of sewer and stormwater drainage has required the City to prepare and implement a Nitrate Action Plan which in essence requires the City to install a comprehensive sewer and stormwater drainage system.

Much of the West Avenues, with the exception of the North Campus/Rancheria area, was surveyed in October of 2006. At that time the estimated need for public infrastructure improvements in the area surveyed was approximately $6.4 million. Estimates were based on existing City standards in effect at the time.

If the North Campus/Rancheria area and East Avenues are in approximately the same condition, which City Capital Projects Services contends, infrastructure needs for the entire Avenues Neighborhood would total approximately $24.4 million.


***Figure 6. Examples of Public Improvement Conditions.***

## 2. Traffic Volumes

Average daily trips (ADT) on road segments vary throughout the neighborhood. Table 1 highlights daily trip volumes at key locations.

***Table 1. Average Daily Trips in the Avenues Neighborhood.***

| Road Segment | Average Daily Trips |
|---|---|
| Esplanade – Memorial Way/Lincoln | 31,700 |
| Esplanade – Lincoln/W. Sacramento | 23,545 |
| Esplanade – North of First Avenue | 21,443 |
| Esplanade – Lindo Bridge | 28,600 |
| East First Avenue | 14,654 |
| East Fifth Avenue – Mangrove | 6,300 |
| East Fifth Avenue – Esplanade | 4,855 |
| West Sacramento – Warner | 7,085 |
| West Sacramento – Nord | 12,996 |
| West First Avenue – Esplanade | 10,981 |
| West First Avenue – Warner | 8,579 |
| West Eighth Avenue | 3,826 |
| Warner – West Sacramento/Chico State | 8,855 |
| Warner – North of West Sacramento | 5,200 |
| Typical Avenues Local Street | 1,000 - 3,000 |

These numbers indicate the streets listed below carry the bulk of traffic to neighborhood destinations (Enloe Medical Center, Chico High School and Chico State) as well as provide east/west – north/south thoroughfares:

- The Esplanade
- East First Avenue
- West Sacramento
- Warner Street
- West First Avenue

- East Fifth Avenue

### 3. Housing Tenure

According to the 2000 census, the majority of housing in the Avenues is renter-occupied; the North Campus/Rancheria area is virtually entirely renter-occupied. Only two areas have more ownership than rental units: the southeast area south of East First Avenue and the northwest area north of West Eighth Avenue.

***Table 2. Home Ownership by Census Tract.***

| Census Tract | Owner-Occupied (Percent) | Renter-Occupied (Percent) |
|---|---|---|
| 6.03 | 10.3 | 89.7 |
| 6.04 | 27.7 | 72.3 |
| 7 | 41.7 | 58.3 |

More detailed information about home ownership in the Avenues Neighborhood can be found in Section H.4, Home Ownership.

### 4. Housing Conditions

Analysis of housing conditions was not in the scope of the neighborhood plan. However, conditions vary throughout. Generally, conditions tend to be worst in the North Campus/Rancheria area and in pockets recently annexed into the City.

***Figure 7. Examples of Housing Conditions.***

Table 3 presents the results of a windshield survey conducted in 2003 for the 2005 Housing Element of the plan. Housing conditions in the Avenues are among the worst in the City.

***Table 3. Housing Conditions Survey (2003).***

| Census Tract | Housing Units (1-4) | Minor Need | Major Need | Dilapidated | Need (Percent) |
|---|---|---|---|---|---|
| 6.01 | 1074 | 18 | 6 | 0 | 2.2 |
| 6.03 | 678 | 75 | 35 | 0 | 16.2 |
| 6.04 | 878 | 55 | 20 | 0 | 8.5 |

| | | | | | |
|---|---|---|---|---|---|
| 7 | 1704 | 104 | 55 | 2 | 9.4 |

*Note: Census Tract 7 includes the area between the Esplanade and Highway 99.*

## 5. Social Issues

According to Chico Police Department's 2006 Crime Report:

> "Geographically, the ongoing propensity for most crimes to cluster in the areas with a high student population is still present, however the 'spreading out' trend for rapes, robberies and auto thefts is even more pronounced than in previous years. These cluster areas are informally known as the 'South Campus' (including the downtown area) and 'North Campus' areas. Excluding homicide which is statistically not relevant, most crime types still show a relatively higher density in these areas as compared to the remaining area of Chico."

Additonally,

> "… the continued concentration of alcohol-related incidents as in previous years is in the 'South Campus' and downtown areas. A comparison of the Alcohol Related Crimes Map and the Assaults Map still show a moderately close geographic relationship."

Based on anecdotal information, the relationship between the Avenues Neighborhood and CHICO STATE students has improved over the past few years. It is surmised this may be a result of students moving away from the neighborhood to newer apartment complexes throughout Chico. Complaints still arise over trash management, noise, property maintenance, parking, etc.

# Section II. Recommendations

## Section II. Recommendations.

## E. Circulation, Traffic Calming, Transit and Parking

### 1. Neighborhood Streets

To provide better connectivity, the design team recommends the General Plan update include consideration that the street grid pattern be extended through the Vanella Orchard between Holly Avenue and Warner Streets. Additionally, consideration of extending connections through the Chico Nut opportunity site connecting Oleander and Lindo Avenues is recommended. Both extensions would occur as development of these sites is undertaken, and both street extension projects should be designed with neighborhood streets and include bike lanes, parking, planting strips and separated sidewalks.

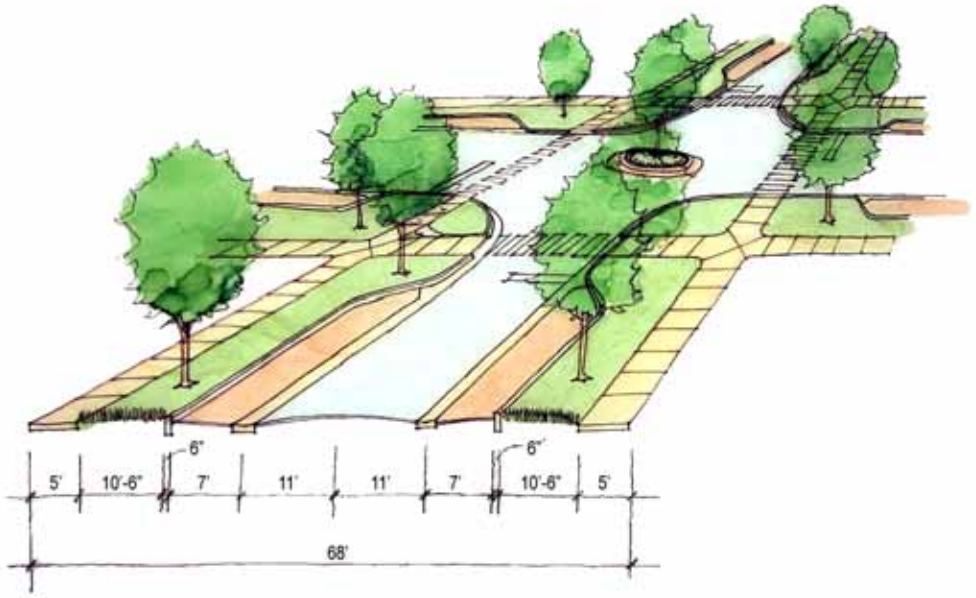



***Figure 8. Proposed Neighborhood Street Section.***

During the neighborhood workshops, many participants expressed concern about the condition of streets in the Avenues Neighborhood; many lack curbs and gutters. While these streets might help create a rural or country feel in the city, they can also cause problems. In wet winter months these streets become filled with mud puddles and force pedestrians to walk in the travel-way. In the summer they contribute to dusty conditions in the city. In some cases they become extended dirt parking areas. In addition, the rural conditions result in much higher maintenance obligations.

In spite of these problems, some participants did express support for keeping some streets in a more rural condition.

### Goals and Objectives

- Provide street design options compatible with the neighborhood.
- Reflect differing design preferences among neighboring residents.

### Recommendation

The design team prepared two prototype designs for rehabilitating existing streets or building new ones (see Figure 8 and Figure 9). In each case, it is recommended that street lighting be pedestrian-oriented and below the tree canopy and be directed to streets and sidewalks with full cut off, using recessed bulbs to avoid light spillage beyond the intended streets and sidewalks to reduce glare.

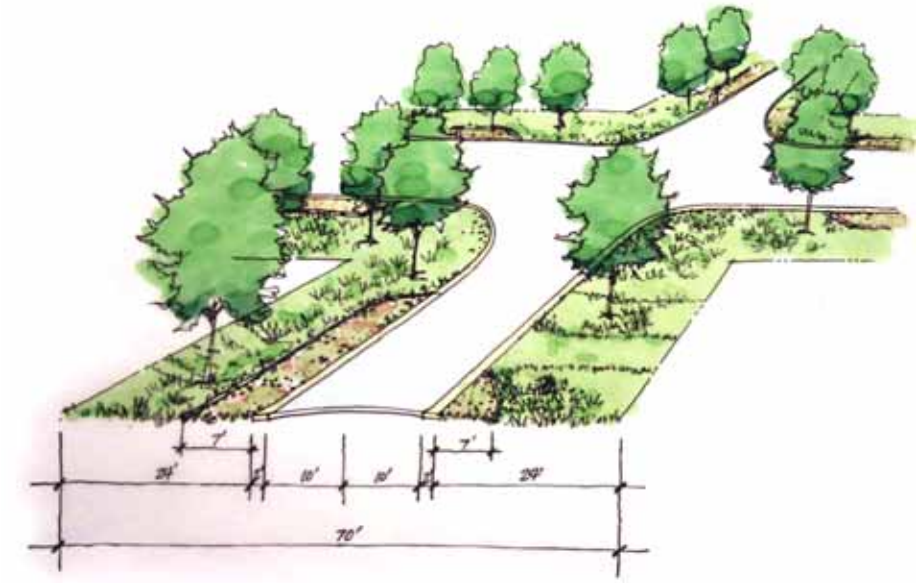



***Figure 9. Proposed "Rural" Street Design.***

A traditional style street includes six-foot sidewalks, a wide landscape strip, inset parking, a valley gutter, parking lanes and two 11-foot travel lanes. A valley gutter results in slower traveling speeds since it visually narrows the roadway even when cars aren't parked on the street. A valley gutter also allows placement of drains away from the curb, which makes them easier for maintenance crews to clear of leaves and other debris. The design team also recommends using a different color or texture of paving material for the parking lane to accentuate the feeling of a narrower street.

The green or rural style street includes swales, well-maintained gravel parking lanes and a 20 foot paved street. Given the challenges of maintaining these types of rural streets in an urban context, the "rural" street section is not recommended for broad implementation. The City may want to develop a plan for short-term improvements until the longer-term plan to build curbs and gutters moves forward as part of storm sewer installation.

### Cost

Exact cost to be determined once the community decides on street type.

**Potential Funding Sources**

Various, including city road maintenance and construction funds, development fees, state and federal transportation funds and funds from the California Trade and Commerce Act (CTA).

### 2. Alleys

In the older areas of Chico, alleys generally provide back lot access to properties. After the 1950s, however, alleys were not commonly designed into newer developments. Alleys reappeared in the 1980s when the movement toward traditional neighborhood development (TND) emerged. Not all residents of Chico are affected by alley maintenance and rehabilitation. Alleys in the city are commonly used for refuse collection, utility maintenance and access to the private properties. Alleys in the Avenues are in various states of repair and many have been encroached upon by adjacent property owners. Encroachments tend to consist of fences and accessory structures.

**Goals and Objectives**

Maintain alleys to provide adequate resident, services, and options for emergency access.

**Recommendation**

Chico could consider the approach of the City of Imperial Beach, California. In early 2006, Imperial Beach adopted a city-wide alley assessment district. Prior to adoption, Imperial Beach sent out information bulletins to all property owners adjacent to unimproved alley blocks or partial blocks and held three community meetings with property owners.

**Cost**

Outside scope of the neighborhood plan.

**Potential Funding Sources**

City-wide alley assessment district.

**Sponsor**

Neighborhood initiative with assistance from Capital Projects Services Department

### 3. Traffic Calming: General

During the traffic workshop on Tuesday evening, participants emphasized the need to slow vehicle speeds on many of the streets in The Avenues. Residents stated that slowing speeds would improve quality of life in the neighborhood and encourage people to walk or ride their bicycles.

To address the range of transportation issues in the Avenues, the design team recommends an approach based on the following four principles.

### Goals and Objectives

- **Slow Vehicle Speeds.** Communities increasingly recognize that moderate traveling speeds, especially in residential neighborhoods, are key to improving livability and quality of life. In addition, transportation planners point out that moderate speeds in the 15-25 mph range on residential streets and in the 25-35 mph range on commercial streets move traffic more efficiently and maximize the number of vehicles per hour per lane in urban areas. Slowing vehicle speeds will also improve safety by reducing crashes. More moderate vehicle speeds create a more inviting streetscape that encourages more residents to walk, ride a bicycle or use public transit.
- **Increase Legibility.** To improve safety and efficiency of the road system it's important that all users can easily understand and "read" the road. By using proper design, signage and in-pavement markings motorists can quickly understand where to park, pedestrians see clearly where to cross and bicyclists understand where and in what direction to cycle. Signage in particular should be monitored and used judiciously to avoid unnecessary signs and visual clutter.
- **Pedestrians First.** Urban streets that accommodate pedestrians result in safe, comfortable streets for all users. This is especially critical given the emphasis during the last 50 years on designing streets primarily for motor vehicles. By designing for pedestrians first, communities not only establish a better balance between different transportation modes but can often create more livable neighborhoods where residents of all ages and abilities feel comfortable and welcome.

All streets in the neighborhood need to provide for adequate emergency response. However, emergency fire vehicles have specific requirements. The city's General Plan specifies the goal of a four-minute response time for city emergency fire response.

To devise a preliminary traffic calming plan for the Avenues Neighborhood, workshop traffic consultants met with city fire department staff to identify the primary routes used by their responders. These streets, referred to as "framework streets," (Figure 10) would only receive traffic calming treatments like speed cushions or roundabouts that do not slow down emergency responses. The fire department agreed to allow non-framework streets to use traffic calming tools that slow vehicle speeds using horizontal deflection, but have reservations about the use of vertical deflection on framework streets.

Traffic calming tools using vertical deflection include speed humps, speed tables and raised intersections. Traffic calming tools employing horizontal deflection include narrower widths for unimproved streets, bulb-outs, mini-circles and roundabouts. To make the speed humps easier to navigate, the workshop traffic consultants recommended widening speed humps from the standard 12 feet to 14 feet.

***Figure 10. The Avenues Neighborhood Framework Streets.***

Traffic calming programs are typically designed based on balancing the following criteria:

- Traffic calming measures or tools should be spaced every 75 to100 yards (225 to 300 feet)
- Motorists should not have to encounter more than eight to 12 measures on most trips through an area
- Traffic calming measures often work best at intersections where motorists are already preparing to slow down

Since the Avenues' street blocks are typically 425 to 475 feet in length, the design team believes treatments on typical blocks should be located at every intersection. In neighborhood locations with longer blocks, the traffic calming plan recommends installation of other traffic calming measures.

Figure 11 presents recommended locations for traffic calming tools in the Avenues Neighborhood. As is typical with most traffic calming programs, the city will need to monitor traffic behavior after installing traffic calming tools to determine if additional measures are needed.

Prior to the installation of any of traffic calming tools, the city should develop a formal process or program by which a percentage of residents on a street or in a smaller section of the neighborhood identify preferred traffic calming tools. For reference, Appendix A includes information about processes used in several large cities along the West Coast. Workshop traffic consultants also recommend limiting the number of available traffic calming tools to avoid confusion and create a legible approach.

**4. Traffic Calming:**

The exhibits in this section are for reference to be used when traffic calming is considered at a given location.

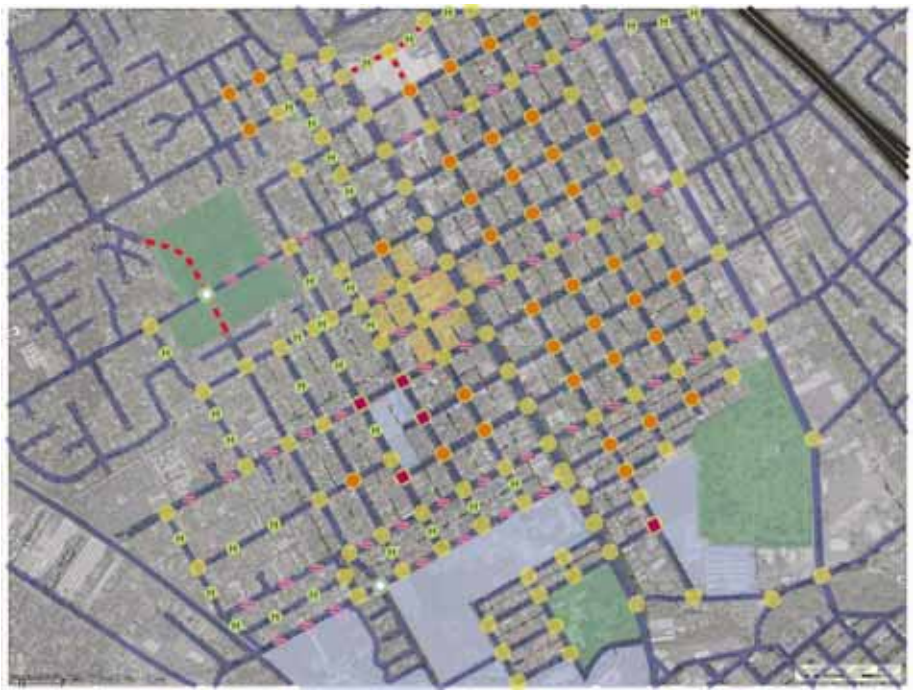


***Figure 11. General Proposed Traffic Calming.***

### Reduced Street Widths

Narrow streets can slow traffic, improve safety, diminish storm water runoff, increase shade cover and save costs. Chico's current standards for local streets range from 32 to 36 feet. Use of the 32-foot-wide design should be seriously considered for Avenues neighborhood street that do not serve as "framework" streets for heavy traffic and emergency access.

### Bulb-Outs (Curb Extensions)

Bulb-outs, also known as curb extensions or neckdowns, extend the sidewalk or curb line out into the parking lane and reduce effective street width. Bulb-outs significantly improve pedestrian crossings by:

- Reducing actual crossing distance
- Visually and physically narrowing the roadway
- Improving pedestrians and motorists visibility
- Reducing actual time pedestrians are in the street

Bulb-outs placed at intersections essentially prevent motorists from parking in or too close to a crosswalk; they also keep motorists from blocking a curb ramp or crosswalk. Motor vehicles parked too close to corners present a threat to pedestrian safety since they block sightlines, obscure visibility of pedestrians and other vehicles, and make turning particularly difficult for emergency vehicles or trucks. Motorists are encouraged to travel more slowly at intersections or midblock locations with bulb-outs as the restricted street width sends a visual cue to motorists. Turning speeds at intersections can be reduced with bulb-outs (curb radii should be as tight as is practicable). Bulb-outs also provide additional space for curb ramps and for level sidewalks where existing space is limited. While also

providing opportunities to install street furniture, additional landscaping, trash receptacles, bicycle stands, public art, signs, etc.

Figure 12 indicates suggested locations for bulb-outs. Figure 13 and Figure 14 show the difference between a typically designed intersection and an intersection designed with bulb-outs.

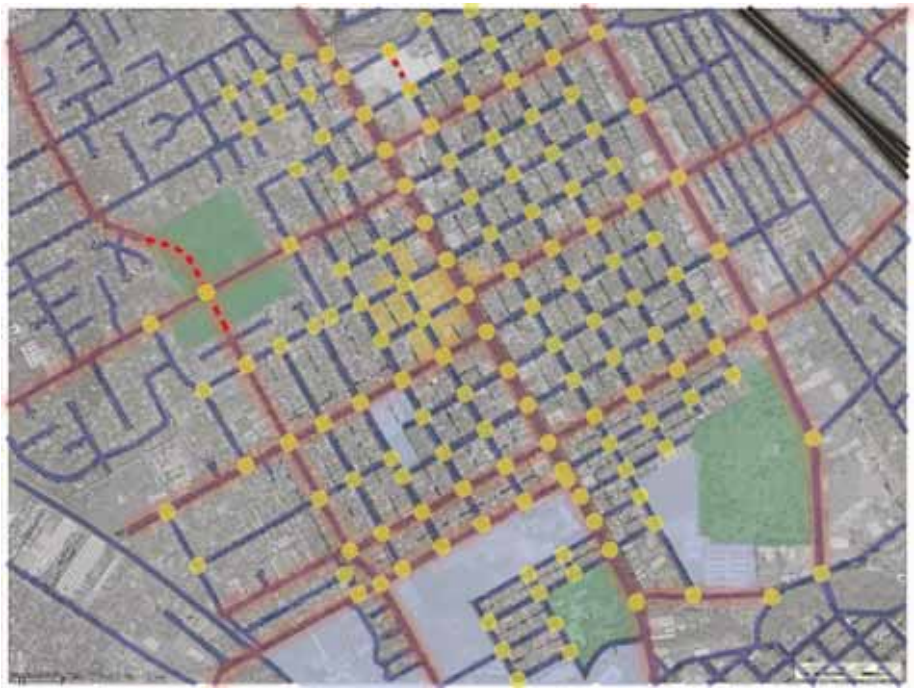


***Figure 12. Proposed Bulb-Out Locations***

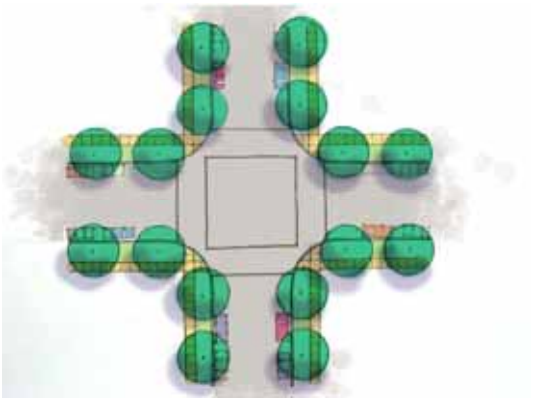


***Figure 13. Plan View, Existing Typical Intersection.***

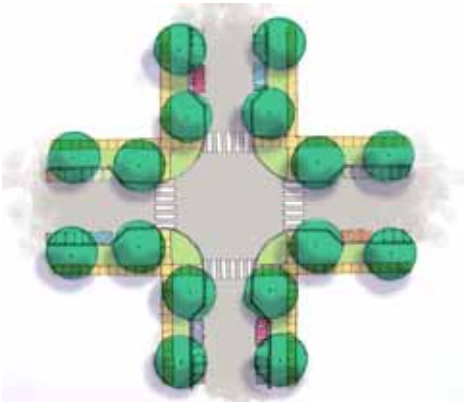


***Figure 14. Proposed Intersection with Bulb-Outs.***

### Mini Traffic Circles

Mini traffic circles can be used effectively at intersections (with or without bulb-outs) to reduce speed and force motorists to slow down, check for cross traffic and turn around the circle at a moderate speed. Motorists typically yield to vehicles already in the circle. While automobiles making left turns are required to go around the circle, large vehicles including

buses and emergency response vehicles are allowed to cut in front of the circle as long as no other vehicles are present.

To avoid the use of signals at smaller intersections, stop signs are necessary to yield one direction of traffic over another.

Mini traffic circles can be installed as a painted circle, a low dome, or a small garden bed. Adding well-maintained landscaping to a mini traffic circle can help beautify the street and create a focus for community pride. Landscaping is typically maintained by nearby residents who "adopt" the circle.

Mini traffic circles work the same way larger roundabouts do in terms of right-of-way, with motorists yielding to vehicles already in the circle. They often come in series, making navigation of otherwise awkward junctions simpler. Adding mini traffic circles at intersections improves safety and reduces the incidence of crashes. A Canadian study performed in the mid-1990s found that mini traffic circles resulted a 77 percent crash reduction in Seattle, Washington, a 58percent crash reduction in Portland, Oregon and an 82 percent crash reduction in Vancouver, British Columbia. Additionally, bulb-outs in installed in Vancouver reduced crashes by 75 percent; narrowing streets reduced crashes by 74 percent.[3]

Typical curb return radii and other dimensions are shown for reference in Appendix B.

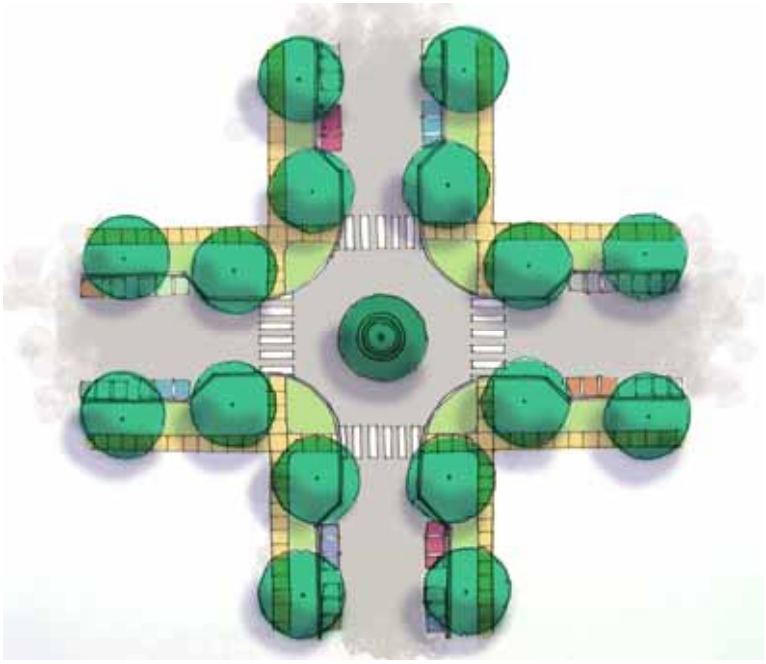


***Figure 15. Plan View of Bulb-outs and Mini Traffic Circle.***

[3] Source: British Columbia Insurance Corporation, *Safety Benefits of Traffic Calming*, 1996.

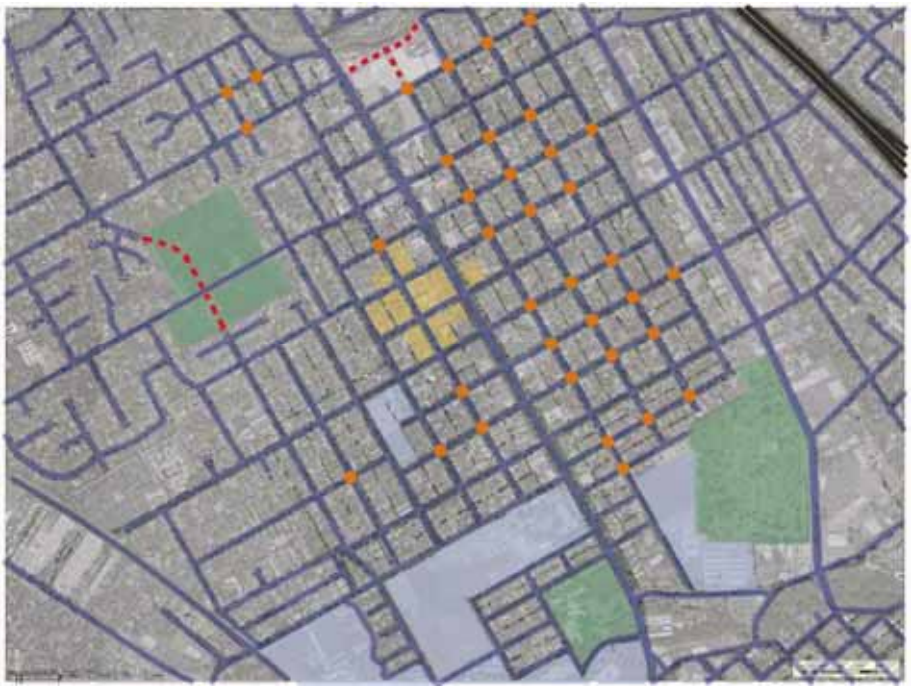


***Figure 16. Proposed Mini Traffic Circle Locations.***

### Speed Humps

Speed humps are an effective and appropriate roadway feature for safely reducing vehicle speeds on certain types of streets. Speed humps are typically three inches high and 12 feet in length.

The usual installation provides two speed humps that are a few hundred feet apart, creating a slow zone in which vehicle operating speeds come in to acceptable range.

Because speed humps have a negative effect on fire and emergency medical services vehicles, speed humps must not be installed on framework streets or any other route where there is relatively frequent emergency vehicle traffic. Additionally, speed humps should not be installed on main routes near fire stations or hospitals (Figure 17).

Emergency responders and residents often favor horizontal deflection techniques because they are less visually intrusive. On long blocks, however, vertical deflection measures like speed humps are an important part of the traffic calming toolkit.

To reduce the impact of speed humps on emergency response vehicles, the design team recommends using a 14 foot profile speed hump with a more gradual rise than the standard 12 foot speed hump.

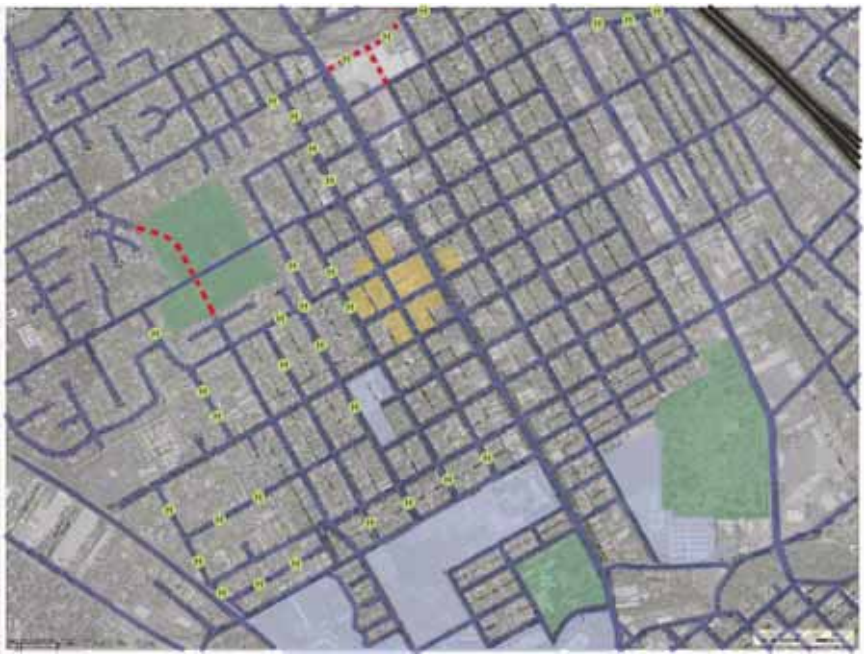


***Figure 17. Proposed Speed Hump Locations.***

### Speed Cushions

Speed cushions are three-inch raised mounds of asphalt, sloped on the sides, which are effective at slowing vehicles by as much as 5 to 10 mph when crossing. Speed cushions are a good tool to use on primary emergency response routes and framework streets used by the fire department since fire trucks have a wider axle width and can straddle speed cushions (Figure 18).

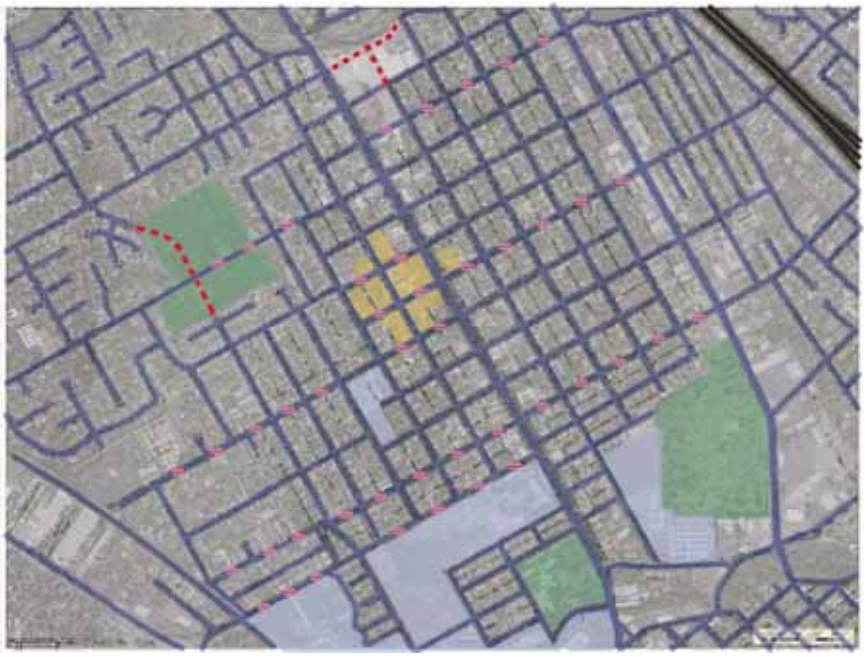


***Figure 18. Proposed Speed Cushion Locations.***

### Raised Intersections

To accentuate locations with high pedestrian volume, a raised intersection can be used for traffic calming. A raised intersection is a speed table for the entire intersection or roadway segment.

Raised intersection construction involves providing ramps at each vehicle approach that elevate the entire intersection or roadway to the level of the sidewalk. They can be built with a variety of materials, including asphalt, concrete, stamped concrete, or pavers. The crosswalks on each approach are also elevated as part of the treatment; this enables pedestrians to cross the road at the same height as the sidewalk, eliminating the need for curb ramps. An added benefit of raised intersections near a school (Figure 19) is that they make smaller children more visible to drivers by raising them several inches above the normal roadway.

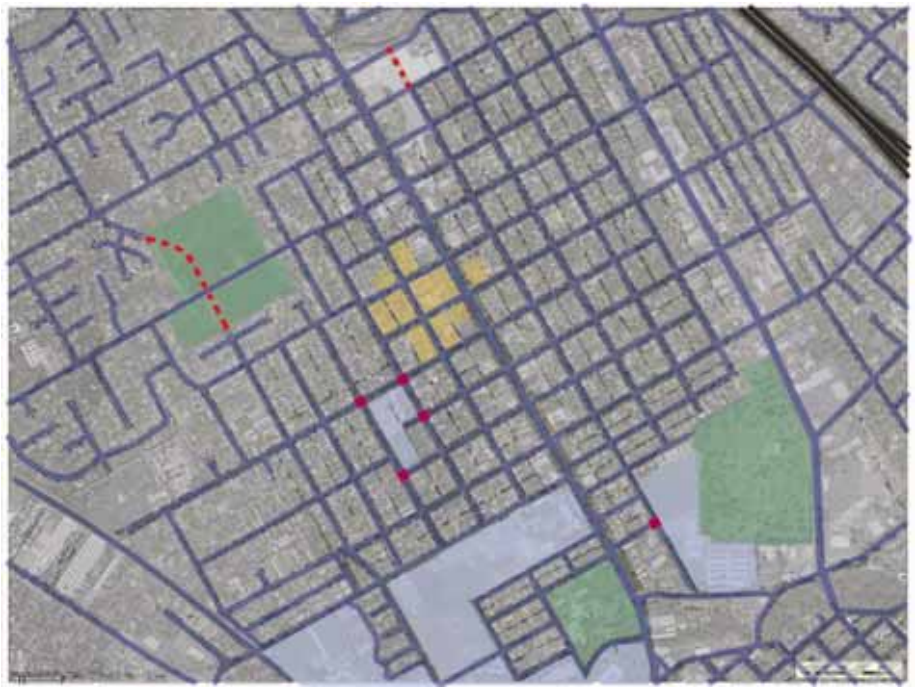


***Figure 19. Proposed Locations for Raised Intersections.***

### Roundabouts

Roundabouts can be used as a traffic calming tool on roadways with higher volume traffic (Figure 20). Modern roundabouts are circular intersections that use horizontal deflection on entry and exit to bring vehicle speeds down to 15-20 mph. Motorists entering the roundabout are required to yield to vehicles already in the circle. Because traffic can move continuously through a roundabout, it is 30 percent more efficient at moving traffic than a typical stop-controlled intersection.

Roundabouts are much safer than traditional intersections with 40 percent fewer vehicle collisions, 80 percent fewer injuries and 90 percent fewer serious injuries and fatalities.

The safety benefits of roundabouts are based on several factors:

- Lower vehicle speeds: At typical signalized intersections motorists are usually speeding up, especially if they expect the light to change. As motorists approach a roundabout they are slowing down.
- Fewer points of conflict: At a typical two-lane, four-way intersection there are 32 vehicle-to-vehicle and 24 vehicle-to-pedestrian points of conflict; at a roundabout points of conflict are reduced to eight for both vehicles and pedestrians.
- Simplified operation: The reduced number of points of conflict at roundabouts is due to the fact that vehicles circulate counter-clockwise in just one direction. Left-turning movements that commonly result in some of the worst crashes at typical intersections are eliminated.

A 2000 study by the Insurance Institute for Highway Safety states that "Results… indicate that converting conventional intersections from stop sign or traffic signal control can produce substantial reductions in motor vehicle crashes."

Roundabouts can also be designed to accommodate pedestrians and bicyclists. Properly designed roundabouts in urban areas are designed to bring vehicle speeds down to 15-25 mph, speeds at which motorists are much more likely to yield to pedestrians. Concerns that smoothing out traffic flows at a roundabout will make it difficult for pedestrians to find a gap to cross has not been found to be the case. For example, a large two-lane roundabout in Clearwater, FL handles over 6,000 pedestrians during peak summer season without any problems.

A splitter island in a roundabout provides a refuge for pedestrians as they cross the street and simplifies crossing by letting them focus on vehicles traveling in only one direction. Pedestrian safety studies have shown that crossing one lane of traffic is very safe.

Because roundabouts are more efficient at moving traffic it is often possible to use a one-lane roundabout instead of widening an intersection to four or more lanes. A four-lane intersection might require a pedestrian to cross over 50 feet. A one-lane roundabout breaks the crossing into two 14 foot legs.

Roundabouts also work well for bicyclists. Most bicyclists at roundabouts simply take the travel lane since vehicles are circulating at a comfortable bicycle speed. Less confident bicyclists can be provided with a ramp on the approach to the roundabout so they can exit and walk their bicycle across at the crosswalk. In areas with high bicycle use the sidewalk and crosswalk areas should be wide enough to avoid creating conflicts between bicyclists and pedestrians.

Roundabouts can also be designed to accommodate large trucks. The outer circle of a roundabout has a raised three and a half inch curb that a large truck can use to accommodate its rear wheels.

In addition to improved vehicle and pedestrian safety, and in spite of lower speeds, roundabouts dramatically outperform traffic circles in terms of vehicle throughput. Because a roundabout's circular traffic is always moving, they outperform ordinary junctions with traffic signals as well. Roundabouts are still fairly new in the United States and many communities express concern when they are first proposed. However, once they are built residents often embrace them and recognize that they are safer, quieter, more attractive and more efficient than typical signalized intersections. While traffic engineers often recommend roundabouts because they are more efficient than a typical stop-controlled intersection, lower speeds and more predictable vehicular movement also make them very safe for pedestrians and bicyclists.

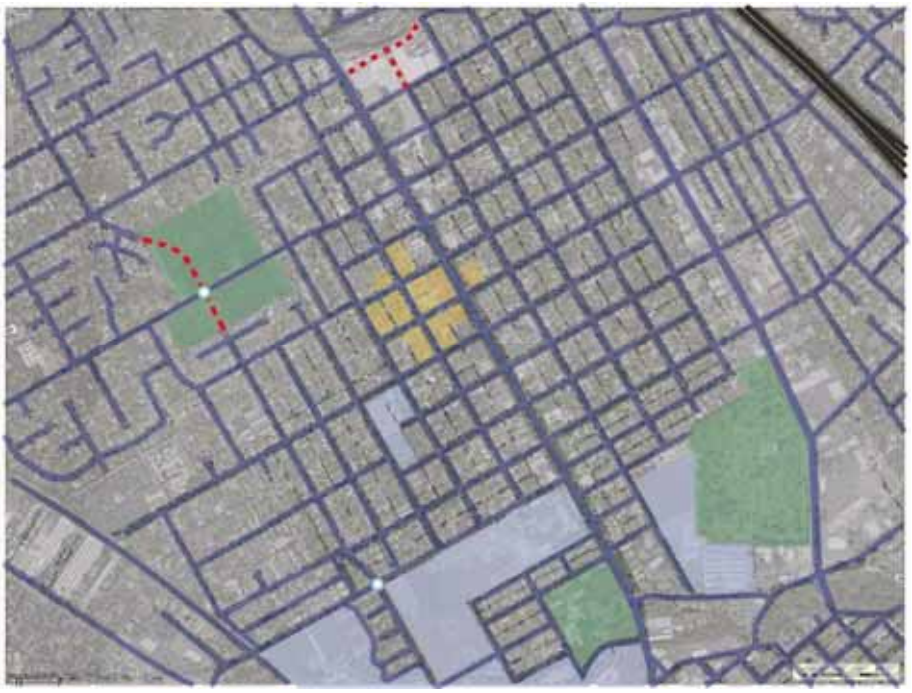


***Figure 20. Proposed Roundabout Locations.***

### West First Avenue and Warner Street Intersection

During the neighborhood workshops, participants expressed concerns about the intersection at West First Avenue, Mechoopda Street and Warner Street. The close proximity of Mechoopda and Warner Street make this intersection difficult to negotiate for motorists and bicyclists and a challenge to cross for pedestrians. The design team recommends that bulb-outs be added to all corners of these three intersections to neck down the street and clearly define the roadway (Figure 21). Bulb-outs will reduce the vehicle entrance and exit speeds and will provide a more separation between Mechoopda and Warner Streets. As noted earlier, bulb-outs also help pedestrians get across the street by clearly defining the desired crossing location and shortening the distance to cross. Changes at this intersection will make it more legible, intuitive and safe for motorists, cyclists and pedestrians alike. Bulb outs will also help with sightlines, pedestrian refuges, landscaping opportunities, impervious surface reduction, and to self-enforce parking regulations.

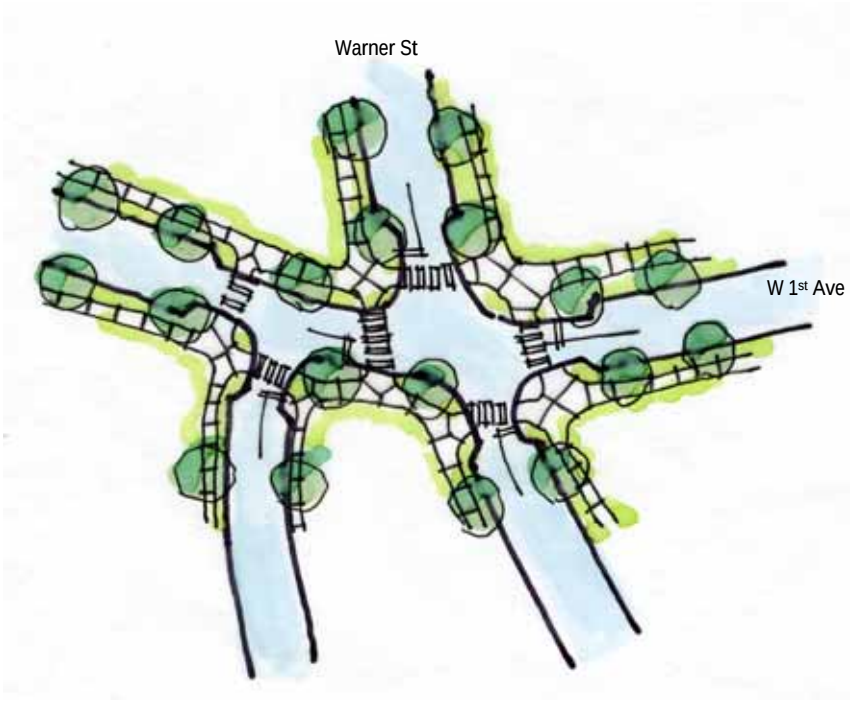



***Figure 21. Proposed Improvements at Mechoopda and Warner Streets.***

### West First and Magnolia Avenues/East First and Oleander Avenues Intersections

Due to their size and importance, roundabouts at the intersections of West First and Magnolia Avenues and East First and Oleander Avenues should be considered. However, given space constraints at both intersections, left turn movements could be limited for some large vehicles. An engineering study will be necessary to evaluate if roundabouts in these locations are feasible.

### Traffic Calming – At the Schools

### Citrus Elementary School

During the neighborhood workshops, participants pointed out that conditions around Citrus Elementary School make it difficult for children to walk or bicycle to school. The dangerous conditions around the school encourage more parents to drive their children and the ensuing traffic creates problems for the entire neighborhood. An additional problem is caused by the lack of parking for teachers and staff at the school who end up using curbside parking that could otherwise be used to accommodate drop-off and pick-up of children.

To address these issues the design team recommended the following changes (Figure 22):

- Install raised intersections at all the major access points to the school to slow vehicle speeds and make it easier for children to cross the street
- Install a traffic circle at Second Avenue and Arcadian Avenue to slow traffic
- Install a speed hump or raised crosswalk midblock on Citrus Avenue
- All crosswalks at intersections should have high-visibility “international” or zebra markings

Moving staff parking off Citrus and Third Avenues would open up the curbside areas along both those streets for parents to drop off and pick up their children at well-designated locations. The school, with help from the police and crossing guards, would need to establish and enforce an orderly process for pick-up and drop-off at the beginning of each school year.

To prevent short-term parking in the pick-up and drop-off zones along the curb on Citrus and Third Avenues, the city should consider stepping up enforcement and restricting parking only when necessary, i.e., during the morning and afternoon drop-off and pick-up times.

In the longer term the city might also want to explore the possibility of moving the home that currently is located on Third Avenue and the alley between Citrus and Arcadian Avenues so that the home fronts onto Arcadian. This would require the city to swap the land under the vacated portion of Third Avenue that dead-ends at the school for the lot it currently sits on.

As shown in Figure 22, moving the described home creates off-street parking for Citrus School teachers and staff behind the relocated property and along the alley that connects to Second Avenue.

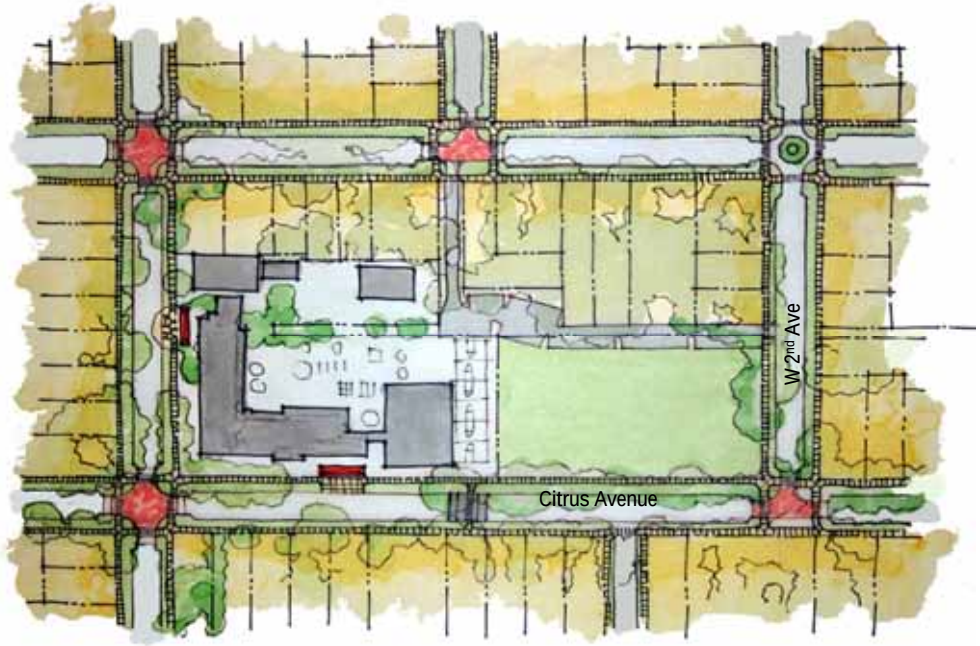



***Figure 22. Proposed Traffic Calming at Citrus Elementary School.***

### Chico Junior High School

Workshop participants pointed out that traffic around Chico Junior High School on Oleander Avenue and Memorial Way gets congested especially during pick-up and drop-off hours. At other times, vehicle speeds on these streets tend to be high.

To address these concerns the design team recommended adding a raised intersection at the corner of Oleander Avenue and East Frances Willard Avenue and a well-marked crosswalk with a pedestrian refuge near the entrance to the school (Figure 23). Student drop-offs should be set up on the east side of Oleander Avenue.

The intersection of Oleander Avenue and Memorial Way is difficult for motorists and pedestrians due to limited sight distance for vehicles traveling south on Oleander. To address that problem the curbs on both sides of Oleander should be extended at the corner and the stop bar and a well-marked crosswalk should be moved closer to Memorial Way. These changes will improve sight distance for motorists and also make it easier for pedestrians to cross the street. A median island should also be built on the west leg of Memorial Way.

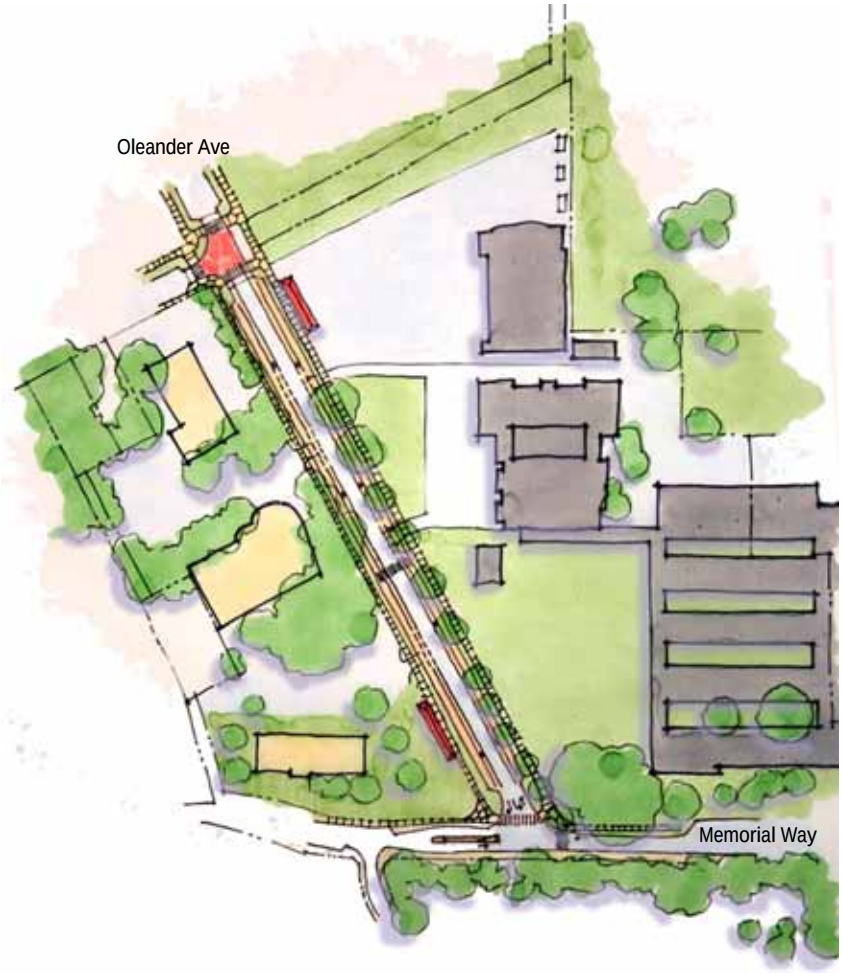



***Figure 23. Proposed Traffic Calming Measures at Chico Junior High School.***

### Chico High School

Workshop participants noted that traffic around Chico High School, particularly on West Sacramento Avenue, travels at a high rate of speed. In addition, students at the High School often cross The Esplanade midblock.

To calm traffic around Chico High School the design team recommended bulb-outs at all the intersections around the campus. As noted earlier, bulb-outs help to lower speeds by choking down the street at intersections while also making it easier for pedestrians to cross the street.

Speed cushions are recommended for consideration along West Sacramento Avenue to reduce speeding. Speed cushions will help to slow motorists down while allowing emergency responders to maintain their speed on this street which serves as a primary

response route. To discourage motorists from speeding between West Sacramento and West 1st Avenues, the design team recommended placing speed humps on Magnolia, Arcadian and Citrus Avenues and Hobart Street. Recommended treatments are shown below (Figure 24).

To address the issue of students crossing The Esplanade, the City could install an attractive wrought iron fence in the median in the area where teenagers are crossing. The fence will need to be properly sized to dissuade students from climbing over it but should also be designed to complement the entrance to the downtown.


***Figure 24. Proposed Traffic Calming at Chico High School.***

During the workshop, participants noted the driveway into and out of the Chico High School parking lot onto West Sacramento Avenue created additional conflicts for pedestrians, bicyclists and motorists. To create more predictable traffic movements, the design team recommends that the parking lot entrance is re-located so it aligns with Citrus Avenue (Figure 25).

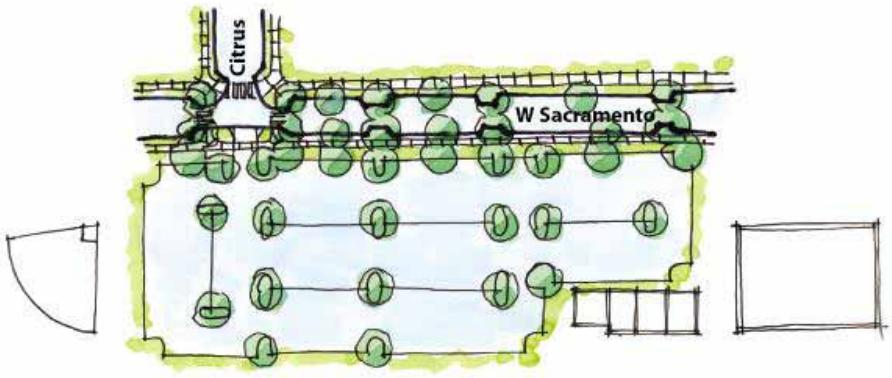



***Figure 25. Proposed New Driveway Alignment at Chico High School.***

### Enloe Medical Center

Enloe Medical Center is one of the primary vehicle trip generators in the Avenues neighborhood. During the workshops participants emphasized the importance of taming traffic traveling to and from the hospital.

To insure motorists behave in the area around Enloe and to make it an area that is friendly to pedestrians and bicyclists, the design team proposed adding bulb-outs at all intersections of West Fourth, Fifth, Sixth and Seventh Avenues and Arcadian, Magnolia and The Esplanade frontage road. Speed cushions are also proposed at mid-block locations along West Fourth, Fifth and Sixth Avenues between Arcadian and Magnolia Avenues and between Magnolia Avenue and The Esplanade.

To insure slow speeds at the north end of the hospital campus a mini traffic circle is also proposed at the intersection of Magnolia and West Seventh Avenue. Recommended treatments are shown below (Figure 26).


***Figure 26. Proposed Traffic Calming at Enloe Medical Center.***

### West Sacramento and West First Avenues

Workshop participants pointed out that West Sacramento and West First Avenues, as two major east-west streets, carry higher volumes of traffic through the neighborhood and to the Chico State and Chico High School campuses. Concern was also expressed about high speeds on sections of these streets.

To calm traffic along these two major corridors, the design team recommends using bulb-outs at all intersections along with speed cushions at midblock locations as shown below (Figure 27). To maintain an even flow of traffic at speeds below 25mph, a one-lane roundabout is proposed for the intersection of West Sacramento and Warner

Streets. The roundabout will allow traffic to move smoothly through this intersection which functions as a gateway into the Chico State campus. A roundabout will also allow pedestrians to cross safely at this location.

As explained earlier in the section on Chico High School, in order to prevent motorists from speeding between West Sacramento and First Avenues, the team also recommended placing speed humps midblock on Citrus, Arcadian and Magnolia Avenues and Hobart Street. In addition, to discourage motorists from speeding along the uninterrupted 1,200-foot long stretch of Rancheria Drive, two speed humps should be installed approximately every 400 feet. A final speed hump is proposed for North Cedar between West First Avenue and Rancheria Drive to discourage motorists from cutting across from West Sacramento at a high rate of speed.

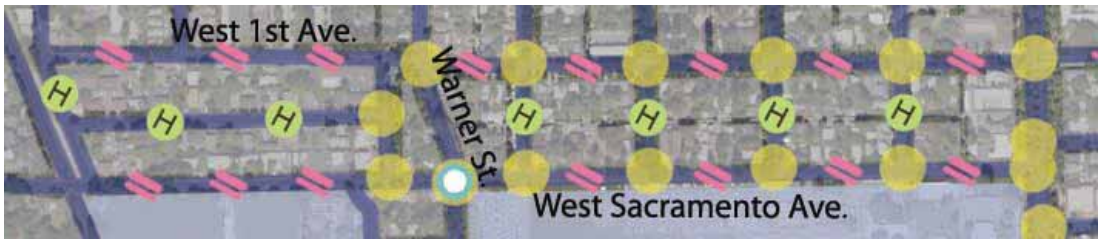



***Figure 27. Proposed Traffic Calming at West Sacramento and West First Avenues.***

### The Esplanade

The Esplanade is a truly unique and wonderful community asset. Analyzed in *The Boulevard Book: History, Evolution and Design of Multiway Boulevards* (Jacobs, Macdonald and Rofé, 2003), the Esplanade is acknowledged among the world's classic boulevards. The boulevard is a major north-south traffic street that serves the city as a whole, and it is also a defining characteristic of the Avenues Neighborhood. The primary function of the Esplanade is to move traffic, which it continues to do very well; however, the Esplanade has the potential to be more inclusive of cyclists and pedestrians.

It is important to note that the ideas in the Plan indicating design and/or physical changes to the Esplanade are intended only to foster discussion. The drawings and discussion merely reflect the ideas that came out of the planning process as possible approaches to addressing certain concerns. No design work or evaluation of feasibility has occurred. The entire community must be engaged in the evaluation of any potential design and/or physical modifications to the Esplanade.

During the planning process, a range of concerns related to the Esplanade were discussed which included reducing points of conflict, improving sight lines and reducing speeding. In addition, potential improvements such as landscaping, pedestrian crossings and pedestrian-scaled lighting were discussed which would address safety concerns. Overall, the priority is to enhance safety for pedestrians and cyclists on the Esplanade while maintaining its car-carrying capacity. Several possible ideas are reflected in Figures 28 through 33 with this priority in mind.

Certain improvements can be made that would not require design changes to the Esplanade, including extending the existing landscaping and median treatments from 6th Avenue to 11th Avenue, and installing pedestrian safety improvements such as a pedestrian refuge and lighting improvements.

**Esplanade Recommendation 1**

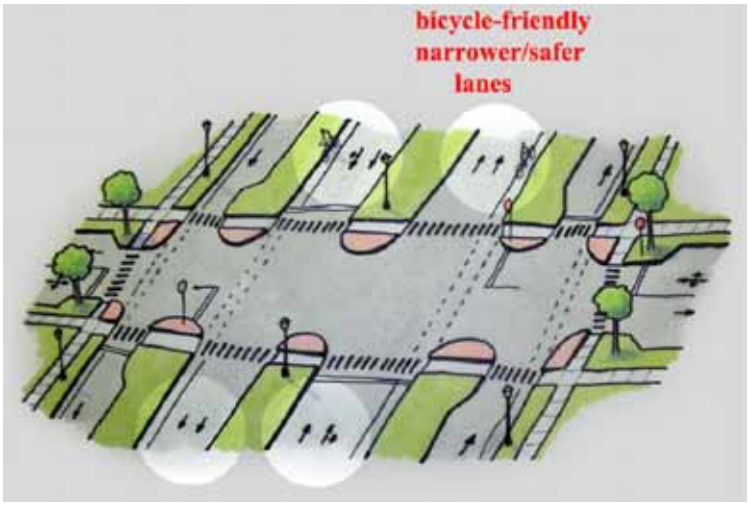



***Figure 28. Proposed Esplanade Recommendation 1.***

On a 24-foot section, narrow lanes to 10 feet and add a 4-foot shoulder lane that can be used by bicyclists. On a 26-foot section, narrow lanes to 10 feet, 11 feet and add a 5-foot shoulder that can be used by bicyclists (Figure 28).

**Esplanade Recommendation 2**

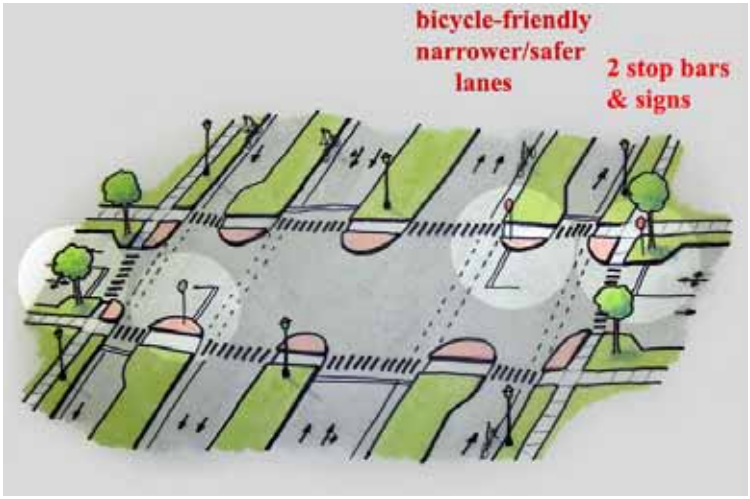



***Figure 29. Proposed Esplanade Recommendation 2.***

Provide and all-red phase on all signals on The Esplanade in order to allow the intersections to clear before the next green phase. This one- to two-second delay would help improve safety. On even numbered streets that currently have stop controls, put two stop signs and stop bars to more clearly delineate where motorists should stop and to prevent blocking of frontage streets. On odd-numbered streets that currently have signal controls, put a second stop bar on approach to frontage street (Figure 29).

**Esplanade Recommendation 3**

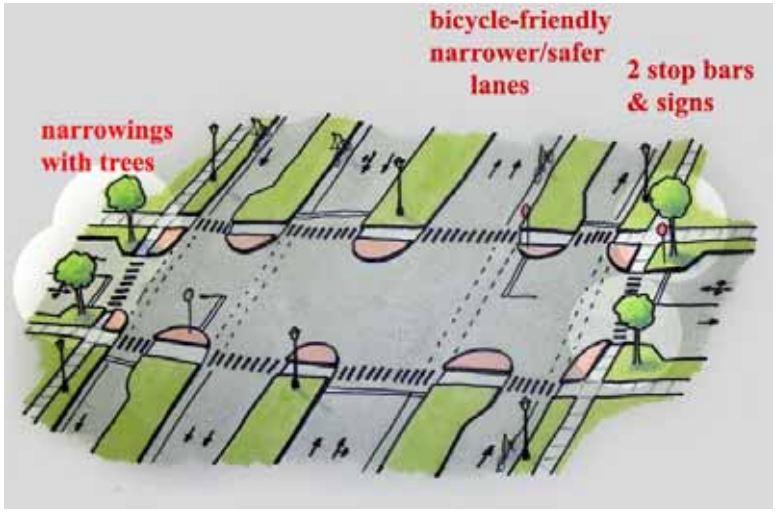



***Figure 30. Proposed Esplanade Recommendation 3.***

Add bulb-outs on all four corners where cross streets intersect frontage road. Eliminate right-turn slip lanes on through roadway at signalized intersections (Figure 30).

**Esplanade Recommendation 4**

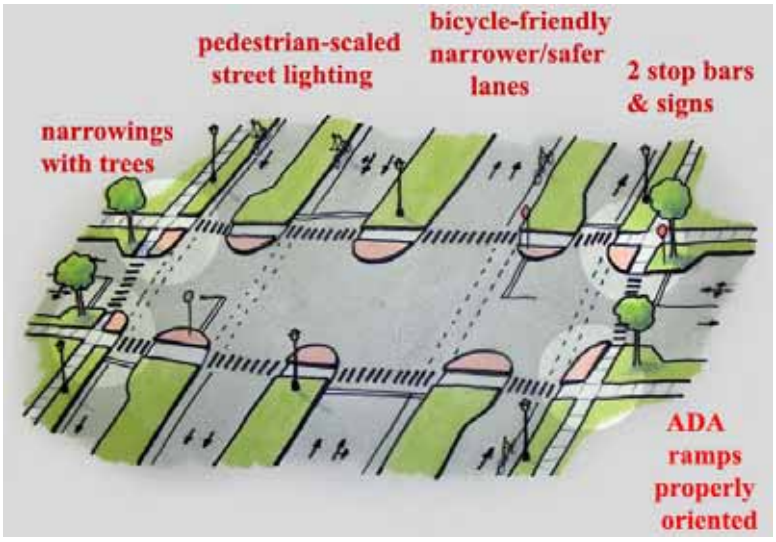



***Figure 31. Proposed Esplanade Recommendation 4.***

Replace suburban-style cobra head lights with pedestrian-scaled lighting at intersections and along frontage streets. Place two ADA ramps at each corner and orient to crossing (Figure 31). (Bulb-outs should help to do that.)

### Esplanade Recommendation 5

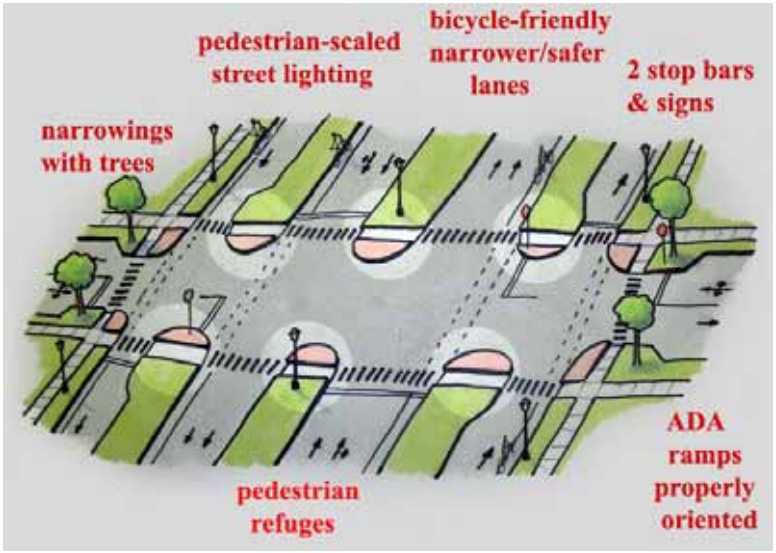



***Figure 32. Proposed Esplanade Recommendation 5.***

Place pedestrian crossing so that the medians can provide a true refuge (Figure 32). (In some cases this might require adding a median nose.)

### Esplanade Recommendation 6

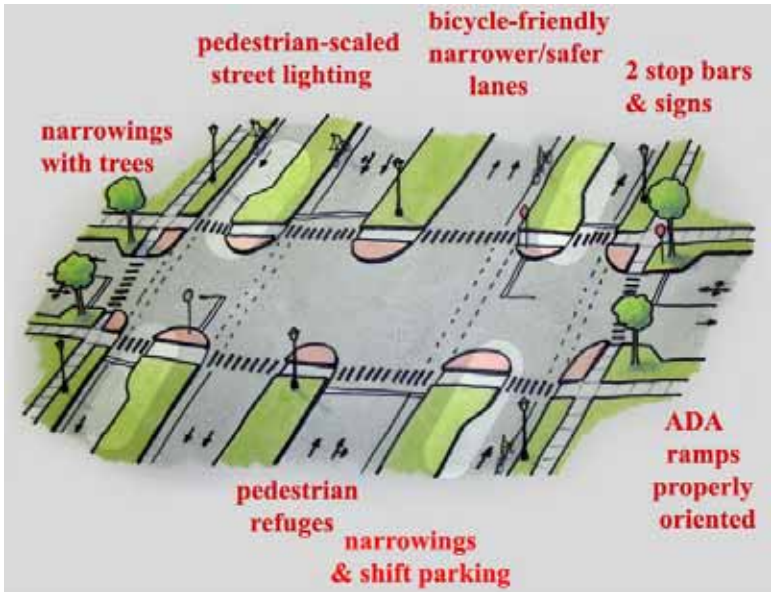



***Figure 33. Proposed Esplanade Recommendation 6.***

Shift parking on frontage street to other side of street, add bulb-out.

Narrowing the lanes, adding the shoulder, and switching the parking on the frontage streets will effectively provide more space between the cross-street intersections, which will increase safety (Figure 33).

## 5. Driveways and Access Management

Driveways, especially when poorly located and designed, can often become an obstacle for pedestrians. As communities take steps to become more walkable, one of the strategies that is often considered is reducing the number of driveways through better access management as well as the proper design of driveways so as to minimize the impact on pedestrians. As properties get redeveloped efforts should be made to consolidate commercial driveways where possible. One approach that can help is to design parking lots with separate driveways to enter and exit (Figure 34).

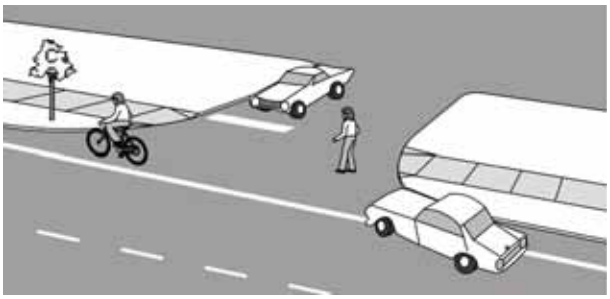


***Figure 34. Driveway Design Diagram 1.***

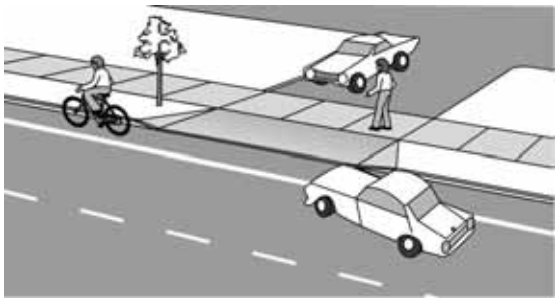


***Figure 35. Better Driveway Design.***

This keeps the driveway opening short and can often help provide more parking spaces by reducing the space taken up by unnecessary driveways (see attached diagrams).

At the same time, it's important that driveways be designed to look like driveways and not streets (Figure 35). As shown in the two diagrams, the sidewalk material should continue through the driveway to signal clearly that the motorist is intruding on the pedestrian space. In addition, every effort should be made to place the slope for the entry and exit ramps in the 3-4 feet closest to the street and to minimize sloping the sidewalk.

A third issue to consider is proper placement of driveways. To avoid additional conflicts with motorists, bicyclists and pedestrians, driveways should be located as far away from intersections as possible. In addition, if possible driveways into parking lots should be aligned with streets so as to avoid unexpected turns near the intersection.

## 6. Interregional Truck Traffic

Some of the roadways that cross through the Avenues Neighborhood are used by trucks accessing Highway 99 to the east, Nord Avenue (State Route 32) to the west, East Avenue to the north and for local deliveries to the downtown and Chico State. The strategies recommended in this report should not have a significant impact on interregional truck traffic. To the contrary, the recommendations to improve the connectivity of streets through the Vanella Orchard and Chico Nut sites should help disperse traffic through the area. The traffic calming measures recommended may slow speeds on residential streets in the Avenues Neighborhood but should not have an impact on through traffic on The Esplanade, 1st Avenue and Sacramento Avenues. As noted earlier, in urban areas traffic engineers are finding that they can get more efficient movement on streets when speeds are lower than 30 mph. The City of Chico already moderates speeds on The Esplanade by setting the traffic signals to 28 mph. The traffic calming treatments on 1st Avenue and Sacramento Avenue will help moderate speeds as well and will provide for a safer, quieter and more comfortable environment for all users.

## 7. ADA Barrier Removal

As the traffic calming and other road improvements are carried out in the Avenues Neighborhood under this plan, it will be required that access is provided for people of all ages and abilities. Not only will this insure the greatest access for all residents but it is also the law of the land. Provision of properly designed curb ramps at every intersection is critical. Disabled access experts now recommend two ramps at each corner of an intersection to insure that a person with visual disabilities or in a wheelchair is able to navigate safely across the street. The addition of bulb-outs at many of the corners in the neighborhood will provide an opportunity to build well-designed curb ramps. In addition, as noted above, attention should also be given to the design of driveways. Ideally the sloped section of the sidewalk should be accommodated in the landscape or street furniture zone. If the sidewalk needs to be sloped, attention must be given to the standard that requires no more than a 5 percent slope.

## 8. Implementation

The City should work with the Chico Avenues Neighborhood Association, residents, businesses and others in the neighborhood to develop a plan for prioritization and implementation of these recommendations. Given that the Avenues Neighborhood covers a large area, the City may want to work with stakeholder groups to develop a set of prioritization criteria that could include:

- Areas most impacted by Chico State
- Areas closest to schools
- Areas closest to Enloe Medical Center
- Areas with higher speed traffic
- Areas with higher incidence of motor vehicle crashes
- Areas with higher crime rates
- Senior centers

One approach would be for the City to use Geographic Information Systems to map areas within a quarter mile circle around these locations to identify sections of the neighborhood that should receive the highest priority. The quarter mile radius area is commonly used to establish a comfortable walking distance.

As noted above, implementation of the traffic calming program should be based on working with residents in smaller sections of the neighborhood to identify the problems, learn about the toolkit of solutions and determine the desired tools for application.

### Cost

Specific costs for implementing these recommendations will need to be determined once the desired set of measures are identified and prioritized by the City. In addition, given the rapidly escalating costs of construction, cost estimates will need to be made on a case-by-case basis as the improvements are ready to be built.

***Table 4. Traffic Calming Cost Estimates.***

| | Low Range Estimate | | | High Range Estimate | | |
|---|---|---|---|---|---|---|
| **Treatment Type** | **Number** | **Cost per Treatment** | **Total** | **Number** | **Cost per Treatment** | **Total** |
| **Overall Treatments** | | | | | | |
| Bulb-outs | 504 | $5,000 | $2,520,000 | 504 | $30,000 | $15,120,000 |
| Mini Traffic Circles | 36 | $5,000 | $180,000 | 36 | $15,000 | $540,000 |
| Speed Humps | 32 | $2,000 | $64,000 | 32 | $3,000 | $96,000 |
| Raised Intersection | 5 | $40,000 | $200,000 | 5 | $100,000 | $500,000 |
| Speed Cushions | 44 | $2,000 | $88,000 | 44 | $3,000 | $132,000 |
| Roundabouts | 2 | $75,000 | $150,000 | 2 | $300,000 | $600,000 |
| | **Total Low Estimate** | | $3,202,000 | **Total High Estimate** | | $16,988,000 |
| **Specific Locations** | | | | | | |
| *Citrus Elementary* | | | | | | |
| 4 Raised Intersections | 4 | $40,000 | $160,000 | 4 | $100,000 | $400,000 |
| 1 Mini Circle | 1 | $5,000 | $5,000 | 1 | $15,000 | $15,000 |
| 1 Speed Hump | 1 | $2,000 | $2,000 | 1 | $3,000 | $3,000 |
| 4 Bulb-outs | 4 | $5,000 | $20,000 | 4 | $30,000 | $120,000 |
| | **Total Low Estimate** | | $187,000 | **Total High Estimate** | | $418,000 |
| *Chico Junior High* | | | | | | |
| 1 Raised Intersection | 1 | $40,000 | $40,000 | 1 | $100,000 | $100,000 |
| 1 Median | 1 | $20,000 | $20,000 | 1 | $20,000 | $20,000 |
| High Visibility Crosswalk | 2 | $5,000 | $10,000 | 2 | $5,000 | $10,000 |
| Bulb-outs | 4 | $5,000 | $20,000 | 4 | $30,000 | $120,000 |
| | **Total Low Estimate** | | $90,000 | **Total High Estimate** | | $250,000 |
| *Chico High School* | | | | | | |
| 38 Bulb-outs | 38 | $5,000 | $190,000 | 38 | $30,000 | $1,140,000 |
| 4 Speed Cushions | 4 | $2,000 | $8,000 | 4 | $3,000 | $12,000 |
| 4 Speed Humps | 4 | $2,000 | $8,000 | 4 | $3,000 | $12,000 |
| | **Total Low Estimate** | | $206,000 | **Total High Estimate** | | $1,164,000 |
| *Enloe Hospital* | | | | | | |
| 48 Bulb-outs | 48 | $5,000 | $240,000 | 48 | $30,000 | $1,440,000 |
| 1 Mini Circle | 1 | $5,000 | $5,000 | 1 | $15,000 | $15,000 |
| 6 Speed Cushions | 6 | $2,000 | $12,000 | 6 | $3,000 | $18,000 |
| | **Total Low Estimate** | | $257,000 | **Total High Estimate** | | $1,473,000 |
| *West Sacramento and West First Avenues* | | | | | | |
| 30 Bulb-outs | 30 | $5,000 | $150,000 | 30 | $30,000 | $900,000 |
| 11 Speed Cushions | 11 | $2,000 | $22,000 | 11 | $3,000 | $33,000 |
| 3 Speed Humps | 3 | $2,000 | $6,000 | 3 | $3,000 | $9,000 |
| 1 Roundabout | 1 | $75,000 | $75,000 | 1 | $300,000 | $300,000 |
| | **Total Low Estimate** | | $253,000 | **Total High Estimate** | | $1,242,000 |
| *West First, Mechoopda and Warner* | | | | | | |
| 6 Bulb-outs | 6 | $5,000 | $30,000 | 6 | $30,000 | $180,000 |
| | **Total Low Estimate** | | $30,000 | **Total High Estimate** | | $180,000 |
| East Fifth Avenue | | | | | | |
| 48 Bulb-outs | 48 | $5,000 | $240,000 | 48 | $30,000 | $1,440,000 |
| 6 Mini Circles | 6 | $5,000 | $30,000 | 6 | $15,000 | $90,000 |
| 5 Speed Cushions | 5 | $2,000 | $10,000 | 5 | $3,000 | $15,000 |

| | Low Range Estimate | | | High Range Estimate | | |
|---|---|---|---|---|---|---|
| **Treatment Type** | **Number** | **Cost per Treatment** | **Total** | **Number** | **Cost per Treatment** | **Total** |
| | | **Total Low Estimate** | $280,000 | | **Total High Estimate** | $1,545,000 |
| *East First Avenue* | | | | | | |
| 68 Bulb-outs | 68 | $5,000 | $340,000 | 68 | $30,000 | $2,040,000 |
| 6 Mini Circles | 6 | $5,000 | $30,000 | 6 | $15,000 | $90,000 |
| 5 Speed Cushions | 5 | $2,000 | $10,000 | 5 | $3,000 | $15,000 |
| | | **Total Low Estimate** | $380,000 | | **Total High Estimate** | $2,145,000 |
| *Warner Street* | | | | | | |
| 28 Bulb-outs | 28 | $5,000 | $140,000 | 28 | $30,000 | $840,000 |
| 3 Speed Cushions | 3 | $2,000 | $6,000 | 3 | $3,000 | $9,000 |
| 2 Roundabouts | 2 | $75,000 | $150,000 | 2 | $300,000 | $600,000 |
| | | **Total Low Estimate** | $296,000 | | **Total High Estimate** | $1,449,000 |

### Sponsor

The Capital Projects Services Department, working closely with neighborhood residents, should be responsible for taking the lead on implementation of these recommendations.

### Potential Funding Sources

Various, including city construction funds, development fees, state and federal transportation funds, and funds from the CTA.

## 9. Transit

The street railway was a major catalyst of urban development in the last half of the 19th century and the first decades of the 20th. Streetcars provided mobility that enabled workers to reach their factory jobs while living further than walking distance from their places of employment. They enabled growth of suburbs and then brought people to city centers in sufficient density to support the development of department stores, major league sports, large theaters, and even created America's classic amusement parks, where streetcars could take workers on weekends.

Today the Avenues neighborhood would like to reestablish some form of enhanced transit to the area. A trolley loop has been suggested that would run between East Avenue on the north and 20th Street on the south. The system should run at minimum of 15 minute headways and stop at frequent intervals.

### Goals and Objectives

Support the city's compact development and the Avenues Neighborhood quality of life by providing transportation alternatives.

### Recommendation

Work with the Butte County Association of Governments to investigate the feasibility of establishing a trolley system.

### Cost

$25,000 – $50,000 for the study.

**Potential Funding Sources**

Various, including state and federal transportation funds, community businesses or institutions (Enloe Medical Center, Chico State).

**Sponsor**

Neighborhood businesses and institutions, assisted by Butte County Association of Governments, Capital Projects Services Department.

## 10. Parking

During the initial planning two parking issues were discussed: parking in front yards or other non-designated areas is relatively common and unsightly, and on-street parking is at a premium throughout the neighborhood.

**Goals and Objectives**

- Address the design of private parking areas
- Address the use of on-street parking

### a. Parking in Front Yards

**Recommendation**

Section 19.70.060 L. (Surfacing) of Chico's municipal code states:

> "All off-street parking areas, including driveways and maneuvering areas, shall be paved with all-weather surfacing and provided with storm drainage facilities subject to the approval of the Director of Public Works. All-weather surfacing shall be portland cement concrete, asphaltic concrete, or double chip seal. Porous surface materials which may reduce stormwater runoff may be used subject to review and approval of the Director of Public Works."

This municipal code should be vigorously enforced. Additionally, the design guidelines presented in Appendix D should be implemented.

**Cost**

Administrative

**Sponsor**

Building and Development Services – Development Engineering, Planning Services Department

**Potential Funding Sources**

Development application fees, General Fund

### b. On-Street Parking

**Recommendation**

The neighborhood should request that the City establish a Residential Preferential Parking program outside of the currently designated "Impacted Parking Area". A Residential Preferential Parking program would include issuing residents and visitors parking permits. Parking in the area would be limited for vehicles not displaying a parking permit.

**Cost**

Administrative

**Sponsor**

Neighborhood with assistance from Capital Projects Services Department

**Potential Funding Sources**

Parking permits, fees and fines generated by the program, General Fund

## F. Land Use

### 1. General Plan and Zoning

There are a number of properties in the Avenues Neighborhood where the zoning classification is not consistent with the General Plan Land Use designation. These inconsistencies result in a lack of clarity regarding the appropriate future use of these properties. The vision articulated by the Avenues Neighborhood is based on restoring core residential areas bounded by viable commercial, office and public uses along some of its larger streets.

**Goals and Objectives**

- Apply zoning classifications that are consistent with the City's General Plan Land Use designations.
- Clarify appropriate future property uses.
- Articulate community vision for the future.
- Restore core residential areas in the Avenues Neighborhood.

**Recommendation**

Inventory and evaluate inconsistencies between General Plan designations and zoning classifications. The General Plan or zoning ordinance should be amended they are consistent with the Avenues Neighborhood's vision as articulated by this plan, with viable commercial/office uses along the Esplanade and key opportunity sites, and more traditional single-family housing provided in core residential areas.

**Cost**

Administrative

**Potential Funding Sources**

General Fund

**Sponsor**

Planning Services Department

**2. Non-conforming Uses**

There are land uses scattered throughout the neighborhood (primarily in the recent annexation areas) that are inconsistent with the City's zoning ordinance. Many of these were existing uses when the parcels were annexed into the City, and they are commonly referred to as "legal non-conforming uses." Some of these uses could now be considered incompatible with adjacent residential uses and should be eliminated over time. Examples of non-conforming or inconsistent uses include auto-related and industrial uses, or uses that might generate noise or toxins. Acceptable uses might include certain neighborhood serving uses, small-scale retail, professional services or personal services.

**Goals and Objectives**

- Phase out properties with current conflicting non-conforming uses over time.
- Reassign with appropriate community-serving uses.

**Recommendation**

Inventory non-conforming uses, determine compatibility and develop a program/process similar to the Chapman Mulberry Amortization Ordinance to amortize them out of use (see the Chico Municipal Code Section 19.52.070).

**Cost**

Administrative

**Potential Funding Sources**

Redevelopment Tax Increment

**Sponsor**

Planning Services Department

## 3. Avenues Neighborhood Market Conditions and Opportunity Sites

**a. Retail -** The following market analysis provides an assessment of potential retail store types that could be included in future mixed-use development at various sites in the Avenues Neighborhood. In particular, it provides recommendations for retail store types that could be targeted for redevelopment activity at the Chico Nut and the Matador Motel opportunity sites. More detailed market conditions, data and opportunity site information can be found in Appendix C.

The Chico Nut and the Matador Motel sites were selected as opportunity sites because they represent a potential gateway to the neighborhood; they also present the greatest concentration of land available for retail development/redevelopment. These sites are located adjacent to each other in the northeastern quadrant of the neighborhood fronting the Esplanade.

This analysis considers household demand for retail goods and services in both the neighborhood and the surrounding market area. It also considers the level of competition within these retail store types within an approximate five minute drive of the two opportunity sites. Target store types are selected from retail categories for which there is excess demand in either the Avenues Neighborhood or the surrounding market area and for which there is limited competition in the surrounding market area.

Table 5 below isolates the recommended store types for the Avenues Neighborhood. These store types are suitable for the sites in question. Table 5 data details stores in terms of number of square feet demand represents for each store type. This table also compares supportable square feet for each store type with average square feet per establishment in each store type to determine whether demand in the Avenues Neighborhood is sufficient to support one or more new establishments of that store type.

***Table 5. New Establishments Supportable by Avenues Neighborhood Demand.***

| Service | Demand (Dollars) | Avg. Sales per Sq. Ft. (Dollars) | Supportable Sq. Ft. | Average Sq. Ft. per Establishment | Supportable Establishments |
|---|---|---|---|---|---|
| Apparel Store Group | | | | | |
| Men's Apparel | 274,795 | 226 | 1,214 | 2,970 | 0 |
| Shoe Stores | 784,297 | 196 | 3,993 | 2,864 | 1 |
| Specialty Retail Group | | | | | |
| Gifts and Novelties | 4,879 | 157 | 31 | 2,533 | 0 |
| Florists | 121,481 | 278 | 436 | 1,384 | 0 |
| Photographic Equipment | 55,071 | 351 | 157 | 2,400 | 0 |
| Records and Music | 219,965 | 222 | 990 | 2,450 | 0 |
| Food, Eating and Drinking Group | | | | | |

| Service | Demand (Dollars) | Avg. Sales per Sq. Ft. (Dollars) | Supportable Sq. Ft. | Average Sq. Ft. per Establishment | Supportable Establishments |
|---|---|---|---|---|---|
| Specialty Food Stores | 404,827 | 388 | 1,043 | 2,683 | 0 |
| Eating Places | 2,913,390 | 350 | 8,314 | 3,210 | 3 |
| Laundry/Dry Cleaning | 367,847 | 160 | 2,306 | 1,500 | 1.5 |
| Photo Finishing | 156,956 | 311 | 505 | 1,000 | 0.5 |
| Pet Care | 369,386 | 231 | 1,602 | 2,100 | 0.8 |
| Video Rental | 195,181 | 111 | 1,753 | 3,500 | 0.5 |

*Source: ADE Retail Model developed from 1997 US Retail Census, and the 2002 Bureau of Labor Statistics Household Expenditure Surveys. Data adjusted for inflation using CPI. Average Sales per square foot and average square feet per establishment data are from data provided by the Urban Land Institute.*
*Note: General merchandise is not incuded because of its larger space requirements and apparel rental is not included because unmet demand is very low.*

As shown in Table 5, there are a relatively small number of establishments and store types supportable by retail and neighborhood spending demand in the Avenues that are also suitable for development at the opportunity sites in question. Notably, the neighborhood can support up to three additional restaurants and one shoe store.

Since a relatively low number of households combined with relatively low household incomes generate limited demand in the Avenues, this analysis continues by evaluating store types that are both compatible with mixed use development and supportable with additional demand from the larger market area.

Table 6 replicates the information provided in Table 5 but factors in demand for listed store types in the market area. The information in Table 5 also factors in the number of establishments in each of the listed categories located in the market area.

***Table 6. New Establishments Supportable by Market Area Demand.***

| Service | Demand (Dollars) | Avg. Sales per Sq. Ft. (Dollars) | Supportable Sq. Ft. | Average Sq. Ft. per Establishment | Supportable Establishments |
|---|---|---|---|---|---|
| Apparel Store Group | | | | | |
| Women's Apparel | 1,213,151 | 197 | 6,161 | 2250 | 3 |
| Men's Apparel | 1,392,806 | 226 | 6,151 | 2970 | 2 |
| Shoe Stores | 1,915,166 | 196 | 9,751 | 2864 | 3 |
| Specialty Retail Group | | | | | |
| Photographic Equipment | 288,860 | 351 | 822 | 2400 | 0 |
| Records and Music | 1,116,510 | 222 | 5,026 | 2450 | 2 |
| Food, Eating and Drinking Group | | | | | |

| Service | Demand (Dollars) | Avg. Sales per Sq. Ft. (Dollars) | Supportable Sq. Ft. | Average Sq. Ft. per Establishment | Supportable Establishments |
|---|---|---|---|---|---|
| Specialty Food Stores | 48,459 | 388 | 125 | 2683 | 0 |
| Pet Care | 1,374,970 | 231 | 5,964 | 2100 | 3 |
| Video Rental | 860,387 | 111 | 7,725 | 3500 | 2 |

*Source: ADE Retail Model developed from 1997 US Retail Census, and the 2002 Bureau of Labor Statistics Household Expenditure Surveys. Data adjusted for inflation using CPI. Average Sales per square foot and average square feet per establishment data are from data provided by the Urban Land Institute.*

Table 6 shows that there are a number of additional retail store type options the Neighborhood can consider for development, particularly at the Chico Nut site. These may include apparel stores, music stores, or personal services establishments. The success of specific establishments depends on their ability to draw consumers from outside the local neighborhood. This is particularly true of retail market categories that are currently in a significant state of transition – most notably music stores, video stores and photofinishing establishments. Demand for these types of services remains high, but the viability of individual retail establishments serving these markets over the long term depends on a few factors. These businesses must have the ability to differentiate their product lineup, serve multiple markets and respond to market shifts. For example, photofinishing establishments might also sell/rent cameras and accessories, or offer studio photography services, while music stores might also sell books, videos, used CDs, and electronics.

In addition, local residents already shop at stores outside of the Avenues Neighborhood, and will likely continue to conduct at least some of their shopping at larger retail centers in Chico. This further necessitates that some of these new retailers attract customers from a larger market area.

b. **Medical Office -** With the expansion of Enloe Hospital, there is the potential for development of additional medical office space in The Avenues area. The hospital expansion is primarily intended to increase hospital bed space and will not include medical office space for physicians. Enloe anticipates, however, that the enhanced facilities will help facilitate recruitment of additional physicians to Chico. Hospital officials have indicated that they project the need for as many as 80 new doctors over the next five to ten years, who would need office space outside the hospital campus itself.[4]

This projection is corroborated by an analysis conducted by ADE, Inc. of the ratio of physicians to population in Butte County. As of 2002, Butte County had 395 physicians in the County, a ratio of 191 per 100,000 population.[5] The statewide average is nearly 300 physicians per 100,000 population, although it is to be

[4] Laura Hennum, Director of Marketing and Communications, Enloe Medical Center. Personal communication, September 6, 2007.
[5] University of California., Berkeley, Petris Center, *Is There a Doctor in the House?.* Berkeley, CA. 2004.

expected that this ratio would be lower in rural areas. Using just the County average and based on projected population growth alone, Butte County should add more than 70 doctors by 2015 (see Table below). With the delay in the hospital expansion project, however, it is likely the County has not kept pace with growth during the past several years, and additional physicians beyond this amount will be added in the years to come.

It is projected that the growth in physicians would stimulate demand for 40,000 sq.ft. of medical office space countywide by 2010 and more than 280,000 sq.ft. by 2030. This would be for medial practitioners' offices only, and does not include medical laboratories or specialized clinics. The specific demand in The Avenues neighborhood is subject to competitive market forces from other areas of Chico and the County. In Chico itself, medical office complexes have developed near Skyway Blvd. in addition to the Esplanade and Cohassett Ave. Over time, population growth in Oroville and south County will stimulate additional medical office growth in those areas as well.

For purposes of this analysis we have projected a range of capture for the Avenues Neighborhood between 35 and 50 percent of total medical office space demand. At these rates, there could be as much as 35,000 to 50,000 new square footage of space built near Enloe Medical Center in the next seven to ten years. This kind of scenario will depend on the availability of properly zoned property in the area and the relative economics of developing the space in The Avenues compared to the other medical centers in the area. Further analysis would be needed to determine the feasibility of developing this much medical office space in The Avenues, but it is important to recognize that the demand will grow and create economic pressure on existing properties to redevelop to meet the demand.

***Table 7*** **.Projections of Increase in Physicians for Butte County**

| | | Projection Based on County Average | | Projection Based on State Average | | Total Building Space Demand (County Average Projection) | Share to Avenues | |
|---|---|---|---|---|---|---|---|---|
| Year | County Population | Total Physicians | Increase Over 2006 | Total Physicians | Increase Over 2006 | | 35% | 50% |
| 2002 [a] | 206,806 | 395 | NA | 618 | 223 | | | |
| 2006 [b] | 217,209 | 415 | 0 | 649 | 254 | | | |
| 2010 | 232,075 | 423 | 28 | 694 | 299 | 40,000 | 14,000 | 20,000 |
| 2015 | 254,224 | 466 | 71 | 760 | 365 | 99,700 | 34,895 | 49,850 |
| 2020 | 276,277 | 508 | 113 | 826 | 431 | 159,100 | 55,685 | 79,550 |
| 2025 | 297,882 | 549 | 154 | 891 | 496 | 217,300 | 76,055 | 108,650 |
| 2030 | 321,315 | 594 | 199 | 961 | 566 | 280,400 | 98,140 | 140,200 |

[a] Actual figure

[b] 2006 and later are projected figures

County Average:191 physiciansper 100,000 population

State Average:299 physiciansper 100,000 population

Assuming a .35 floor area ratio (FAR) for the Office land use designation (Chico General Plan pp. 3-7, 3-8), this level of new development would require between 2.3 to 3.3 acres of land near Enloe. There currently is not this much vacant land

available nearby. Most of the land near Enloe is zoned OR (Office Residential) which allows a residential density of up to 22 du/acre.
The potential demand for office space creates both an opportunity for new office/residential mixed-use development and a concern for the potential conversion of residential uses and/or heritage properties.
Some potential solutions include:

- Develop (or amend current OR zone) a mixed use zone that restricts conversions in the Avenues neighborhood (conversions to professional office) by limiting the amount of office use.
- Maintain the smaller parcel sizes to temper conversion (meeting parking requirements will be more difficult).
- Designate Chico Nut and the Matador Motel as target sites for professional office.
- Adopt an historic preservation ordinance.
- Encourage redevelopment of a commercial site in the northwest Esplanade Area and increase the FAR.
- Identify and designate appropriate sites.
- Consider a joint-use project with Chico State. Chico State could utilize private development funds in-lieu of rent from a joint-use partner. These funds could be used to build a joint-use building the school would not otherwise be able to build due to lack of financial resources.

### 4. Opportunity Sites

The two primary sites most appropriate for new retail development in the Avenues Neighborhood are the Chico Nut site and the adjacent Matador Motel site. Between these two sites there are approximately 14 – 15 acres available for potential reuse and redevelopment. The Chico Nut site is approximately 12 – 13 acres and is proposed for mixed use development to provide a gateway to the Avenues and a better connection to Lindo Channel. The Matador Motel is a currently operating facility that is adjacent to the Chico Nut site. The Motel, which is listed in the City's Historic Resources Inventory, sits on approximately 1 – 2 acres.

There are also a handful of other smaller individual sites, such as the paved lot across the Esplanade from the Chico Nut site, which could be large enough to accommodate one or two retail establishments. However, most of these sites are far less prominently located. Given the limited number of retail store categories supportable by the excess Avenues Neighborhood and market area spending demand, it is recommended that retail development be focused on the Chico Nut and Matador Motel sites.

Such development on these sites would provide neighborhood residents with a walkable place to shop and dine close to home in the natural Lindo Channel setting. Inclusion of a trolley and transit hub would enhance the walkability of the area, providing a means for residents from outside the neighborhood to access the sites without overly impacting traffic along the Esplanade. These sites have the potential to become the lifestyle focal point of the Avenues Neighborhood.

The Chico Nut site alone could accommodate the following:

- One women's apparel store;
- One men's apparel store;
- One shoe store;

- One music store;
- One pet care establishment
- One small video rental store; and,
- Two to three restaurants.

All these could be included in a limited amount of first floor retail space. Assuming a floor-area ratio 0.25 for the above listed retail stores, the twelve-acre Chico Nut site will accommodate 130,680 square feet of first floor retail. The retail store mix listed above would require approximately 25,000 square feet, leaving additional square footage for housing, open space, parking, or other uses. Using the information and perspective developed in this neighborhood plan, it is recommended that the opportunity sites be evaluated and be given focused consideration in the City's General Plan update process.

### a. Chico Nut Opportunity Site

At the north end of the historic Esplanade, adjacent to the Lindo Channel, is a site currently occupied by the Chico Nut Processing Plant. This facility is still in operation seasonally, but its location is neither ideal for the company nor the neighborhood. This 12-13 acre site offers tremendous opportunities for revitalizing this portion of the Esplanade, for creating a gateway to the Avenues Neighborhood, for providing a better connection to the Lindo Channel, and for introducing land uses that are more compatible with the existing community character.

Initial concepts for redevelopment of this site were taken from the design workshop and from community input throughout the week of meetings and open pin-ups. The conceptual site plan shown addresses the Esplanade directly, fronting the boulevard with three story mixed-use buildings (Figure 36). With small local-serving retail or other local-serving uses below, this becomes a walkable destination for nearby residents, as well as an asset to new residents within the project. The way that this building addresses the street would help to frame a gateway into the neighborhood from the north, setting the tone and announcing entry into a special place. Parking could be accommodated within the center of the block, buffered by vegetation and tree cover. Above the retail and wrapping around the block are two stories of multi-family housing. This may be targeted for senior housing, which would benefit from the proximity to the hospital. The easternmost block would begin to transition from mixed-use, higher density buildings, to single-family detached houses, in character with the surrounding fabric. An alley system and small bungalows would create an inner community space, while peripheral houses address the street and provide visual surveillance of Lindo Channel. To better connect the neighborhood to Lindo Channel, Oleander Avenue could be reconnected to the Lindo Channel greenway through the site, and the project opens up to a new park fronting the creek.


***Figure 36. Chico Nut Opportunity Site.***

### b. Vanella Orchard Opportunity Site

In the West Avenues, the existing Vanella Orchard site is a beautiful remnant of the historic orchards that once dominated this landscape. The visual beauty and functional use of this property as agricultural land is an amenity for the community. However, the neighborhood should begin to face the question of what will happen to this 32-acre site in the long-term, should the orchard operation someday cease to be feasible. The site rendering shown is intended to illustrate initial concepts for future integration of this site into the community fabric (Figure 37). It preserves an atmosphere of productive agriculture along Eighth Avenue; it stitches together two existing streets; it provides recreational open space; it includes community buildings; and it accommodates a diverse array of housing types.

The extension of Holly Street and Warner Avenue through the site has been considered in previous city plans, but is not currently addressed in the city's General Plan. This extension makes logical sense from an overall transportation perspective, but it also requires local interventions in the form of streets and intersections to manage traffic flows to create a pedestrian and bicycle-friendly environment.

A roundabout is proposed at the intersection of Holly Street, Warner Avenue and Eighth Avenue. A new community garden would emphasize its agricultural character, preserving the orchard feel with a wide swath dedicated to the incremental adaptation of remnant orchard into community gardens. A large open space would provide much needed recreational space for the community. It could be fronted by single family homes, duplexes, town homes, and a community center. To the south of Eighth Avenue, three blocks would provide higher density senior living. All of these previously mentioned land uses would be wrapped by single family homes in order to transition smoothly to the existing single family homes surrounding the site.


***Figure 37. Vanella Orchard Opportunity Site.***

### c. Matador Motel Opportunity Site

The Matador Motel is a 31-unit aging motel that sits on 1.6 acres at the northern end of the Esplanade adjacent to Chico Nut. The building is listed on the City's Historic Resource Inventory. Its architectural style is Spanish Colonial Revival (Figure 38). It was built between 1944 and 1953.

With new retail development concentrated on the Chico Nut site, the Matador Motel could be leveraged to support the retail development. For instance, the site could be revitalized to continue to serve as a motel, but with a design more consistent with the mixed use development on the Chico Nut site. Given that this site is listed as historic,

and with the implementation of the historic preservation recommendations discussed later in this document, the revitalization would retain the property's historic features. The Matador Motel could also be used as a trolley and transit hub. Essentially, it is recommended that the Matador Motel site be utilized to bring in patrons for the newly developed retail without overly impacting the walkable atmosphere of the Avenues Neighborhood.


***Figure 38. Matador Motel Opportunity Site.***

**Summary Goals and Objectives**

- Redevelop Chico Nut and the historic Matador hotel sites into an inviting, revitalized mixed use area, offering retail, community and residential spaces with a newly designed connection to Lindo Channel.
- Select a carefully considered set of retail services based on close study.
- Connect opportunity sites to the surrounding area.
- Create a destination of choice for residents of Chico at large.
- Create pedestrian- and bicycle-friendly spaces.
- Consider creating a transit stop at the Matador opportunity site.
- Develop the Vanella Orchard with residential uses, open spaces and community uses that are sensitive to the surrounding neighborhood.

**Summary Recommendation**

Identify these three sites (the Vanella Orchard, Chico Nut and the Matador Motel) as infill/reuse sites for further analysis in the General Plan Update process. In considering future development activity at each of these sites, particular attention should be paid to W. 11th Avenue because it directly connects the opportunity sites and intersects with the Esplanade on the south side of Lindo Channel. Future land use designations for the sites should allow as much flexibility as possible among potential uses, in order to respond to market forces. The land use designation for Chico Nut in particular should be flexible enough to allow for non-retail uses along with residential and potential retail uses. Non-retail functions could include a mini-park, plaza, or other recreational facility or gathering place; a library, day-care center, community center, or performance venue; or a post office or other service that residents might use on a regular basis.

**Cost**

Administrative

**Potential Funding Sources**

California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program and General Fund

**Sponsor**

Planning Services Department

## G. Parks and Open Space

### 1. Water Tower Park

Water Tower Park is recommended as a new mini-park located at East Sixth and Oleander Avenues. The site is owned by California Water Services Company and currently houses pumping facilities. A defunct tower sits on the western half, and the eastern half is vacant. It may be possible to develop the site with lawn, benches, play structure and picnic tables. Any improvement of the site as a park would require the approval of the property owner.

**Goals and Objectives**

- Develop currently unused open space into an attractive and much-need open space amenity for local residents.

- New park will have lawn space, a play structure and picnic tables.


***Figure 39. Existing and Proposed Parks and Open Spaces in the Avenues Neighborhood.***

**Recommendation**

City Parks and CANA should approach the California Water Services Company and discuss the possibility of the park's development. If feasible the park should be developed jointly by CANA. CANA's role could be fund-raising and/or labor.

**Cost**

Construction: $150,000 to $200,000.

Maintenance: The following is a basic guideline used by larger cities (50,000+ population) in developing their maintenance budgets and is included as a source of information for the City. These figures may not necessarily apply to the City, and are included as information.

$4,500 per acre for neighborhood parks and urban plazas.

**Potential Funding Sources**

California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program, CANA in-kind or funding donations for construction and maintenance, Quimby Fees.

**Sponsor**

General Services Department - Parks Division, CANA

**2. Lindo Channel**

This existing open space provides a natural boundary to the Avenues Neighborhood, and it also can be made into an amenity for the community. The channel was formerly known as Sandy Gulch. It is part of the Big Chico Creek watershed, and was channelized in the 1960's. Still, much of the creek area remains natural in character, and this can be enhanced in ways that do not reduce its flood control capacity.

The rendering shown (Figure 40) includes a continuous walking or biking trail along the south side of the creek, plus an additional foot bridge at the terminus of Laburnum. Specific sites should be considered for picnic areas. In addition, the existing BMX area is recognized as a positive community asset, but could be better accommodated and located in an area of the greenway that is less sensitive ecologically. Public access to the Lindo Channel greenway would be enhanced by a significant park area and trailhead located adjacent to the Esplanade.

**Goals and Objectives**

- Develop the channel into an enhanced natural amenity for the neighborhood.
- Add walking, bicycling and equestrian paths that encourage social and outdoor activity.
- Protect the ecologically sensitive channel edge by moving the BMX park.
- Enhance public access to the area by creating a significant park area with a trailhead adjacent to the Esplanade.
- Meet the City's General Plan goals by improving this area.

**Recommendation**

General Plan policies are designed to provide a network of creekside greenways, where feasible, that can be used for walking, jogging, or bicycling, as well as equestrian use, where feasible. Incorporating the vision identified in this neighborhood plan into the future Lindo Channel Master Plan would support meeting the following General Plan goals:

- PP-G-2 Use the creeks as a framework for a network of open space.
- OS-G-15 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.
- OS-G-16 Where feasible, integrate creek-side greenways with the City's open space system and encourage public access to creek corridors.

In addition, recognizing that the channel is a flood control resource, the community should investigate the feasibility of providing enhanced public access through the development of a continuous trail system and strategically located trailheads.


***Figure 40. Lindo Channel.***

**Cost**

**Construction – Trail and Open Space Development**

- $400,000 per mile for developed trail: 8' wide, paved surface
- $150,000 per mile for less developed trail development: 4' to 6' wide, soft surface, foot trails

**Maintenance**

The following is a basic guideline used by larger cities (50,000+ population) in developing their maintenance budgets and is included as a source of information for the City. These figures may not necessarily apply to the City, and are included as information.

- $600 per acre for open space and undeveloped parkland;
- $4,000 per mile of soft-surface trails; and
- $8,000 per mile for paved, multi-use trails

**Potential Funding Sources**

California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program and Quimby Fees

**Sponsor**

General Services Department - Parks Division

## H. Building Stock

### 1. Commercial Rehabilitation

Most commercial buildings in the Avenues are in good condition and have been appropriately maintained. A few buildings, particularly in the northern part of the Esplanade, are in need of façade improvements or rehabilitation. The City has a Facade Improvement Program designed to use both public and private funds to rehabilitate, upgrade, and generally improve the appearance of commercial building facades within the city of Chico. Loans are available from the Chico Redevelopment Agency for facade improvements to commercial buildings located in the Chico Merged Redevelopment Project Area. The following improvements are eligible:

- Storefronts
- Display windows;
- Paint and wood treatments;
- Exterior lighting and paint;
- Wall repair;
- Visible exterior repairs in conjunction with other facade improvements;
- Awnings and canopies in conjunction with other facade improvements;
- Americans with Disabilities Act and Accessibility improvements;
- Landscape improvements; and
- Other improvements as approved by the Executive Director/City Manager.

Participants must be property owners or business owners. If the applicant is a tenant, the applicant must provide evidence of the property owner's approval of the project. Loans provide qualified applicants up to 80 percent of the facade improvement cost, in an amount not to exceed a cost of $15 per square foot of facade improvements. The City Manager may approve loans up to $30,000. For property owners, the loan is secured by a first deed of trust on the property or by an equivalent. For business owners, the loan is secured by an acceptable form of collateral as determined by the Executive Director/City Manager.

To encourage quality building design, the Redevelopment Agency or the City of Chico also offers eligible applicants financial assistance with the facade rendering. Those applicants who are approved for a Facade Improvement Loan are eligible to receive an additional $500.00 in financial assistance to help cover the cost incurred for the preparation of the final architectural plans, provided that the plans are prepared by a licensed architect. This assistance is provided on a reimbursement basis in conjunction with an approved Facade Improvement Loan.

### Goals and Objectives

- Encourage quality building design in the Avenues Neighborhood.
- Raise awareness about City assistance programs.
- Generally improve the appearance of commercial establishments in the neighborhood, with special attention given to establishments in the northern part of the Esplanade.
- Connect business owners with services, tools and options for improving retail facades.

### Recommendation

Actively promote the Façade Improvement Program to business and commercial property owners in the proposed commercial rehabilitation area of the Avenues (Figure 41).

All expenses related to the following items should be eligible under this program:

- Renovation of exterior/interior
- Landscaping and lighting
- Bringing the structure into compliance with building codes
- Earthquake retrofitting the structure.

The program should also fund improvements to signage, and removal of outdated signs.

In addition to actual construction costs, eligible expenses should also include permit fees related to the project and loan preparation costs (including credit checks, preliminary title reports, and title insurance). Construction management assistance should also be available.

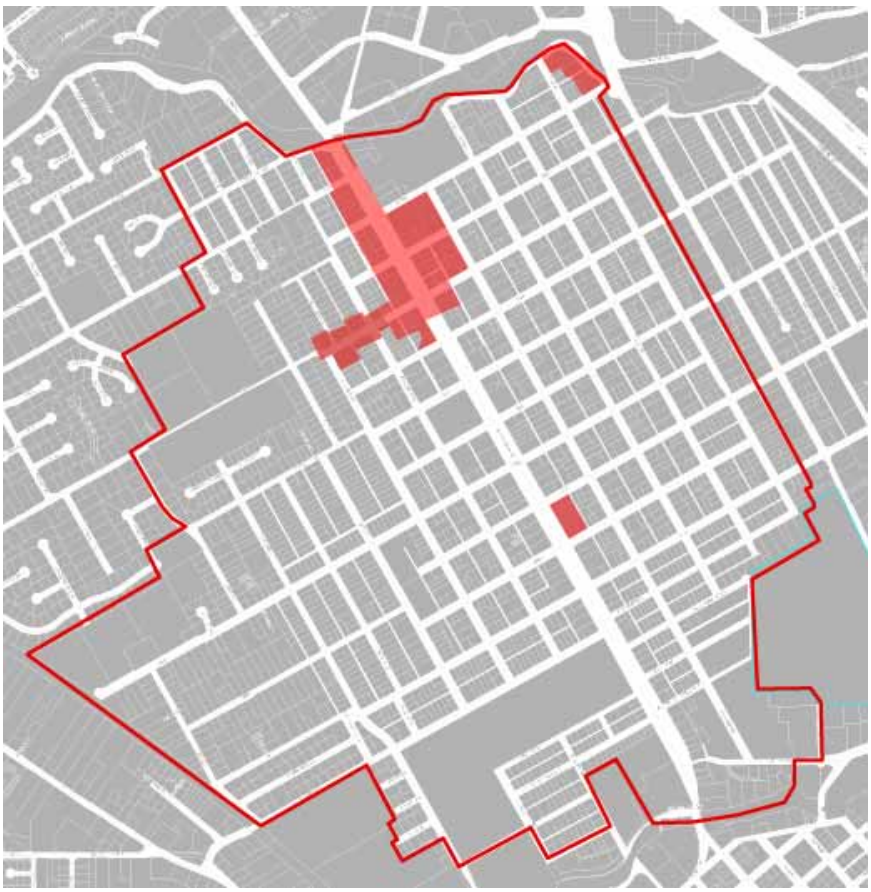


***Figure 41. Proposed Commercial Rehabilitation Area.***

**Cost**

Varies by demand.

**Potential Funding Sources**

Redevelopment Tax Increment

**Sponsor**

Economic Development Manager, Business and Property Owners

**2. Residential Rehabilitation**

As indicated in the Existing Conditions section a large proportion of the residential units in the neighborhood are in need of some form or rehabilitation. In fact the Avenues Neighborhood is on the list of the City's worst in terms of building condition. To allow these conditions to remain will lead to a downward spiral of continued deterioration and disinvestment.

**Goals and Objectives**

- Create pride of place and a sense of ownership in all residents.
- Encourage and incentivize home ownership.
- Take initiative to rehabilitate deteriorating homes.
- Restructure and promote City's Housing Rehabilitation Programs.
- Establish a fund for emergency repairs and re-roofing.

**Recommendation**

The city's Housing Rehabilitation Program should be actively promoted to eligible households in the proposed residential rehabilitation area (Figure 42). Promotion will encourage households to remain by making the neighborhood a more attractive, cared-for area.

Housing conditions should be assessed; housing units that receive ratings of "Poor," "Substandard," or "Blighted" during the assessment survey should require active code enforcement. By first making the Housing Rehabilitation Programs available for both owner-occupied and rental properties in the neighborhood and then enforcing the city's codes, the city could assist local owners with code compliance.

The City should also consider modifications to existing programs that create incentive programs for both owner occupants and landlords which might include:

- For landlords: Matching grant funds for needed public improvements associated with the property, including street trees, curb, gutter, and sidewalk when combined with a rehabilitation loan;
- For home owners: a straight grant for the above public improvements when combined with a rehabilitation loan;
- Forgivable interest for home owners if property is maintained and title does not change for a set period; and
- Standard below-market rate loans.

The multi-family component of the targeted rehabilitation effort could be funded in part by the Redevelopment Agency (RDA) tax increment stream.

The City should also establish a small Emergency Repair and Reroofing Program.

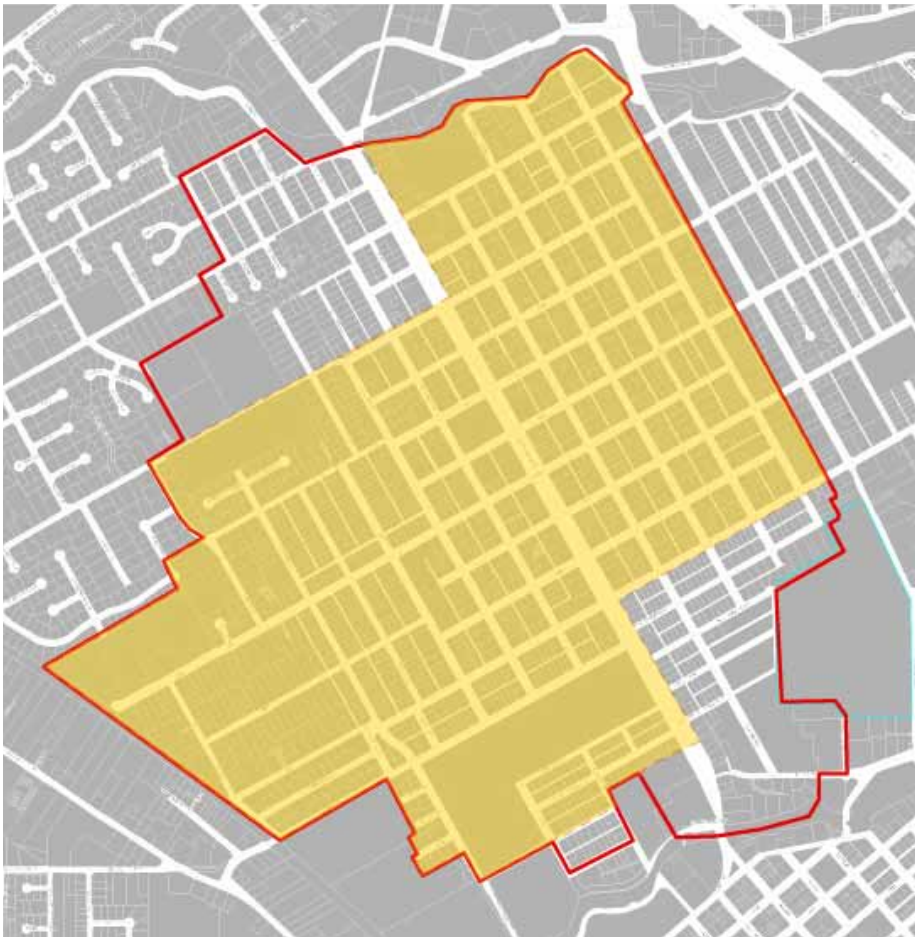


***Figure 42. Proposed Residential Rehabilitation Area.***

**Cost**

$200,000 per year

**Potential Funding Sources**

RDA Housing Set-Aside, CDBG, HOME, Other housing grants

**Sponsor**

Housing and Neighborhood Services Department

### 3. Historic Preservation

The Avenues Neighborhood is rich with potentially historic structures (commercial, residential and civic). Some examples include the Matador Motel, the Veterans Hall, large homes that front on the Esplanade, and the modest homes that sprinkle the neighborhood. A Historic Resources Inventory was conducted by the Chico Heritage Society for the City in 1979. The inventory identified 41 buildings or sites as historic. The city does have a

Landmark Overlay zone (-L), but no specific criteria or procedures for rezoning a property to this overlay district. A Certificate of Appropriateness or a cooling-off period is required for modifications to or demolitions of existing landmark properties where historic values could be affected.

The state and the National Historic Preservation Trust offer several forms of support to preserve historic properties. The City of Chico may also provide loans for the preservation of historic commercial properties through its Façade Improvement Program. This portion of the Facade Improvement Program is designed to use both public and private funds to rehabilitate, upgrade, and generally improve the appearance of historic commercial building facades within the city of Chico. Loans may be available for facade improvements to commercial buildings which meet the definition and criteria as historic buildings or properties. Historic properties are those sites or structures that are either listed in or eligible to be listed in the National Register of Historic Places, listed in a State or local inventory of historic places, such as the Chico Historic Resources Inventory, or designated as a State or local landmark or historic district by appropriate law or ordinance.

For consideration as an historic building, the building must be at least 50 years old, and meet one or more of the following eligibility criteria:

- The building is associated with events that have made a significant contribution to the broad patterns of history;
- The building is associated with the lives of persons significant in history;
- The building embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction;
- Other pertinent criteria as determined by the Executive Director/City Manager.

Assistance amounts, eligible improvements, and other aspects of the program are similar to those for non-historic properties.

### Goals and Objectives

- Establish specific criteria for rezoning historic structures or property.
- Establish a clear process for designating a site or structure as having historic value.
- Rehabilitate, upgrade and generally improve the appearance of historic sites.
- Promote and offer resources for improvements to historic sites.
- Build awareness of the neighborhood's historic structures and sites.

### Recommendation

The City should identify, document, protect, and preserve its archaeological, historic, architectural and cultural resources. Instilling public awareness of those resources should be a part of the effort. The identification of historic resources is essential in making informed decisions about managing and protecting these resources. The process of identification is done through comprehensive surveys that locate and evaluate sites and buildings in a given area for their historical, architectural or archaeological significance and condition.

A local historic preservation program requires three steps. First is the passage of enabling legislation authorizing the City Council to designate local landmarks and historic districts. Second, individual landmarks and historic districts would be designated by the adoption of subsequent legislation. Using design criteria based on the Secretary of Interior's Standards for Rehabilitation, staff or a review body would be authorized to review exterior alterations, demolitions and relocation of designated landmarks and contributing structures in historic districts, as well as new construction in designated historic districts. As with the City's existing requirements for Landmark buildings, a finding of appropriateness, or a cooling-off period, would be required from the review body before a building permit could be issued for modifications or demolition. The administrative support for the review would come from the Planning Services Department.

A third step in historic preservation is to secure adequate support for the maintenance and preservation of historic properties. The City should provide information about funding sources, and should actively promote its Façade Improvement Program to owners and businesses occupying commercial properties within the Avenues that are more than 50 years old.


***Figure 43. Inventoried Historic Properties in the Avenues.***

**Cost**

$40,000 for initial survey.

**Potential Funding Sources**

Various, including Mills Act incentives, National Trust Historic Preservation Grants, and City Façade Improvement Loans.

**Sponsor**

Planning Services Department, Chico Heritage Association, Economic Development Manager, Business and Property Owners

### 4. Home Ownership

The Avenues has a very low rate of home ownership. In only four Census Block Groups do owners outnumber renters. There is virtually no home ownership in the North of Campus/Rancheria area. The 2000 census indicates the following percentages.

***Table 8. Home Ownership.***

| Census Tract | Owner-Occupied (Percent) | Renter-Occupied (Percent) |
|---|---|---|
| 6.03 | 27.7* | 72.3 |
| 6.04 | 10.3 | 89.7 |
| 7 | 41.7 | 58.3 |

*Note: Census Tract 7 includes the area east of the Esplanade to Highway 99.*

This compares to 40.4 percent home ownership in Chico as a whole and 56.9 percent in the State. Figure 44 presents home ownership in the Avenues visually; the darker areas have the highest percentages of ownership.

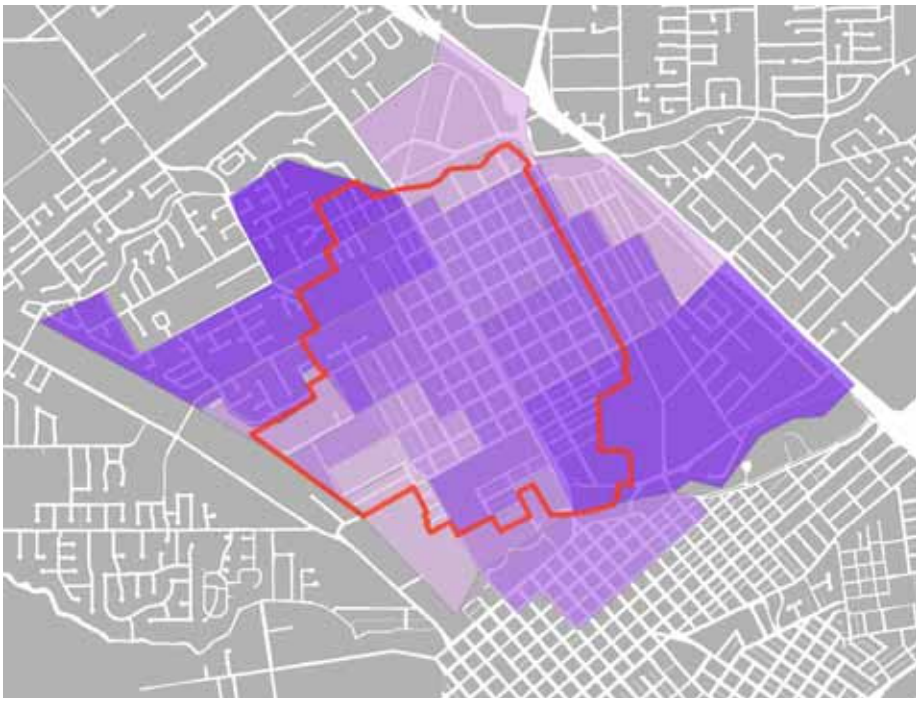


***Figure 44. Home Ownership by Census Tract.***

### Goals and Objectives

- Improve aesthetic conditions in the neighborhood.
- Promote home purchase incentive programs.
- Rehabilitate vacant single family homes.
- Promote mortgage assistance and other support tools for home owners.

### Recommendation

To encourage home ownership within the neighborhood, the City's Mortgage Subsidy Program should be actively promoted to realtors working with low- to moderate-income households, where homes at an appropriate sales price are identified within the neighborhood.

The City should also, when possible, acquire vacant single-family homes in need of repair and rehabilitate them. These homes can then be made available to First Time Home Buyers. This program will accomplish two things: increase home ownership and improve aesthetic conditions in the neighborhood.

### Cost

Unknown.

### Potential Funding Sources

RDA, HOME, Other housing grants

**Sponsor**

Housing and Neighborhood Services Department

**5. Affordable Housing**

The City should also consider the establishment of a city-wide Inclusionary Housing Program and Housing Trust Fund. Inclusionary zoning requires developers to make a percentage of housing units in new residential developments available to low- and moderate-income households. In return, developers receive non-monetary compensation-in the form of density bonuses, zoning variances, and/or expedited permits-that reduce construction costs. By linking the production of affordable housing to private market development, inclusionary zoning expands the supply of affordable housing while dispersing affordable units throughout a city to broaden opportunity and foster mixed-income communities.

Inclusionary zoning, sometimes called "inclusionary housing," can take many forms. Some inclusionary housing programs are mandatory, while others are voluntary or incentive-driven. Some jurisdictions require developers to construct affordable units within the development, while others allow affordable units to be constructed in another location. Some require developers to build the units, while other communities allow developers to contribute to an affordable housing fund.

Inclusionary zoning is a flexible strategy with a proven track record of meeting a community's affordable housing needs. More than 100 jurisdictions employ inclusionary zoning in California alone. A 2003 survey conducted by the Non-Profit Housing of Northern California and the California Coalition for Rural Housing found that in California more than 34,000 units of affordable housing had been created under inclusionary zoning.

Many housing trust funds are established to raise local financing for the construction of affordable housing near new employment centers. The ordinance establishes square footage fees based on non-residential development, based on an economic nexus analysis that determines that the construction of such commercial projects as offices, business parks, hotels, warehouses and shopping centers play a major role in attracting new very low- and low-income wage earners. Because low-wage workers are often unable to afford housing close to their work sites, the fee-generated revenues are used to increase the supply of housing affordable to these income groups, creating the nexus or linkage between jobs and housing.

**Goals and Objectives**

- Disperse affordable homes and units throughout the city to broaden opportunity and foster mixed-income communities.
- Increase the amount of affordable housing to low-wage earners, bringing available housing nearer to available jobs.
- Create inclusionary zoning to create affordable housing.

**Recommendation**

As part of the General Plan update and revision of the zoning ordinance, the City should consider the establishment of an inclusionary housing ordinance and trust fund.

**Cost**

Administrative – part of the Zoning Ordinance update.

**Potential Funding Sources**

General Fund

**Sponsor**

Planning Services and Housing and Neighborhood Services Departments

### 6. Design Guidelines

Design guidelines are intended to provide commercial and residential property owners, builders, architects, designers and the general public with information and assistance in planning for new construction, rehabilitation and renovation of commercial and residential buildings in the neighborhood. Draft design guidelines for the Avenues Neighborhood can be found in Appendix D. While commercial and multi-family projects already require consideration by the Architectural Review Board, the City does not require architectural or design review for single family developments.

**Goals and Objectives**

- Provide clear information, guidance and assistance for prospective parties who wish to develop or improve property in the Avenues Neighborhood.
- Set a standard for high quality, aesthetically appealing streetscapes and architecture.
- Integrate new building projects with existing homes and businesses.
- Assist the City by providing a clear set of measures for approving new projects in the area.

**Recommendation**

Consider implementing Draft Design Guidelines for the all new development in the Avenues Neighborhood. It is acknowledged this recommendation would require action by the City separate from this neighborhood plan because single family design review is not currently a requirement.

**Cost**

Administrative

**Potential Funding Sources**

General Fund

**Sponsor**

Planning Services Department

# I. Infrastructure

## 1. Curbs, Gutters, Sidewalks, Streetlights, Drainage, Sewer

As discussed in the Existing Conditions section, infrastructure conditions vary dramatically throughout the neighborhood. Some areas may have curbs and gutters but no sidewalk for part of a block face and sidewalk on another part. Other areas have no improvements at all. Some areas have sewer; others do not. Generally, lighting in the neighborhood does not meet city standards for new development. Most of the western half of the neighborhood has had an infrastructure conditions analysis conducted while the eastern half has not.

Infrastructure prioritization has not been conducted for the neighborhood as a whole.

### Goals and Objectives

- Bring all infrastructure in the Avenues Neighborhood up to a coordinated standard of quality and usability.
- Create a process to prioritize improvements for the entire Avenues Neighborhood.
- Whenever possible, leverage funding opportunities across a number of sources.

### Recommendations

The Capital Projects Services Department and CANA should initiate a process to prioritize the installation of improvements. Some of the prioritization will depend on funding availability for nitrate mitigation because the underground improvements must be completed in advance of surface improvements.

Alternative storm water management approaches should be seriously considered in conjunction with feasibility studies and assessment of specific neighborhood preferences. Impervious surfaces should be minimized to reduce urban runoff, offsite water treatment and flooding. Use of permeable concrete should be seriously considered wherever practicable. As opportunities occur, locations suitable for natural Stormwater management systems should be evaluated, analyzed and implemented.

### Cost

The cost of all improvements for neighborhood infrastructure is currently estimated at approximately $24,400,000. This level of funding is not expected to be available during the life of the neighborhood plan. In order to maximize the potential to implement the recommendations in the plan, the community needs to:

- Prioritize the improvements that are most important
- Leverage funding among all available sources
- Coordinate improvements with other programs

### Potential Funding Sources

RDA, state and federal transportation funds

### Sponsor

Capital Project Services Department, CANA.

## J. Street Trees

Urban forests make important contributions to society. They have environmental, social, aesthetic, and economic values. In general, the health and quality of urban forests and street trees indicates the health of neighborhoods and other urban areas.

Forests and trees reduce air pollution by absorbing gaseous pollutants and filtering dust, ash, and smoke. A dense grove of trees about 50 feet wide reduces apparent loudness of noise by as much as 50 percent. Forests and trees buffer glare caused by lights and the sun, provide wind protection, and cool the air. They provide habitat for wildlife and improve the quality of our lives.

The aesthetic value of urban forests and street trees is difficult to measure. But trees have been found to increase the value of property. The value of a lot with trees averages 5-7 percent higher than a lot without trees. The increase in value can be as much as 20 percent, and lots with trees often sell faster than lots without them.

Runoff and erosion from storms is reduced because leaves slow water allowing it to soak into the soil. This reduces runoff by about 7 percent and reduces the need for erosion control structures. Smaller drainage pipes may be sufficient, thus saving money on materials, installation, and maintenance. Additionally, less sediment and pollution collects in stream bottoms.

***Figure 45. Street Tree Canopy.***

### Goals and Objectives

- Improve general health and air quality by maintaining and replacing trees in the Avenues Neighborhood.
- Secure funding for an ongoing urban forestation program.

### Recommendation

Identify funding resources, and secure adequate resources to maintain and replace as needed street trees in the Avenues.

### Potential Funding Sources

Proposition 12 Tree Planting Grant Program, ReLeaf grants

### Sponsor

General Services Department – Parks Division, CANA, other interested community groups.

## K. Social Issues

### 1. Public Safety

The City's policing strategy over the next ten years is to move from a city-wide system of three police beats to six. This change is expected to result in more directed public safety benefits to discrete areas of the City, including the Avenues Neighborhood. The City Council has also adopted a safety goal of one to three officers per 1,000 people city-wide.

As of September 1, 2005, Chico began enforcing the Second Response Ordinance. This ordinance affects citizens who receive a written warning about a loud and/or unruly event. The ordinance makes citizens financially responsible for the costs incurred by police and/or fire departments if there is a second complaint made by a citizen and police have to respond back to the location a second time and close the event. Cost recovery fees include the standard rate expenses for officer and firefighter salaries for the actual time spent responding to the call. Any further response costs incurred in the following 12 hours are be billed under this ordinance.

The person responsible for staging the event or party is initially billed for response costs. In some cases, the ordinance allows property owners to be billed for response cost recovery fees. Criminal fines imposed for noise violation citations, usually issued by the police department on the second response, are in addition to the Second Response Ordinance cost recovery fees.

In addition to the Second Response Ordinance, Chico's city council approved a Disorderly Conduct Ordinance in April 2008, which addresses criminal actions in large group settings and provides the police department with a valuable tool to stop out-of-control large events and other gatherings that disturb the peace. This ordinance allows officers to immediately shut down and disperse an event in which disorderly conduct such as underage drinking, fighting, etc. occurs, or to shut down a gathering in which three or more misdemeanors occur.

These ordinances significantly enhance the tools available to police for addressing public safety concerns in the neighborhood. In addition the police department would also like to create a closer working relationship with the Avenues Neighborhood through the establishment of "Neighborhood Watch" groups and better dialog in general.

#### Goals and Objectives

- Create a positive working relationship between local law enforcement and the neighborhood.
- Focus public safety efforts and improve communication/dialog between local law enforcement and the neighborhood.
- Enforce newly established noise and disturbance orders.
- Create active "Neighborhood Watch" programs.
- Deter crime through environmental design.

#### Recommendation

- Monitor progress made with the implementation of the Second Response and Disorderly Conduct Ordinances
- CANA, working with the Police Department, should assist in establishing Neighborhood Watch groups throughout

- A neighborhood police officer should regularly attend CANA or neighborhood partnership membership meetings
- CANA or the neighborhood partnership should disseminate information relevant to public safety to the broader neighborhood
- The City should adopt design guidelines that deter crime through environmental design (see Appendix D).

**Cost**

Administrative

**Potential Funding Sources**

General Fund and National Crime Prevention Council

**Sponsor**

Police Department, CANA

**2. University, City and Neighborhood Relations**

Good neighbor policies for college students will decrease their impact on surrounding neighborhoods. As part of a Service Learning project coordinated between the Chico State Department of Geography and Planning and City Planning staff, several students at Chico State completed semester projects researching good neighbor programs in Chico and also programs at Cal Poly San Luis Obispo, UC Berkeley, UC Santa Clara, the University of Southern California, and UC Davis.

The students involved in the project found it difficult to find a list of good neighbor programs in the area. They did find a few community service programs such as Service Learning and Community Action Volunteers in Education, that help students gain experience in a particular field and keep track of volunteer hours for school credit. One of the programs called 'Scour and Devour', conducts campus and community clean ups in which over 700 students and community members participated in 2006.

UC Berkeley provides their students with a brochure that promotes positive student and neighbor relations. The brochure provides emergency contact information, garbage and recycling information, a list of municipal codes, fine amounts for loud and unruly gatherings, and other useful information. Santa Clara University distributes a brochure that provides guidelines for positive partying, in addition to outlining municipal codes, and tips for keeping neighbors and police happy. Chico State publishes a brochure called the Ultimate Party Guide, but it is not well known by students and not easily found on their website or at the library.

The City of Davis and UC Davis partner up to provide neighbors with an informal opportunity to meet each other and open lines of communication by organizing Neighbors' Night Out once a year. On this night, neighbors are encouraged to have block parties and activities in their front yards or neighborhood common areas to enable neighbors to exchange phone numbers for neighborhood watch lists, future block parties, BBQ's, or other neighborhood events. Neighbors who participate receive party bags with goodies and information on neighborhood relations, and special guest visits from Council members, the Mayor, UC Davis Chancellor/Provosts, and the Davis Police and Fire Departments.

As a part of good neighbor policies some universities are looking at traffic calming measures. California universities provide students with several programs as incentives to reduce traffic in neighborhoods by bike passes, carpooling, car sharing, and biking to school.

A few cities in Southern California and in the Bay Area have a system called Car Sharing. Car sharing is for a person who doesn't own a car but may need one from time to time for a few hours. Most car sharing systems involve a monthly payment and an hourly cost when you use the car. To borrow the car users merely have to dial a number to get a pin number and use the pin to retrieve the key.

Ridesharing and carpooling are the most encouraged traffic calming measure at all of the universities. In most of the cities there are websites to assist students in locating people nearby to carpool with to and from school. Most schools offer preferred and/or discounted parking passes in certain parking lots for carpoolers.

### Goals and Objectives

- Engage Chico State as a whole in the general improvement of the Avenues Neighborhood.
- Reduce student impact on the community via cleanup programs, ridesharing, reduced vehicle trips and traffic calming measures.
- Work with Chico State students to develop an active, well-promoted good neighbor program in the Avenues Neighborhood.

### Recommendation

Continue the dialog that began with the Project Development Team between the City, University, CANA and other affected entities by establishing a University-Community Relations Committee, with members appointed by the City, University, CANA, and other neighborhood associations. The Committee can be expanded to include representatives of other community organizations and institutions as appropriate.


***Figure 46. California State University, Chico.***

**Cost**

Administrative

**Potential Funding Sources**

N/A

**Sponsor**

City Council, Chico State, CANA Board.

### 3. Mechoopda Culture

Mechoopda was a village community formerly located on Butte Creek, about 3 ½ miles south of today's downtown Chico. The Mechoopda moved to a former summer camp site located on the south side of Big Chico Creek near First and Flume Streets in what is now downtown Chico. A few years later the village was moved downstream, closer to Bidwell's residence. In 1868, the village was moved ½ mile west to its final location, eventually becoming the Chico Rancheria. The Mechoopda cemetery remains on the site and the Tribe is making efforts to expand it.

Preliminary discussions took place with members of the Mechoopda Tribe during the neighborhood workshops. The Tribe would like street lighting improved in the vicinity of the cemetery. A number of actions could also be undertaken to celebrate the Mechoopda culture. These actions might include:

- Interpret culturally significant trees
- Rancheria street signage
- Designate the Valley Oak as a preferred street tree in the area of the Mechoopda cemetery
- Sidewalk art celebrating Mechoopda culture

**Goals and Objectives**

- Celebrate Mechoopda tribe culture, history and presence in the Avenues Neighborhood.
- Encourage dialog between the tribe and the community.
- Closely coordinate local improvements with the tribe.

**Recommendation**

Consider ways to celebrate the Mechoopda culture when designing public improvements in the vicinity of the historic Chico Rancheria. Any activity should be developed in very close coordination with the Tribe.

**Cost**

$10,000 to $15,000

**Potential Funding Sources**

Mechoopda Indian Tribe, SEVA Foundation, Native American Graves Protection and Repatriation Act (NAGPRA) Grants

**Sponsor**

Capital Projects Services, and Planning Services Departments, General Services Department - Urban Forester, Arts Coordinator, Chico Historical Association, and the Mechoopda Indian Tribe

**4. Code Enforcement – Noise and Nuisance Codes**

To date code enforcement has been complaint driven. The main proactive efforts have been "Scour and Devour," a neighborhood clean-up program conducted in October in conjunction with Chico State, and the "Drop and Dash" program conducted in May, before the students leave, to organize clean-up of old furniture, clothes , etc.

In late 2006 the new Housing and Neighborhood Services Department was established. The Code Enforcement Unit of the Housing and Neighborhood Services Department is responsible for the preservation of neighborhoods through the enforcement of City codes and ordinances. The unit investigates complaints about the accumulation of rubbish, trash and inoperative/abandoned vehicles, as well substandard housing conditions. Code Enforcement also spearheads the City's aggressive anti-graffiti efforts. Code Enforcement efforts are being stepped up in the City, with the addition of a new Code Enforcement Officer scheduled for this fiscal year and an additional officer in the next fiscal cycle.

**Goals and Objectives**

- Create awareness of noise and nuisance regulations.
- Preserve quality of life in the neighborhood by preventing deterioration of property, graffiti, abandoned cars and trash accumulation.
- Proactively enforce noise and nuisance codes in the neighborhood.

**Recommendation**

Continue the current program and monitor the progress of the newer more aggressive code enforcement program

**Cost**

Administrative

**Potential Funding Sources**

General Fund

**Sponsor**

Housing and Neighborhood Services Department

# Section III. Implementation

## Section III. Implementation.

## L. Implementation

### 1. Potential Funding Sources

A number of funding sources could help implement report recommendations. They offer alternatives for street design, community facilities, and other infrastructure. Some sources for funding are:

- City road maintenance and construction funds
- Development fees
- Special districts
- Community Development Block Grant (CDBG)
- Home Investment Partnership Program (HOME)
- RDA Housing Set-Aside
- California Trade and Commerce Agency
- Proposition 12 Tree Planting Grant Program
- Volunteer initiatives and private donations
- State and federal transportation funds

Each of these funding sources is subject to changes in state and federal law, budget levels, and target project priorities. A summary of the situation for each as it existed at the time of this writing follow below.

#### a. City road maintenance and construction funds

Chico can add striping, traffic calming, sidewalks, curbs and similar elements to other projects that already involve digging up or rebuilding street sections in The Avenues. For example, storm drain and sewer improvements, utility undergrounding projects, and routine street resurfacing are all projects that can provide an opportunity for implementing traffic calming measures.

The greater the extent of the reconstruction, the greater the opportunity for adding elements such as bulb-outs, mini-circles and raised intersections at a lower cost than that of a stand-alone project. Also, communities avoid the disruption, noise and expense of repeatedly digging up a street and detouring traffic.

Such combination projects will require coordination between departments, and capital improvement projects whose schedules and budgets are often separate.

Many cities have incorporated traffic calming into street reconstruction projects. In Venice, FL, for example, officials added $80,000 to a previously planned Main Street resurfacing project to provide for intersection bulb-outs, mid-block bulb-outs, median crossings, and crosswalks of colorful paver stones.

Seattle has added planted medians to several streets at reduced cost as part of sewer upgrade projects. County transportation sales tax measures can provide substantial funding for city street maintenance and rehabilitation.

#### b. Development fees

Some cities require developers to install or help pay for infrastructure improvements (streets, sidewalks, trails, landscaping, etc.) through individual development agreements. On a larger scale, Chico could explore using development fees with a capital improvements program to help fund recommended improvements.

#### c. Special districts

A special district such as a Business Improvement District (BID) can provide up-front and on-going funding for projects benefiting the area. Business-Based Improvement Districts are best suited for marketing, special events, and smaller expenditures like signage. Property-Based BIDs typically generate more revenues and are better suited for more expensive projects like landscaping. Landscaping and lighting districts can be established for streetscape improvements and maintenance.

Other types of facilities and infrastructure districts are sometimes created for parks, drainage and sewage. Special districts generally assess a charge levied upon parcels of real property within the district's boundaries to pay for "local improvements." To fund such a district it is necessary to charge an assessment or fee to property owners and/or merchants.

### d. California Pollution Control Financing Authority (CPCFA) Sustainable Communities Grant and Loan Program

Legislation sponsored by the State Treasurer's Office in 2001 authorized the creation of a financial assistance program to assist cities and counties in developing policies, programs, and other projects that:

- Reduce pollution control hazards and the degradation of the environment
- Assist in the revitalization of neighborhoods that suffer from high unemployment, low income, and/or high poverty, and/or
- Promote infill development.

Maximum assistance per awardee is up to $500,000, consisting of up to $350,000 in grant funding and up to $150,000 in loan assistance. For more information: www.treasurer.ca.gov/CPCFA/index.asp.

#### e. Housing Funds

##### i) Community Development Block Grants (CDBG)

The City is an entitlement grantee for the receipt of CDBG funds. The City receives its allocation of CDBG funds directly from the Department of Housing & Urban Development (HUD). As an entitlement grantee, the City develops a Consolidated Plan which lays out its broad community development and housing objectives for a five year period. As part of the consolidated planning process, the City is further required to develop an annual Action Plan for the use of its CDBG funds. Both the Consolidated Plan and Action Plan are developed within the framework of citizen outreach and input on the proposed goals, objectives, and the activities to be funded which will meet those goals. CDBG funds may be used for a wide variety of community development and housing activities. All funded programs must meet one of the three national

objectives of the program: activities that benefit low-moderate income persons; activities to address the prevention/elimination of slums or blight; and activities that meet urgent, emergency, unforeseen needs, such as those which arise in conjunction with natural disasters.

#### ii) Home Investment Partnerships Program (HOME)

The City is also an entitlement grantee for the receipt of HOME funds from HUD. The HOME program was created by the National Affordable Housing Act of 1990, and provides funds to participating jurisdictions for the following objectives: provide decent affordable housing to lower-income households; expand the capacity of nonprofit housing providers; strengthen the ability of state and local governments to provide housing; and leverage private sector participation in the provision of affordable housing. Funds may be used for a variety of affordable housing activities designed for income-eligible households including: home owner rehabilitation, homebuyer activities, rental housing and tenant based rental assistance. Funds must also be set aside for use by Community Housing Development Organizations (CHDOs) to carry out one of the eligible activities.

#### iii) RDA Housing Set-Aside

Each Redevelopment Agency in California is required to set aside a minimum of 20 percent of its tax increment for the construction and/or rehabilitation of housing affordable to low-moderate income households. The Chico RDA has established its Low-Moderate Income Housing Fund as the repository for its 20 percent set aside. Funds may be used for acquisition, new construction, rehabilitation, on-site facilities and related costs associated with the provision of affordable housing, including assistance with home ownership. Redevelopment agencies must insure that a minimum of 15 percent of all housing units within a redevelopment project area are affordable to low-moderate income households, with no less than 6 percent of all housing units affordable to very-low income households.

### f. California Trade and Commerce Agency

The TCA administers a revolving fund program for local governments to finance infrastructure improvements, including city streets. This is a loan program for which the City can apply and receive funding from $250,000 to $10 million with terms of up to 30 years for a broad range of projects. For more information: commerce.ca.gov/state/ttca/ttca_homepage.jsp.

The California Main Street program is currently in limbo, without a formal agency structure to house it. The non-profit California Main Street Association (CAMSA) is the best resource for programs in California at this time. They recently assisted the City of Redding in setting up a new Main Street program.

The National Main Street organization is also a resource, and it may bring pressure to bear on the current situation in California which has left Main Street programs unsupported by state government.

### g. Historic Preservation Grants and Incentives

The Mills Act program is administered through the California Office of Historic Preservation. The program offers economic incentives to preserve residential neighborhoods and to revitalize neighborhoods. Mills Act incentives support the restoration and preservation of qualified historic properties by private property owners. For more information: http://ohp.parks.ca.gov/?page_id=21412.

The National Trust for Historic Preservation administers a number of funding programs through its endowment, loan funds, community investment corporation, and Save America's Treasures grants. National Trust Transportation Enhancement Funds and the Historic Preservation Fund also provide opportunities. For more information: www.nationaltrust.org/funding/nonprofit.html.

### h. Proposition 12 Tree Planting Grant Program

This California Department of Urban Forestry program provides over $1 million per year in grants to cities, counties, districts and nonprofit organizations for planting, and three years of maintenance of trees in urban public settings.

The maximum award is $25,000 for a "small population community" and $50,000 for "regular Proposition 12 applicants." For more information: www.ufei.org/files/grantinfo/Prop12Planting-Grants.html. For other possible funding sources for downtown trees: www.californiareleaf.org/grants_guide.html.

### i. Volunteer initiatives and private donations

In addition to funding sources, programs can be created for volunteer initiatives such as "Adopt-a" programs where individuals or groups engage in beautification projects such as tree plantings. A program can also fund some projects, such as public art, by enlisting private donors to sponsor downtown enhancement activities. These programs can be administered by the City or by other community organizations.

### j. State and federal transportation funds

Major state and federal transportation funding resources are outlined below. For more information on these funding programs, visit Caltrans' Division of Local Assistance website: www.dot.ca.gov/hq/LocalPrograms

#### i) State Transportation Improvement Program (STIP)

Funded at $8.3 billion over 1999-2005, this program represents the lion's share of California's state and federal transportation dollars. Three-quarters of the program's funds were earmarked for improvements determined by locally adopted priorities contained in Regional Transportation Improvement Programs (RTIP), submitted by regional transportation planning agencies from around the state.

STIP funds can be used for a wide variety of projects, including road rehabilitation, road capacity, intersections, bicycle and pedestrian facilities, public transit, passenger rail and other projects that enhance the region's transportation infrastructure.

The 2004 STIP was adopted by the California Transportation Commission, the body that ultimately programs projects by adopting the STIP, on August 5, 2004.

### ii) Transportation Enhancement Activities

Federal Transportation Enhancement funds are for construction projects that are "over and above" normal types of transportation projects. These projects may include street trees and landscaping along roadways, pedestrian and bicycle access improvements and other scenic beautification. These are apportioned throughout the county.

### iii) California Department of Transportation Planning Grants

The California Department of Transportation (Caltrans) provides one-time transportation planning grants of up to $300,000 for environmental justice context-sensitive planning. The environmental justice grants are intended to promote public participation and context-sensitive planning to improve mobility, access, equity and quality of life for underserved communities. A local contribution of 10 percent is required, with in-kind contributions limited to 5 percent. For more information visit the California Department of Transportation's Transportation Planning Grants website.

### iv) Hazard Elimination Safety Program (HES)

The Hazard Elimination Safety Program is a federal safety program that provides funds for safety improvements on all public roads and highways. These funds serve to eliminate or reduce the number and/or severity of traffic accidents at locations selected for improvement. Some of the street design elements recommended may be eligible for funding if the site selected is considered a high hazard location. Caltrans solicits applications for projects. Any local agency may apply for these safety funds.

### v) Safe Routes to School

Caltrans administers state and federally funded programs to improve walking and bicycling conditions to and from schools. Projects for federal funding must fall under infrastructure (capital) or non-infrastructure (education and encouragement) categories.

A standardized statewide SRTS training program with promotional materials and school resources will be developed to help communities implement programs.

The program seeks to fund projects that incorporate engineering, education, enforcement, encouragement and evaluation components. For more information: www.dot.ca.gov/hq/LocalPrograms/saferoute2.htm.

### vi) Bicycle Transportation Account (BTA)

This state fund, administered by the Caltrans Bicycle Facilities Unit, can be used to aid cyclists, including median crossings, bicycle/pedestrian signals and bike lanes. After 2005-06, annual BTA funding will be $5 million.

To be eligible for BTA funds, a city or county must prepare and adopt a Bicycle Transportation Plan. Adoption of a plan establishes eligibility for five consecutive funding cycles.

#### vii) Transportation Development Act (TDA)

TDA provides for two sources of funding: Local Transportation Funds (LTF) and State Transit Assistance (STA). The TDA funds a wide variety of transportation programs, including planning and program activities, pedestrian and bicycle facilities, community transit services, public transportation, and bus and rail projects.

Providing certain conditions are met, counties with a population under 500,000 (according to the 1970 U.S. Census) may also use the LTF for local streets and roads, construction and maintenance. The STA fund can only be used for transportation planning and mass transportation purposes. Annual apportionments of TDA funds for Butte County are distributed to transportation projects by the Butte County Association of Governments (BCAG)

### k. California State Parks Recreational Trails Program (RTP)

The Recreational Trails Program provides funds annually for recreational trails and trails-related projects. The program provides funding for acquisition of easements and fee simple title to property for recreational trails, development of trailside and trailhead facilities, and construction of trails.

The maximum amount of RTP funds allowed for each project is 88 percent of the total project cost. The applicant is responsible for obtaining a match amount that is at least 12 percent of the total project cost. The grant cycle ends in early October of each year. For more information: www.parks.ca.gov

### l. USDA National Integrated Water Quality Program

The goal of the National Integrated Water Quality Program is to improve the quality of our Nation's surface water and groundwater resources through research, education, and extension activities. Projects funded through this program will facilitate achieving this goal by advancing and disseminating the knowledge base available to agricultural and rural communities. Funded projects should lead to science-based decision-making and management practices that improve the quality of the Nation's surface water and groundwater resources in agricultural and rural watersheds.

For more information: www.csrees.usda.gov/funding/

### m. National Science Foundation Environmental Sustainability Program

The Environmental Sustainability program supports engineering research with the goal of promoting sustainable engineered systems that support human well-being and that also are compatible with sustaining natural (environmental) systems, which provide ecological services vital for human survival. The long-term viability of natural capital is critical for many areas of human endeavor, including agriculture, industry, and tourism. Research in Environmental Sustainability considers long time horizons and incorporates contributions from the social sciences and ethics. This program supports engineering research that seeks to balance society’s need to provide ecological protection and maintain stable economic conditions. Research is encouraged to

advance the next generation of water and wastewater treatment that will decrease material and energy use, consider new paradigms for delivery of services, and promote longer life for engineered systems. Other activities of interest include:

- Advancing engineering methods to promote smart growth strategies,
- Integrating economic development and protection of natural resources,
- Regenerating ecological functions of degraded environments,
- Understanding how large complex environmental systems behave, and
- Developing effective principles for adaptive management of such systems.

Improvements in distribution and collection systems that will advance smart growth strategies and ameliorate effects of growth are research areas that are supported by Environmental Sustainability. Innovations in stormwater management, wastewater technology, indoor air quality, recycling and reuse of drinking water, and other green engineering techniques to support sustainable construction projects also may be fruitful areas for research. Understanding material flows and taking advantage of such understanding to substitute less toxic, longer lived materials are important areas for consideration. Investigation of the implications of nanotechnology for sustainability is a possible area for research including environmental effects and energy or materials savings. The effects of substituted materials on waste streams can be explored. Innovations in industrial ecology are encouraged. Engineering tools for estimating costs and ramifications of sustainable development must be developed, tested, and evaluated. Along with companion programs in Environmental Engineering and Environmental Technology, the program emphasizes engineering principles underlying pollution avoidance and remediation of degraded environments. Research also may be directed toward improving the cost-effectiveness of pollution prevention and pollution management technologies.

For more information: http://www.nsf.gov

### n. Seva Foundation

The SEVA Foundation supports local grassroots partnerships with Native American peoples who have devised their own solutions to cultural and spiritual renewal and other issues. Granting is done quarterly. Grants range in amount from $500 to $5,000 dollars, with the average grant around $2,500. Applicants must be Native American led organizations. For more information: www.seva.org

### o. Native American Graves and Repatriation Act (NAGPRA)

The Native American Graves and Repatriation Act (NAGPRA) is a federal law passed in 199l NAGPRA grants are awarded to Indian tribes for financial assistance in carrying out projects associated with NAGPRA compliance. Consultation/documentation grants are awarded once per fiscal year. Repatriation grants are awarded on a competitive basis throughout each fiscal year. For more information: www.nps.gov/history/nagpra/GRANTS/INDEX.htm.

## M. Implementation Matrix

| Subject | Recommendation | Cost | Potential Funding Sources | Sponsor |
|---|---|---|---|---|
| Neighborhood Street Improvements | ▪ Extend street grid through Vanella Orchard.<br>▪ Extend connections through Chico Nut.<br>▪ Reach consensus on street design. | Exact cost to be determined once neighborhood reaches consensus on street design. | Various, including city road maintenance and construction funds, development fees, state and federal transportation funds and funds from the California Trade and Commerce Act (CTA). | Capital Projects Services Department. |
| Neighborhood Alley Improvements | ▪ Adopt a city-wide alley assessment district; assessment district should be formed at request property owners.<br>▪ Prior to adoption, send out information bulletins to all property owners adjacent to unimproved alley blocks or partial blocks.<br>▪ Hold community meetings with property owners. | Unknown; would include maintenance and capital costs. Any capital improvements will require detailed survey and schematic design. | Citywide alley assessment district. | Capital Projects Services Department. |
| Traffic Calming – General | ▪ Use appropriate traffic calming tools.<br>▪ Get a certain percentage of residents to help identify traffic calming tools. | $3.2 – 16.9 million | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Specific | ▪ Improve non-framework streets using 32-foot street width standard wherever practicable. | Unknown; could result in relatively lower costs for construction of street and storm drain improvements. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department |
| Traffic Calming – Specific | ▪ Install bulb-outs. | $2.5 – $15.1 million | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Specific | ▪ Install mini traffic circles. | $180,000 - $540,000 | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Specific | ▪ Install speed humps. | $64,000 – $96,000 | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Specific | ▪ Install speed cushions. | $88,000 – $132,000 | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Specific | ▪ Install raised intersections. | $200,00 – $500,00 | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Specific | ▪ Install roundabouts. | $150,000 – $600,000 | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Specific | ▪ Redesign intersection at West First Avenue and Warner Street. | $30,000 – $180,000 | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |

| Subject | Recommendation | Cost | Potential Funding Sources | Sponsor |
|---|---|---|---|---|
| Traffic Calming – Citrus Elementary School | ▪ Install raised intersections.<br>▪ Install mini traffic circle at Second and Arcadian Avenues.<br>▪ Install speed hump or raised crosswalk mid-block on Citrus Avenue.<br>▪ Mark all crosswalks at intersections with high-visibility markings. | $187,000 – $418,000 | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Chico Unified School District, Capital Projects Services Department, Citrus Elementary School. |
| Traffic Calming – Chico Junior High School | ▪ Add raised intersection at the corner of Oleander and East Frances Willard Avenues.<br>▪ Add well-marked crosswalk with pedestrian refuge near school entrance.<br>▪ Install student drop-offs on both sides of Oleander Avenue.<br>▪ Extend curbs on both sides of Oleander at corner and stop bar.<br>▪ Install well-marked crosswalk closer to Memorial Way.<br>▪ Install median island west leg of Memorial Way. | $90,000 – $250,000 | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Chico Unified School District, Capital Projects Services Department, Chico Junior High School. |
| Traffic Calming – Chico High School | ▪ Relocate parking lot entrance. | $206,000 – $1.2 million | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Chico Unified School District, Capital Projects Services Department. |
| Traffic Calming – Esplanade Option 1 | ▪ On 24-foot sections, restripe to narrow lanes to 10 feet.<br>▪ Add four-foot shoulder for bicyclists.<br>▪ On 26-foot sections, restripe to narrow lanes to 10-feet and 11-feet.<br>▪ Add a five-foot shoulder that can be used by bicyclists. | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Esplanade Option 2 | ▪ On even numbered streets with stop signs on side streets, add two stop signs and stop bars.<br>▪ On odd-numbered streets with signal controls, add additional second stop bar on approach to frontage street. | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Esplanade Option 3 | ▪ Add bulb-outs on all four corners where cross streets intersect frontage road.<br>▪ Eliminate right-turn slip lanes at signalized intersections. | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Esplanade Option 4 | ▪ Replace cobra head lights with pedestrian-scaled lighting at intersections and along frontage streets.<br>▪ Place two ADA-compliant ramps at each corner.<br>▪ Orient to crossing with bulb-outs. | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |

| Subject | Recommendation | Cost | Potential Funding Sources | Sponsor |
|---|---|---|---|---|
| Traffic Calming – Esplanade Option 5 | ▪ Place pedestrian crossings across medians (may require median nose). | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Esplanade Option 6 | ▪ Shift parking on frontage street to other side.<br>▪ Add bulb-outs. | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department. |
| Traffic Calming – Site-Specific Street Improvements | ▪ Work with CANA, other residents and businesses to prioritize and implement traffic calming.<br>▪ Use GIS to map areas in quarter-mile circles to identify high-priority locations.<br>▪ Include streets already scheduled for infrastructure improvements in priority list. | Unknown; site-specific implementation costs will be determined once desired set of measures has been identified and prioritized. Cost estimates will need case-by-case review as improvements are ready to be built. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services and Building and Development Services Departments. |
| Traffic Calming – Driveways and Access Management | ▪ Design parking lots with one-way entrance and one-way exit. | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department |
| Traffic Calming – Interregional Truck Traffic | ▪ See above; truck traffic will not be slowed. | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services Department |
| Traffic Calming – ADA Barrier Removal | ▪ Add bulb-outs.<br>▪ Improve curb ramps<br>▪ Accommodate driveway slope in landscape or street furniture zones.<br>▪ Pedestrian paths must be ADA-compliant. | Costs unknown until community reaches consensus on improvement options. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Capital Projects Services and Building and Development Services Departments, Private Property Developers. |
| Traffic Calming – Transit | ▪ Undertake feasibility study with Butte County Association of Governments. | $25,000 - $50,000 for transit study. | Various, including city construction funds, development fees, state and federal transportation funds, and CTA funds. | Butte County Association of Governments. Possible support from local business and institutions. |
| Traffic Calming – Parking in Front Yards | ▪ Enforce City code Section 19.70.060 L, Surfacing.<br>▪ Use porous surface materials to reduce stormwater runoff (materials subject to review and approval by Director of Public Works). | Administrative | Development application fees, General Fund | Building and Development Services, Housing and Neighborhood Services – Code Enforcement. |
| Traffic Calming – On-Street Parking | ▪ Establish residential preferential parking program outside of designated “impacted parking area.” | Administrative. | Parking permits, fees and fines generated by the program, General Fund | Planning Services, Capital Projects Services, and Building and Development Services Departments. |
| Land Use – General Plan and Zoning Improvements | ▪ Change designations and zoning as recommended | Administrative | General Fund | Planning Services Department |
| Land Use – Noxious Uses | ▪ Inventory non-conforming uses.<br>▪ Determine compatibility.<br>▪ Develop program to amortize out of use. | Administrative | Redevelopment Tax increment | Planning Services Department |

| Subject | Recommendation | Cost | Potential Funding Sources | Sponsor |
|---|---|---|---|---|
| Avenues Market Planning Improvements – General | ▪ Identify Vanella Orchard, Chico Nut and Matador Motel sites infill/reuse for further analysis in General Plan Update.<br>▪ Consider non-retail functions for site that respond to neighborhood needs.<br>▪ Consider new retail development at Chico Nut and Matador Motel sites.<br>▪ Consider possible new development adjacent small sites.<br>▪ Consider mixed use development with first floor retail/community space at Chico Nut.<br>▪ Incorporate housing, open space, parking, and other uses. | Administrative | California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program and General Fund | Planning Services Department |
| Chico Nut Opportunity Site | ▪ Create gateway to Avenues Neighborhood.<br>▪ Mix with small local-serving retail or other local serving uses<br>▪ Consider senior housing at this site.<br>▪ Improve alley system.<br>▪ Create small bungalows with inner community space.<br>▪ Reconnect Oleander Avenue to Lindo Channel greenway.<br>▪ Develop new park fronting Lindo Channel. | Administrative | California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program and General Fund | Planning Services Department |
| Vanella Orchard Opportunity Site | ▪ Consider proposed future plan for when orchard stops operating.<br>▪ Consider extension of Holly and Warner through site.<br>▪ Consider roundabout at intersection of Holly/Warner and Eighth Avenue. | Administrative | California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program and General Fund | Planning Services Department |
| Matador Motel Opportunity Site | ▪ Leverage site to support retail at Chico Nut.<br>▪ Retain property's historic features.<br>▪ Proposed as a trolley and transit hub. | Administrative | California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program and General Fund | Planning Services Department |
| Water Tower Park | ▪ Develop new park at East Fourth and Oleander Avenues.<br>▪ City Parks, CANA meet with California Water Services Company to discuss new park development.<br>▪ Developed jointly with CANA.<br>▪ Propose CANA perform fund-raising and/or labor. | ▪ Construction: Estimated at $ 150,000 - $200,000.<br>▪ Maintenance: Estimated at $4,500 per acre. | California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program, CANA in-kind or funding donations for construction/maintenance, Quimby Fees. | General Services Department Parks Division, CANA |

| Subject | Recommendation | Cost | Potential Funding Sources | Sponsor |
|---|---|---|---|---|
| Lindo Channel Improvements | ▪ Create network of creekside greenways for pedestrian uses.<br>▪ Consider providing enhanced public access through continuous trail system and strategic trailheads. | ▪ Construction: Estimated at $400,000 per mile; $150,000 per mile for less developed trail development.<br>▪ Maintenance: Estimated at $600 per acre for open space and undeveloped parkland; $4,000 per mile for soft-surface trails; $8,000 per mile for paved, multi-use trails. | California Pollution Control Financing Authority's Sustainable Communities Grant and Loan Program and Quimby Fees | General Services Department - Parks Division |
| Building Stock – Commercial Rehabilitation | ▪ Actively promote Façade Improvement Program to business and commercial property owners.<br>▪ Offer construction management assistance. | Varies by demand. | Redevelopment Tax Increment | Economic Development Manager, Local Business and Property Owners |
| Building Stock – Residential Rehabilitation | ▪ Encourage households to remain in the neighborhood.<br>▪ Promote Housing Rehabilitation Program .<br>▪ Enforcing City codes re: building condition.<br>▪ Consider modifying existing programs to create incentives for owner occupants and landlords.<br>▪ Establish Emergency Repair and Reroofing Program. | $200,000 per year | RDA Housing Set-Aside, CDBG, HOME, Other housing grants | Housing and Neighborhood Services Department |
| Building Stock – Historic Preservation | ▪ Identify, document, protect, and preserve archaeological, historic, architectural and cultural resources.<br>▪ Instilling public awareness of resources.<br>▪ Create local historic preservation program.<br>▪ Secure support for maintenance and preservation of historic properties. | $40,000 for initial survey. | Various, including Mills Act incentives, National Trust Historic Preservation Grants, and City Façade Improvement Loans. | Planning Services Department, Chico Heritage Association, Economic Development Manager, Business and Property Owners |
| Building Stock – Home Ownership | ▪ Actively promote Mortgage Subsidy Program.<br>▪ Acquire vacant single-family homes and rehabilitate.<br>▪ Resell for owner occupancy. | Unknown. | RDA, HOME, other housing grants. | Housing and Neighborhood Services Department |
| Building Stock – Affordable Housing | ▪ Establish inclusionary housing ordinance.<br>▪ Establish housing trust fund. | Administrative, part of zoning ordinance update. | General Fund | Planning Services Department, Housing and Neighborhood Services Department |
| Building Stock – Design Guidelines | ▪ Implement design guidelines. | Administrative | General Fund | Planning Services Department |
| Infrastructure – Curbs, Gutters, Sidewalks, Streetlights, Drainage and Sewer | ▪ CANA to represent East and West Avenues/North Campus/Rancheria neighborhoods equitably.<br>▪ Capital Projects Services Department and CANA prioritize improvement installations. | Total cost estimated at $24.4 million. | | Capital Project Services, Building and Development Services, CANA |

| Subject | Recommendation | Cost | Potential Funding Sources | Sponsor |
|---|---|---|---|---|
| Street Trees | ▪ Identify funding resources.<br>▪ Secure resources to maintain and replace street trees as needed. | Unknown. | Proposition 12 Tree Planting Grant Program, ReLeaf grants | General Services Department – Parks Division, CANA and other interested community groups |
| Social Issues – Public Safety | ▪ Monitor progress of Second Response Ordinance.<br>▪ CANA and Police Department establish Neighborhood Watch groups.<br>▪ Local law enforcement to attend CANA or neighborhood partnership membership meetings.<br>▪ CANA or neighborhood partnership disseminate relevant crime updates/trends.<br>▪ Adopt design guidelines to deter crime through environmental design. | Administrative | General Fund and National Crime Prevention | Chico Police Department, CANA |
| Social Issues – University, City and Neighborhood Relations | ▪ Continue dialog between City, University, CANA and other affected entities.<br>▪ Establishing University-Community Relations Committee<br>▪ Expand committee to include other local community organizations and institutions as appropriate. | Administrative | N/A | City Council, Chico State, CANA Board |
| Social Issues – Mechoopda Culture | ▪ Consider ways to celebrate Mechoopda culture during public improvement process.<br>▪ Work closely with tribe. | Estimates at $10,000 to $15,000 | Mechoopda Indian Tribe, SEVA Foundation, Native American Graves Protection and Repatriation Act (NAGPRA) Grants | Capital Projects Services, and Planning Services Departments, General Services Department - Urban Forester, Arts Coordinator, Chico Historical Association, and the Mechoopda Indian Tribe |
| Social Issues – Code Enforcement, Noise and Nuisance Codes | ▪ Continue current clean up programs.<br>▪ Enforce code. | Administrative | N/A | Housing and Neighborhood Services Department |

## N. Prioritization

Following presentation of the Draft plan in July, 2007, a series of neighborhood priority-setting meetings were held. Separate meetings focused on the following sub-areas within the neighborhood: East Avenues, West Avenues, Esplanade Corridor, and North Campus/Rancheria. Each meeting reviewed Plan recommendations and priorities pertaining to the relevant sub-area.

Based on the priority-setting meetings, the projects summarized in Table 9 were identified as the highest priority for action during the first year following adoption of the Plan. An opinion poll mailed to over 4,500 Avenues addresses, which asked respondents to rate the degree to which they supported each of the proposed priority projects. Over 250 responses were received. The results of the survey are summarized in Table 10.

Given the wide range of potential projects and the fact that funding resources are limited, it is necessary for the neighborhood to continually establish and refine priorities for implementation. Therefore, it is recommended that the priorities be reviewed and updated annually.

***Table 9. Highest Priority for action during the first year***

| Action | Cost | Effort | Comments | Lead Role |
|---|---|---|---|---|
| **Traffic Calming** | | | | |
| ▪ Install radar speed indicators on W. Sacramento, possibly E. 1st and W. 1st Avenues. | Low | Easy | Semi-permanent installations on poles to encourage lower speeds. | CPD/Engineering |
| ▪ Implement striping improvements on W. 1st to prohibit on-street parking at alley connections. | Low | Easy | Red curb painting to improve sight distance at alley connections | O&M/Engineering |
| ▪ Determine nature of improvements at Citrus School | Moderate | Moderate | Improvements should leverage improvements planned by CUSD | HNS |
| ▪ Evaluate range of actions that can be taken to address issues at E. 1st Avenue and Oleander. | Moderate | Difficult | Begin with observation and data collection. Consider site distance improvements, roundabout. | Capital Projects/Engineering |
| ▪ Evaluate installation of curb extensions on every intersection on 1st Avenue from Mangrove to Warner | High | Difficult | Potential benefits include calming, ped safety, aesthetic improvements. | Capital Projects/Engineering |
| ▪ Implement improvements pursuant to Development Agreement with Enloe | High | Moderate | Bulbouts, curb gutter & sidewalk, surface drainage improvements. | Capital Projects/Engineering |
| **Land Use** | | | | |
| ▪ Inventory Secondary Dwelling Units (SDUs) | Low | Moderate | Determine proportion of SDUs that are illegal and work to bring into compliance. | HNS/CANA |
| ▪ Evaluate implementing Volunteer Assisted Code Enforcement (VACE) similar to Modesto program | Low | Moderate | Leverage existing efforts | HNS |
| ▪ Implement parking citation for parking in front yard setback | Low | Moderate | Discourage parking in front yards | HNS/City Attorney |
| **Parking** | | | | |
| ▪ Review preferential parking programs | Low | Easy | Consider a modified program or new program beyond existing area | HNS |
| **Mechoopda Culture** | | | | |
| ▪ Consider ways to celebrate the Mechoopda culture in projects. | Low | Low | Engage Mechoopda tribe during design of improvement projects in the vicinity of Chico Rancheria/ | Mechoopda Tribe, CANA, Chico Heritage Assn. |

***Table 9. Highest Priority for action during the first year***

| Action | Cost | Effort | Comments | Lead Role |
|---|---|---|---|---|
| **Historic Preservation** | | | | |
| ▪ Conduct a survey of historic resources focused on Mansion Park area. | Low | Moderate | Engage Chico State students to conduct survey, use CANA committee for oversight | CANA, Chico Heritage Assn. |

***Table 10. Avenues Opinion Poll Summary***

| | |
|---|---|
| **Total Responses** | 253 |
| **% Owner** | 70.25% |
| **% Renter** | 21.90% |
| **% involved in CANA** | 22.31% |
| **% African American** | 0.41% |
| **% Asian** | 2.89% |
| **% Caucasian** | 78.93% |
| **% Latino** | 4.96% |
| **% Native American** | 2.07% |
| **% Other** | 2.07% |
| **% Decline to state** | 8.26% |

1 = No Support
2 = Low Support
3 = Moderate Support
4 = Strong Support

**AVERAGE RATING**

| | |
|---|---|
| Enloe Area Improvements | 2.89 |
| E. 1st & Oleander Improvements | 2.88 |
| Citrus School Improvements | 2.84 |
| Esplanade Pedestrian Refuge | 2.81 |
| Inventory Second Dwelling Units (SDUs) | 2.77 |
| Striping at Alley Openings | 2.59 |
| Bulbouts on 1st Avenue | 2.54 |
| Citation for Parking in Front Yard | 2.53 |
| Preferential Parking Permit | 2.51 |
| Volunteers in Code Enforcement | 2.47 |
| Inventory Historic Resources | 2.45 |
| Radar Speed Indicators | 2.38 |

**RATED 3 or 4**
(% of responses rating the priority 3 or 4)

| | |
|---|---|
| Enloe Area Improvements | 65.89% |
| E. 1st & Oleander Improvements | 65.18% |
| Esplanade Pedestrian Refuge | 62.90% |
| Citrus School Improvements | 62.33% |
| Inventory Second Dwelling Units (SDUs) | 57.40% |
| Bulbouts on 1st Avenue | 52.51% |
| Striping at Alley Openings | 52.05% |
| Preferential Parking Permit | 50.91% |
| Citation for Parking in Front Yard | 50.67% |
| Inventory Historic Resources | 49.55% |
| Volunteers in Code Enforcement | 47.00% |
| Radar Speed Indicators | 43.89% |

**RATED HIGHEST (4)**
(% of responses rating the priority 4)

| | |
|---|---|
| Inventory Second Dwelling Units (SDUs) | 39.91% |
| E. 1st & Oleander Improvements | 38.39% |
| Enloe Area Improvements | 37.38% |
| Citrus School Improvements | 36.32% |
| Esplanade Pedestrian Refuge | 33.94% |
| Citation for Parking in Front Yard | 32.29% |
| Bulbouts on 1st Avenue | 27.40% |
| Volunteers in Code Enforcement | 27.19% |
| Striping at Alley Openings | 25.57% |
| Radar Speed Indicators | 25.34% |
| Inventory Historic Resources | 23.42% |
| Preferential Parking Permit | 20.91% |

**LISTED IN TOP THREE**
(% of responses selecting the priority as within the top three)

| | |
|---|---|
| Esplanade Pedestrian Refuge | 33.88% |
| E. 1st & Oleander Improvements | 33.06% |
| Citrus School Improvements | 28.10% |
| Enloe Area Improvements | 24.38% |
| Inventory Second Dwelling Units (SDUs) | 23.97% |
| Bulbouts on 1st Avenue | 22.31% |
| Radar Speed Indicators | 20.25% |
| Inventory Historic Resources | 20.25% |
| Citation for Parking in Front Yard | 18.60% |
| Volunteers in Code Enforcement | 14.88% |
| Preferential Parking Permit | 13.64% |
| Striping at Alley Openings | 11.57% |

# Appendix A. Model Traffic Calming Programs.

## A. Model Traffic Calming Programs

As indicated in this neighborhood plan, effective traffic calming programs require clear and open rules for determining which traffic calming tools to use on individual streets, and for prioritizing projects within the neighborhood. The following traffic calming summaries present examples of processes used by other cities to implement traffic calming.

### 1. Lafayette, California

The city of Lafayette's traffic calming program was adopted in 2002 and received a recognition award from the American Planning Association (APA). Information on their program and process is included in Lafayette's *Traffic Calming Guidebook* and provides information on a wide variety of traffic calming matters.

The Lafayette program emphasizes the importance of balancing the three "E's:" Education, Enforcement and Engineering. It includes three levels of traffic calming. Level 1 consists of education and enforcement; it relies heavily on local residents to take the lead. Level 1 traffic calming can be implemented quickly and at relatively low cost. Level 2 consists of a set of low-cost traffic calming tools, such as striping and signs. Level 2 implementation is reasonably streamlined. Level 3 includes higher cost and more elaborate treatments such as gateways, median islands, chokers, speed humps and speed cushions and requires a vote of support by residents in the primary and secondary areas affected by the traffic calming tools. Levels 2 and 3 also require the formation of a Neighborhood Action Team that works closely with Lafayette city staff and the city's circulation commission.

For more information, Lafayette's Traffic Calming Guide is available at: http://www.ci.lafayette.ca.us/index.asp?Type=B_BASIC&SEC={91C83D82-635E-4F12-B0C1-BBF31E0CC5A5}&DE={7ED8BB38-10C9-418A-B202-77888A4B886B}

### 2. Concord, California

The traffic calming program in Concord was adopted in 2000 and uses an integrated approach emphasizing 4 "E's": Education, Enforcement, Engineering and Enhancement. Enhancement refers to design and landscaping. The Concord program includes two levels of tools. Level 1 measures consist of easily implementable and low-cost tools, including neighborhood traffic safety campaigns, radar speed display units, pavement marking changes and targeted police enforcement. Level 2 measures alter the configuration of neighborhood streets, so they often require engineering, are higher-cost and require community acceptance prior to installation.

The process is initiated by neighborhood residents requesting that the City initiate a study. Level 1 measures are applied by City staff after analyzing the situation. Level 2 measures are only considered if Level 1 measures have proven ineffective and require support from one-third of residents and property owners within the study area boundary before the City will proceed. A Community Working Group helps gather support for the project. To move forward the City requires that more than 60 percent of residents and property owners that could be affected by the changes and 75 percent of residents immediately adjacent to the treatments favor the Level 2 treatments.

For more information: http://www.ci.concord.ca.us/living/traffic-calming.pdf

### 3. Sacramento, California

Sacramento's Neighborhood Traffic Management Program involves the three "E's:" Education, Engineering and Enforcement to reach the goal of calming traffic on residential streets. The program includes two phases. Phase I measures consist of less restrictive steps such as signage, striping, and more restrictive measures such as placement of speed humps, traffic circles or chokers. Phase I methods are combined with police enforcement and educational outreach. Phase II measures include diverters, half, and full street closures and one-way, two-way conversions. Phase II measures require a greater neighborhood consensus and must be approved by the City Council.

A neighborhood must fill out a Community Action Request to initiate the process. Phase I measures are applied first, and Phase II measures are applied if traffic problems persist.

For more information:
http://www.cityofsacramento.org/transportation/engineering/trafficntmp.html

### 4. San Anselmo, California

The Town of San Anselmo's Traffic Calming Program is based on a partnership between residents and the Town staff. The process is initiated when an individual or neighborhood submits a request to the Town to initiate a traffic calming study. The Traffic Safety Committee, comprised of the Town's Public Works Director, Police Chief, and Town Administrator, reviews the requests and conducts a field investigation using the Town's Traffic Calming Evaluation Worksheet (shown in their guidebook). The evaluation process provides the Town with clear guidelines on how to manage their limited resources effectively and appropriately. After the initial field investigation and data gathering, a neighborhood meeting is held to present the findings and recommend a range of traffic calming tools. Based on the feedback, the town staff will then develop a preliminary traffic calming plan. At a second meeting, the plan is refined based on community input. The plan receives final approval by the Town Administrator unless the Town Council requests it for consideration.

San Anselmo has produced a Traffic Calming Guidebook that clearly outlines the process, explains traffic calming tools available, and includes the Traffic Calming Petition.

San Anselmo's Traffic Calming Guidebook is available at:
http://www.townofsananselmo.org/police/files/SanAnselmoTrafficCalmingGuidebook.pdf

### 5. Hillsborough County, Florida

Hillsborough County has both a Residential Traffic Calming program (RTC) and a Neighborhood Traffic Calming program (NTC). The RTC is specifically designed for neighborhood roads and streets that are classified as local roads or streets, whereas the NTC addresses roads and streets that are classified as Local and Collector roads or streets. Each program has separate standard procedures for implementation and different traffic calming measures based on scale. The RTC is initiated by a request from residents, regulatory or public service agencies, or staff. After a preliminary traffic engineering analysis, a public hearing is held and input received is used to prepare a recommendation. Specific percentages of all property owners in the affected area must be in favor of the proposed measures prior to receiving the final approval from the Board of County Commissioners.

The NTC process is initiated by receiving a request from residents, homeowner associations, or a special dependent tax district. If a project area meets the eligibility

requirements, an initial public meeting is held to gain neighborhood input. After a preliminary traffic study is completed, follow up public meetings are held. Based on this input, a recommendation of traffic calming measures is made. Sixty percent of all affected property owners must vote in favor of the recommendations for approval.

For more information:
http://www.hillsboroughcounty.org/publicworks/traffic/programs/calming.cfm

**6. Portland, Oregon**

In 1984, the City Council adopted the Neighborhood Traffic Management Program (NTMP) to improve neighborhood safety and livability on Portland's Local Service Streets. Since then, more than 25 separate Neighborhood Traffic Management projects have been completed. In 1993, the City Council adopted the Arterial Traffic Calming Program (ATCP) to improve neighborhood safety and livability on Portland's Neighborhood Collector Streets.

These two programs are currently being streamlined into a single program called the Traffic Calming Program (TCP). The Traffic Calming Program will encompass three types of projects: 1) Neighborhood Collector Street projects; 2) complex Local Service Street projects; and 3) simple Local Service Street projects.

For more information: http://www.portlandonline.com/transportation/index.cfm?c=dfjde

**7. Seattle, Washington**

The Neighborhood Traffic Control Program (NTCP) was established in 1978 as part of the City's annual Capital Improvement Program. The program includes a Speed Watch Program in collaboration with the police department. It also uses traffic circles, chicanes speed humps and curb extensions as part of its toolbox, although a lot of emphasis has been placed on traffic circles. Since the program's establishment in 1978, Seattle's residents, in partnership with the City, have been involved in the installation of over 800 traffic circles on neighborhood streets. The purpose of the NTCP has been to reduce accidents and speeds on residential streets, thereby creating safer, more pleasant neighborhoods.

The program is initiated by a neighborhood gaining 60 percent household and business support for constructing a traffic circle in the project area. After a traffic safety analysis is conducted, a community meeting is held to discuss the results and identify landscape volunteers. The placement of the traffic calming treatment is then reviewed by the fire department, County Transit, and other agencies before construction begins.

For more information: http://www.seattle.gov/transportation/trafficcontrol.htm

# Appendix B. Mini Traffic Circle Design Criteria.

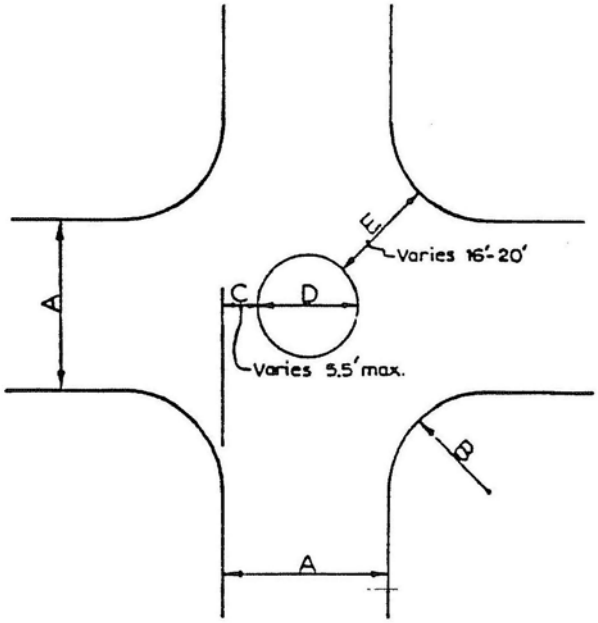
## A. Mini Traffic Circle Data

***Table B-1. Circle Dimensions.***

| A: Street Width (Feet) | B: Curb Return Radius (Feet) | C: Offset Distance (Feet) | D: Circle Diameter (Feet) | E: Opening Width (Feet) |
|---|---|---|---|---|
| 20* | <15 | Reconstruct curbs | Reconstruct curbs | Reconstruct curbs |
| | 15 | 5.5 | 9 | 16+ |
| | 18 | 5.0 | 10 | 17+ |
| | 20 | 4.5 | 11 | 18- |
| | 25 | 4.0 | 12 | 19+ |
| 24* | <12 | Reconstruct curbs | Reconstruct curbs | Reconstruct curbs |
| | 12 | 5.5 | 13 | 16 |
| | 15 | 5.0 | 14 | 17- |
| | 20 | 4.5 | 15 | 17+ |
| | 25 | 3.5 | 17 | 20- |
| 25 | <12 | Reconstruct curbs | Reconstruct curbs | Reconstruct curbs |
| | 12 | 5.5 | 14 | 16+ |
| | 15 | 5.0 | 15 | 17- |
| | 18 | 4.5 | 16 | 18- |
| | 20 | 4.0 | 16 | 18+ |
| | 25 | 3.0 | 18 | 20- |
| 30 | 12 | 5.5 | 19 | 16+ |
| | 12 | 5.0 | 20 | 17- |
| | 15 | 5.0 | 20 | 17+ |
| | 18 | 405 | 21 | 18+ |
| | 20 | 4.0 | 22 | 19+ |
| | 25 | 3.0 | 24 | 20 |
| 32 | 12 | 5.5 | 21 | 16+ |
| | 12 | 5.0 | 22 | 17- |
| | 15 | 4.5 | 23 | 18- |
| | 18 | 4.0 | 24 | 19- |
| | 20 | 4.0 | 24 | 19+ |
| | 25 | 2.5 | 27 | 20 |
| 36 | 12 | 5.0 | 26 | 17- |
| | 12 | 5.0 | 26 | 17+ |
| | 15 | 4.5 | 27 | 18+ |
| | 18 | 4.0 | 28 | 19+ |
| | 20 | 3.5 | 29 | 20- |
| | 25 | 1.5 | 33 | 20 |

| A: Street Width (Feet) | B: Curb Return Radius (Feet) | C: Offset Distance (Feet) | D: Circle Diameter (Feet) | E: Opening Width (Feet) |
|---|---|---|---|---|
| 40 | 12 | 5.0 | 30 | 17+ |
| | 12 | 4.5 | 31 | 18+ |
| | 15 | 4.0 | 32 | 19- |
| | 18 | 3.5 | 33 | 20- |
| | 20 | 3.0 | 34 | 20 |
| | 25 | 1.0 | 38 | 20 |

** 20 and 24 foot streets are existing substandard widths.*




INTERSECTION DIAGRAM

Legend :
A Street Width
B Curb Return Radius
C Off-Set Distance
D Circle Diameter
E Opening Width

| OPTIMUM CRITERIA | |
|---|---|
| Off-Set Distance | Opening Width |
| 5.5' max | 16' min |
| 5.0' | 17'± |
| 4.5' | 18'± |
| 4.0' | 19'± |
| 3.5' or less | 20' |

***Figure B-1. Traffic Circle Diagram.***

# Appendix C. Market Data.

## A. Household Retail Demand

Households in the Avenues Neighborhood are primary source of demand for the goods and services sold by retail establishments in the Avenues Neighborhood. Some additional shoppers come from throughout Chico for specific niche retailers. Because of the existing concentrations of retail centers bordering the Avenues Neighborhood, the analysis focused on the demand generated by neighborhood residents.

According to the 2000 Census, there are 3,459 households in the Chico Avenues Neighborhood. Table C-1 illustrates the income distribution of the Avenues Neighborhood households.

***Table C-1. Neighborhood Household Income Distribution.***

| Income Range | Households |
|---|---|
| Less than $10,000 | 790 |
| $10,000 to $14,999 | 389 |
| $15,000 to $19,999 | 379 |
| $20,000 to $24,999 | 321 |
| $25,000 to $29,999 | 318 |
| $30,000 to $34,999 | 151 |
| $35,000 to $39,999 | 155 |
| $40,000 to $44,999 | 111 |
| $45,000 to $49,999 | 158 |
| $50,000 to $59,999 | 166 |
| $60,000 to $74,999 | 184 |
| $75,000 to $99,999 | 210 |
| $100,000 to $124,999 | 50 |
| $125,000 to $149,999 | 10 |
| $150,000 to $199,999 | 20 |
| $200,000 or more | 45 |
| **Total** | 3,459 |

*Source: City of Chico, based on 2000 US Census.*

Approximately 34 percent of the households in the Avenues Neighborhood earn less than $15,000 annually. Only about 20 percent of the households earn $50,000 or more per year. Households earning $100,000 or more only represent approximately four percent of the total households in the Avenues Neighborhood. Table C-2 illustrates retail spending demand generated by Avenues Neighborhood households.

***Table C-2. Avenues Neighborhood Retail and Neighborhood Services Spending Demand.***

| Service | Retail Demand (Dollars) |
|---|---|
| Apparel Store Group | 3,746,376 |
| General Merchandise Group | 13,913,875 |
| Specialty Retail Group | 4,249,324 |
| Food, Eating and Drinking Group | |
| Grocery Stores | 13,271,054 |
| Specialty Food Stores | 404,827 |
| Liquor Stores | 584,003 |
| Eating Places | 5,939,607 |
| Building Materials And Home Furnishings Group | 5,806,894 |
| Automotive Group | 24,410,187 |
| Retail Demand Subtotal | 72,326,145 |
| Personal Care Services | 817,739 |
| Coin-Op Laundry | 207,115 |
| Laundry and Dry Cleaning | 367,847 |
| Pet Care | 369,386 |
| Photofinishing | 156,956 |
| Apparel Rental | 16,036 |
| Video Rental | 195,181 |
| Neighborhood Services Subtotal | 2,130,260 |
| **Retail and Neighborhood Services Total** | 74,456,406 |

*Source: ADE Retail Model developed from 1997 US Retail Census, and the 2002 Bureau of Labor Statistics Household Expenditure Surveys. Data adjusted for inflation using CPI.*

The Avenues Neighborhood households generate approximately $72.3 million in retail spending demand, and an additional $2.1 million in neighborhood services spending demand. Nineteen percent of the retail spending demand consists of spending at general merchandise stores, which include department stores such as Wal-Mart and Target, as well as drug and proprietary stores such as Rite Aid and Walgreen's. Eating places, which include full service restaurants, casual dining establishments and fast food restaurants, represent eight percent of the retail spending demand of neighborhood households. The largest portion of the neighborhood services spending demand is in personal care services such as hair and nail salons.

This analysis begins with an assessment of the household retail spending demand generated by neighborhood households because it is these households that provide the primary market support for establishments locating at the mixed use sites assessed here. However, the Avenues Neighborhood is relatively small in its geographic footprint, and more than one-third of the

neighborhood households earn less than $15,000 per year. Both of these factors limit the overall level of retail spending demand generated by Avenues Neighborhood households.

Neighborhood-serving retail, such as that recommended for the Chico Nut and Matador Motel sites, typically serve a market area that is within approximately a five minute drive from their locations. To estimate the full retail spending demand upon which establishments locating at these two sites will rely, the market area has been defined as a five-minute drive to the north, west, and east of the sites.

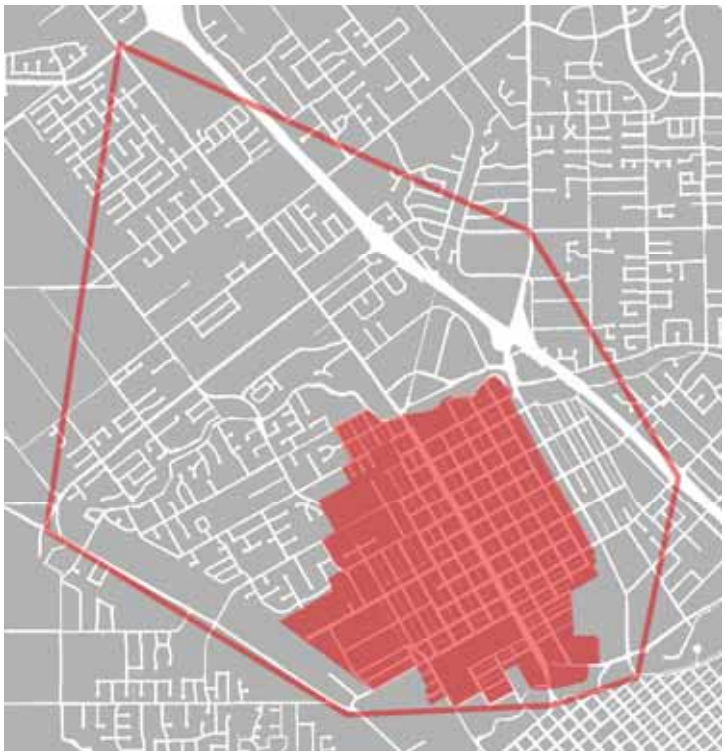


***Figure C-1. Avenues Neighborhood Market Area.***

The market area however does not include a full five-minute drive to the south. A five-minute drive to the south extends the market area into Downtown Chico. Since the retail experience offered by Downtown Chico differs significantly from the neighborhood-serving nature of the sites examined here, it has been excluded from the market demand analysis. Table C-3 depicts the household income distribution for the market area.

***Table C-3. Market Area Household Income Distribution.***

| Income | Households |
|---|---|
| Less than $10,000 | 2,848 |
| $10,000 to $14,999 | 2,000 |
| $15,000 to $19,999 | 1,852 |
| $20,000 to $24,999 | 1,565 |
| $25,000 to $29,999 | 1,519 |
| $30,000 to $34,999 | 1,130 |
| $35,000 to $39,999 | 1,132 |
| $40,000 to $44,999 | 1,082 |
| $45,000 to $49,999 | 1,077 |
| $50,000 to $59,999 | 1,514 |
| $60,000 to $74,999 | 1,647 |
| $75,000 to $99,999 | 1,631 |
| $100,000 to $124,999 | 719 |
| $125,000 to $149,999 | 354 |
| $150,000 to $199,999 | 213 |
| $200,000 or more | 266 |
| **Total** | 20,549 |

*Source: 2000 US Census. The larger surrounding market area consists of census tracts 1.02, 2.01, 2.02, 3, 4, 5.01, 5.02, 8, 6.01, 6.03, 6.04, and 7.*

The market area also includes the Avenues Neighborhood. So it is not surprising that a significant portion of the households in the market area also earn less than $15,000 per year. Twenty-four percent of households in the market area earn less than $15,000, compared to 34 percent of households in the Avenues. The larger market area also contains a significant number of moderate-income households. The number of market area households earning $50,000 or more per year is 31 percent of the total. Table 4 depicts the overall household retail and neighborhood services spending demand in the market area.

Table C-4 clearly shows that, in terms of the total market area they will serve, establishments locating at the Chico Nut and Matador Motel sites could draw from a retail and neighborhood services spending demand base significantly larger than that of the Avenues Neighborhood alone. The market area households generate $365.6 million dollars in retail and neighborhood services demand. With $74.5 million in retail and neighborhood services demand, the Avenues Neighborhood accounts for approximately 20 percent of the total market area household demand.

***Table C-4. Market Area Retail and Neighborhood Services Spending Demand.***

| Service | Retail Demand (Dollars) |
|---|---|
| Apparel Store Group | 18,542,174 |
| General Merchandise Group | 67,495,343 |
| Specialty Retail Group | 21,231,242 |
| Food, Eating and Drinking Group | |
| Grocery Stores | 62,777,226 |
| Specialty Food Stores | 1,913,902 |
| Liquor Stores | 2,858,072 |
| Eating Places | 29,230,175 |
| Building Materials And Home Furnishings | 30,235,130 |
| Automotive Group | 121,878,938 |
| Retail Demand Subtotal | 356,162,203 |
| Personal Care Services | 3,604,706 |
| Coin-Op Laundry | 912,992 |
| Laundry and Dry Cleaning | 1,621,522 |
| Pet Care | 1,628,303 |
| Photofinishing | 691,885 |
| Apparel Rental | 70,689 |
| Video Rental | 860,387 |
| Neighborhood Services Subtotal | 9,390,482 |
| **Retail and Neighborhood Services Total** | 365,552,685 |

*Source: ADE Retail Model developed from 1997 US Retail Census, and the 2002 Bureau of Labor Statistics Household Expenditure Surveys. Data adjusted for inflation using CPI.*

### Supportable Store Types

Based upon the Avenues Neighborhood household demand, Table C-5 provides a list of store types that are potential targets for the Chico Nut and Matador Motel sites. For each category listed in Table C-5, the neighborhood household demand available to support new establishments in that category is also provided. In terms of store types that can be targeted for the sites in question, there are some types listed in Table C-5 that are quite obviously not suitable. For instance, the store types in the automotive and building materials group are not compatible with the mixed use development proposed on the Chico Nut site. Building materials might be suitable if an establishment such as a small-scale hardware store occupies a smaller space. It can be assumed that establishments such as the nearby Chuck Patterson auto dealerships and Wittmeier Auto Mall are sufficiently meeting the Avenues Neighborhood demand for this retail type. Also, due to the proximity of the nearby Raley's and Albertson's, supermarket-sized grocery stores may not be suitable. However, if there is sufficient demand, a specialty food store such as a fish market could be suitable.

***Table C-5. Potential Targets Based on Neighborhood Demand.***

| Service | Demand (Dollars) |
|---|---|
| Apparel Store Group | |
| Men's Apparel | 274,795 |
| Shoe Stores | 784,297 |
| General Merchandise Group | |
| Drug and Proprietary Stores | 3,144,462 |
| Specialty Retail Group | |
| Gifts and Novelties | 4,879 |
| Florists | 121,481 |
| Photographic Equipment | 55,071 |
| Records and Music | 219,965 |
| Food, Eating and Drinking Group | |
| Grocery Stores | 12,353,543 |
| Specialty Food Stores | 404,827 |
| Eating Places | 2,913,390 |
| Building Materials And Home Furnishings Group | |
| Household Appliances and Electronics | 1,133,472 |
| Lumber and Other Building Materials | 1,002,531 |
| Paint and Wallpaper | 39,798 |
| Automotive Group | |
| New Cars and RVs | 15,695,829 |
| Used Car Dealers | 1,144,037 |
| Gasoline Service Stations | 6,702,725 |
| Mobile Homes and Trailers | 3,659 |
| Boats and Motorcycles | 395,807 |
| Laundry and Dry Cleaning | 367,847 |
| Pet Care | 369,386 |
| Photofinishing | 156,956 |
| Apparel Rental | 16,036 |
| Video Rental | 195,181 |
| *Source: ADE Retail Model developed from 1997 US Retail Census, and the 2002 Bureau of Labor Statistics Household Expenditure Surveys. Data adjusted for inflation using CPI.* | |