



## City of Chico - Measure O

Arguments in Support of, or in opposition to, the proposed laws are the opinions of the authors.

# O

## City of Chico – Resolution 08-23 Approving General Plan Amendment 22-03 Valley’s Edge Specific Plan

Shall Resolution No. 08-23 "Resolution of the City Council of the City of Chico Approving General Plan Amendment 22-03," which approved the Valley's Edge General Plan Amendment on January 3, 2023, providing for the strategic and planned development of the Valley's Edge area of the City, be adopted? Yes or No

### **IMPARTIAL ANALYSIS OF MEASURE O**

Measure O asks whether the voters approve Resolution No. 08-23, adopted by the Chico City Council on January 3, 2023, approving General Plan Amendment No. 22-03 amending the City of Chico’s 2030 General Plan (“General Plan”) Land Use Diagram and General Plan text to reflect the adoption of the Valley’s Edge Specific Plan (“Specific Plan”).

The Specific Plan is a long-range planning tool for the conservation and development of a 1,448-acre area currently identified in the General Plan as the Doe Mill/Honey Run Special Planning Area located between the eastern terminus of East 20<sup>th</sup> Street and the intersection of Skyway at Honey Run Road. The City Council certified the Environmental Impact Report for the Specific Plan.

The Specific Plan serves as a comprehensive regulatory framework for land conservation and development consistent with the principles, goals, and policies set forth in the General Plan. The Specific Plan provides for a mixed-use community designating 751 acres for public parks, trails and recreational open spaces, and public uses; 600 acres for residential uses consisting of a range of densities from very low density to medium-high density and a broad range of residential unit types and income ranges, but not to exceed 2,777 total residential units; and 57 acres for commercial and office uses. The Specific Plan also establishes a circulation and public facilities plan along with goals and policies for development and design guidelines that establish architectural, streetscape, landscaping, and lighting standards governing the Specific Plan area.

The relevant area is currently designated as the Doe Mill/Honey Run Special Planning Area by the General Plan, which directs a broad range of housing types and densities integrated with open space and recreational areas, supporting commercial services, and public facilities. Per the General Plan policy framework, prior to development, a specific plan, planned development, or other comprehensive plan is required.



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A “yes” vote on this measure approves Resolution No. 08-23 approving an amendment to the General Plan Land Use Diagram and General Plan text to reflect the adoption of the Specific Plan.

A “no” vote on this measure disapproves Resolution No. 08-23 approving an amendment to the General Plan to reflect the adoption of the Specific Plan resulting in no amendment to the General Plan Land Use Diagram and General Plan text to reflect the Specific Plan.

This measure was placed on the ballot by a petition signed by the requisite number of voters.

s/ John W. Lam, Chico City Attorney

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### **ARGUMENT IN FAVOR OF MEASURE O**

#### AMEND CHICO’S GENERAL PLAN

Housing costs in Chico are exploding. Young families, teachers, professors, and nurses are priced out of the market. Adding more affordable single-family homes is the only way to stop the rising costs.

That’s what Measure O and Valley’s Edge will do.

If our kids and grandkids want to be able to live in Chico, where they grew up, we need homes that are affordable. Valley’s Edge is an approved area for growth that keeps locals local.

Measure O is the result of over ten years of planning by professionals, urban planners, local leaders, experts, and environmentalists. It serves as a Master Plan for Chico’s future growth, ensuring it fits Chico’s unique outdoor lifestyle.

Measure O and the Valley’s Edge community provide a family-friendly neighborhood with many home styles. Kids can ride their bikes to school. Grandparents can live near their grandchildren.

Measure O creates eight new parks and ballparks open for the community, protects 5,000 oak trees, and avoids and preserves all endangered species.

Measure O preserves prime farmland by accommodating growth to the poor soils in East Chico, where food doesn’t grow, protecting farmland and the Greenline.



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Chico's Fire Chief says, "Valley's Edge has done a remarkable job of building fire protection access into their plan."

Measure O encourages people to live near where they work, cutting down on out-of-town commuting and trips in the car, allowing us to spend more time with family and friends.

Valley's Edge is an example of a 20-minute neighborhood, an essential strategy for reducing reliance on cars and reducing greenhouse gas emissions.

Combined with an extensive network of trails for biking, area residents will rely less on their cars and more on alternative transportation, which will improve public health and help residents save money.

Please join thousands of your neighbors and vote Yes on Measure O and Valley's Edge.

s/ Matthews D. Jackson, Retired College Administrator

s/ Valerie R. Reddemann, Chico Business Owner

s/ Thomas Snyder Lando, Retired City Manager

s/ Jolene Francis, Non-Profit Executive

s/ Tim Cooper, Youth Sports Coach

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### **REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE O**

Proponents of Valley's Edge paint a misleading picture of an ideal community. It sounds nice but unfortunately it wouldn't be for most of Chico's residents.

Most housing in Valley's Edge will be beyond the means of the ordinary Chico resident. Only about 1% of the land area is designated for housing that meets "affordable" criteria and there is no guarantee any of that will be built.

The idyllic vision of people walking and biking to work and shopping is directly contradicted by proponent's own environmental impact report, which projects 23,000 new car trips per day onto roads that are already overcrowded and under-maintained and air quality that is compromised.

If Valley's Edge won't bring housing for the average Chico resident, what will it bring? More traffic, more pollution and increased costs as our tax dollars are spent on long-term maintenance of Valley's Edge's infrastructure. Greater risk to Chico from loss of this land as a wildfire buffer. Increased pressure on Chico's



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groundwater and toxic run-off into Butte Creek. The only ones who will truly benefit from building Valley's Edge are those who stand to make money from it.

Proponents talk of "preserving" oaks seems like a burglar talking about the houses he didn't rob. The project environmental impact report indicates about 1,000 of these trees will be cut down.

We will need housing to accommodate growth but there is a better way.

Vote NO on Measures O.

s/ Tami Ritter, Butte County Supervisor D3 – Butte County

s/ Marcia Moore, Retired Cardiologist

s/ Andy Holcombe, Former Chico Mayor & Retired Attorney

s/ Eric Nilsson, Retired Principal – Inspire School of Arts & Science

s/ Joe Wills, Retired Administrator – CSU, Chico

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### **ARGUMENT AGAINST MEASURE O**

Valley's Edge would be one of the largest development projects in the history of Chico – virtually the same size as Gridley by acreage and population in Chico's eastern foothills.

Chico needs affordable housing, not housing for those of above average income proposed by Valley's Edge. Land exists within Chico's urban footprint to create the badly needed affordable housing.

Valley's Edge will greatly increase Chico's traffic problems, adding thousands of vehicle trips each day to over-burdened and under maintained roads, Traffic congestion will increase. Maintenance of Chico's infrastructure needs to take priority over sprawl development. Our roads desperately need repair.

Chico faces fire danger. The property burned three times in the past 19 years, and backfires were set on it to protect Chico during the Camp Fire. We need this buffer.

Chico is threatened by groundwater depletion. This mega development means increased usage on our groundwater basin that has been determined to be in overdraft.

Climate change is a real threat. The addition of tens of thousands of trips PER DAY would add pollution to our air and greatly increase greenhouse



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gas emissions making it impossible to meet climate and sustainability goals.

This land contains precious vernal pools, endangered species, unique mima mounds, and slow-growing blue oaks- about 1000 of which are planned to be cut down. We need to preserve our open space.

Chico’s General Plan specifies growth in a “compact urban form” with mixed-use housing, walkable wide sidewalks, and multi-modal transit. Valley’s Edge is none of that.

Sprawl puts increased stress on existing public services, and taxes and fees will not cover needed additional services, like fire and police. Sprawl never pays for itself. Protect the things we love about Chico.

VOTE NO

s/ Jennifer Jewell, Author, Creator, Host of NSPR Program & Syndicated Podcast

s/ Steve O’Bryan, Owner Pullins Cyclery & Former Planning Commissioner

s/ Andy Holcombe, Retired Attorney & Former Mayor of Chico

s/ Dave Nopel, Author & Local Historian

s/ Eric Nilsson, Retired Principal – Inspire School of Arts & Science

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**REBUTTAL TO ARGUMENT AGAINST MEASURE O**

Measure O (Valley’s Edge) is the opposite of sprawl. Valley’s Edge is an award-winning master plan - it’s smart growth.

As a group of long-time Chico leaders and planners, we’ve examined Measure O from every angle and agree it’s the best plan for sustainable growth, providing much-needed housing for every budget (estimated to start under \$300,000) while preserving coveted open space.

Measure O offers the residents of Chico a comprehensive and forward-thinking approach to address Chico’s critical need for affordable housing.

A YES on Measure O provides a variety of homes to choose from, helps sustain public services, and improves local infrastructure. Measure O generates over \$200 million annually for Chico’s local economy – and \$80+ million for road repair or hiring more firefighters.

Measure O will ensure Chico is a safer and more fire-resilient community.



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Measure O is smart growth. Valley's Edge embraces environmentally conscious practices, promoting a healthier, greener future.

Measure O protects Chico's prime farmlands from development.

By voting for Measure O, we'll help keep locals local, and generations connected.

Valley's Edge provides recreational spaces and promotes community. Parks and open spaces contribute to physical and mental health, places for families to gather, children to play, and individuals to connect with nature.

By voting YES for Measure O, you are shaping our community that thrives and evolves to meet the needs of both present and future generations.

Please join us in voting YES on Measure O.

s/ Matthews D. Jackson, Retired College Administrator

s/ Valerie R. Reddemann, Chico Business Owner

s/ Thomas Snyder Lando, Retired City Manager

s/ Jolene Francis, Non-Profit Executive

s/ Tim Cooper, Youth Sports Coach

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### **FULL TEXT MEASURE O**

If you desire a copy of Resolution No. 08-23, please call the City Clerk's Office at (530) 896-7250 and a copy will be mailed at no cost to you.