



City of Chico – Measure P

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

P City of Chico – Resolution 09-23 Approving Valley’s Edge Specific Plan

Shall Resolution No. 09-23 "Resolution of the City Council of the City of Chico Adopting the Valley's Edge Specific Plan (SP 19-01)," which adopted the Valley's Edge Specific Plan 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 P

Measure P asks whether the voters approve Resolution No. 09-23, adopted by the Chico City Council on January 3, 2023, adopting the Valley’s Edge Specific Plan (the “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 City of Chico 2030 General Plan (“General Plan”) as the Doe Mill/Honey Run Special Planning Area located between the eastern terminus of East 20th 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 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. In addition, the Specific Plan 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.

A “yes” vote on this measure approves Resolution No. 09-23 adopting the Valley’s Edge Specific Plan thereby creating a comprehensive regulatory



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framework for land conservation and development of the Valley’s Edge Specific Plan area consistent with the General Plan.

A “no” vote on this measure disapproves Resolution No. 09-23 adopting the Valley’s Edge Specific Plan and the Doe Mill/Honey Run Special Planning Area will be without a comprehensive regulatory framework.

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

S/ John W. Lam, Chico City Attorney

ARGUMENT IN FAVOR OF MEASURE P

APPROVAL OF VESP

Yes on Measure P and Valley’s Edge. Where every budget finds a home.

Chico’s housing crisis hurts our kids and grandkids the most.

Chico needs more affordable homes, so locals are not priced out of the Chico market. If we want our kids and grandkids 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 in Chico that keeps locals local.

Measure P allows families to live and stay in Chico. Kids can go to school with their friends and parents can have short drives (or bike/walk) to work. Valley’s Edge is climate smart, and SMART growth, including walkable neighborhoods, preservation of open space, and mixed commercial and residential use.

Measure P provides a variety of affordable homes for first-time home buyers, growing families, retirees, and empty nesters.

Valley’s Edge is the opposite of sprawl.

Measure P protects prime farmland by directing housing into areas designated to accommodate Chico’s gradual growth. Yes on Measure P protects the Greenline, ensuring farmland stays off limits to development.

By voting Yes on Measure P you help generate more than \$82 million in revenue for services such as local roads, public safety, and emergency services. Services everyone throughout Chico will enjoy.



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Wildfire prevention experts, firefighters, and Chico’s past and present fire chiefs agree, Valley’s Edge is Firewise and reduces Chico’s exposure to wildfires. Chico will be safer from the threat of wildfire after Valley’s Edge is built.

Valley’s Edge represents the most significant commitment to conservation, recreation, jobs, and housing in Chico’s 150-year history. With its massive commitment to parks, public open space, and recreation, Yes on Measure P fits right into Chico’s unique outdoor culture and heritage.

Please join thousands of Chico’s neighbors and friends in voting Yes on Measure P.

s/ Matthew D. Jackson, Retired College Administration

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

REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE P

The Valley’s Edge development is not “smart.” It is “sprawl,” the kind of outdated 20th-century urban sprawl that leads to increased traffic congestion, decreased air quality, depleted groundwater, increased vulnerability to wildfire and significant loss of open space and slow-growth trees.

Voting NO on Valley’s Edge is embracing an authentic vision of “smart growth,” the kind of housing growth that carefully considers all of Chico’s residents and their needs in the future. Smart growth, built near the core of Chico, uses existing city infrastructure for efficient use of our tax dollars. Sprawl means adding a 1448-acre development to Chico the size of Gridley.

Smart growth means planning for the inclusion of biking, walking and public transportation to provide convenient accessibility to services for Chico citizens who live in a variety of mixed-use housing.

Smart growth creates connection of Chico citizens to each other, connections that enhance business, education and community. In contrast, sprawl developments like Valley’s Edge push people to the edges creating greater distance from services and greater dependence on the automobile.

Voting NO on Valley’s Edge means choosing a new vision for Chico’s housing that is an affordable alternative for young and older people and is sustainable, safe,



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and ensures keeping the natural beauty and open space Chico citizens love and want to preserve for future generations.

Voting NO on Valley’s Edge means choosing a better quality of life for all of Chico’s citizens.

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

s/ Andy Holcombe, Former Chico Mayor & Retired Attorney

s/ Bryce Goldstein, Former Chico Planning Commissioner

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

s/ Steven O’Bryan, Owner Pullins Cyclery & Former Planning Commissions

ARGUMENT AGAINST MEASURE P

The Valley’s Edge Specific Plan and the associated General Plan amendment are all one package. The reasons for voting NO have been clearly stated in our Argument against the previous measure. As believers in simplicity and opponents of waste, we will respect your time by not trying to bury you in more words.

Please stand with the hundreds of volunteers who circulated petitions and the thousands of Chico voters who signed them and Vote NO on BOTH measures.

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

s/ Steven O’Bryan, Owner Pullins Cyclery & Former Planning Commissions

REBUTTAL TO ARGUMENT AGAINST MEASURE P

Everyone agrees that Chico has a housing crisis. Every day, locals are forced to move outside Chico, away from work and school, increasing commutes and decreasing time with family.

Yes on Measure P (Valley’s Edge) helps solve that crisis.

A small group of opponents are spreading false rumors and misstatements. The award-winning Valley’s Edge master plan is the opposite of sprawl. It is an approved area for Chico to grow and is designed on smart growth principles and sustainability.

There are no farmlands at Valley’s Edge. It’s lava rock – where food can’t grow.



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With a YES on Measure P, home prices are estimated to start under \$300,000. There will be a home for every budget at Valley's Edge. Chico's first-time home buyers, growing families, empty nesters, and retirees will find a place to call home.

Chico's Fire Chief says Chico will be SAFER from the threat of wildfire AFTER Valley's Edge is built.

A YES on Measure P gifts a 420-acre regional park (the largest in over a century) managed by a local agency and 100% open to the public.

Measure P protects 5,000 oak trees at Valley's Edge. Another 6,000 trees will be planted. No endangered species will be affected.

Measure P strengthens our economy bringing in \$200 million annually to the local economy and creating over 1,200 local jobs.

Measure P and Valley's Edge preserve Chico's unique heritage. Please join us in supporting more housing choices in Chico and vote YES on Measure P.

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

FULL TEXT MEASURE P

If you desire a copy of Resolution No. 09-23, please call the City Clerk's Office at (530) 896-7250 and a copy will be mailed at no cost to you.